

**April 2018**

## Spring Cleaning Your Small Business

No one knew that winter would show up unexpectedly many times over the past few weeks. Hopefully winter is over. The temperature is slowly warming and the flowers can be seen eagerly starting to peek out of the ground. It's this time of year that we often take to our houses, inside and out, for spring cleaning.

Some of my neighbors have spent time outdoors cleaning their yards. Even my husband has started to work on the yard and cleared out the rhubarb patch. A few months ago, I cleared out the spare bedroom and attic of unused clutter to get ready for summer. Are you taking the same care to get your business cleaned up? Here are a few tips to help you clean up your business after a very long and dreary winter.

Check around your property for damage left from this winter's freeze/thaw cycles. Also check for any broken or loose paving stones, potholes, or cracked/damaged sidewalks that could be a potential safety hazard to you, your employees, and customers. Don't forget your roof. Look for any missing or damaged shingles and identify any building damage. Make a plan to repair these damages.

Sweep your sidewalk and parking areas to remove left over salt or antiskid. Not only does this spruce up your property's appearance but can prevent any costly damage to concrete and grass areas.

Power wash your building, as well as any paved surfaces, particularly concrete, to ensure they are clean and in good repair.

Clean up any sticks and trash out on your sidewalk and curb area. This will improve your appearance for your customers and the community.

Clean your windows. Washing the winter grime off your windows both inside and out will let in more sunshine. The more sunshine, the happier your employees and customers.

Make sure your landscaping is not blocking any of your business signage, doorways, sidewalks, parking areas, or windows.

Clean out your planting beds and install new annual or perennial flowers to add color and brighten the look of your business.

Don't forget to update your website and social media. It's important that your website is easy to navigate and use for your customers. Social media can be a powerful business tool. It helps you listen to what people are saying, including your customers, prospects, peers, and competitors.

Organize your emails. Just do it!

Clear off your desk and clean your office. The dust bunnies have been there too long.

These are just a few things that you can do to shake off the winter blues and get yourself and your business ready for summer.

Featured Member:



## Salem Lutheran Homes & Rehabilitation Center Utilizes Technology to Care to the Community

Everyone knows that Salem Lutheran Homes & Rehabilitation Center has been providing Life with Christian Dignity since 1932, and that our services include Long Term Care, Memory Care, Rehab to Home, Outpatient Physical Therapy, and Skilled Nursing Care.

But what we often don't talk about is our use of technology to make residents and community members lives better. A few of these technologies include our VirtuSense Technology to reduce falls and injuries, and RosieConnect that takes vitals and then automatically updates resident charts with that information. We also utilize Avera e-Long Term Care (tele-medicine) for on-site urgent health care needs and concerns when a resident's primary physician isn't available.

VirtuSense Technology has been in use since last spring as was first featured at the Senior Health Fair in Harlan last May. VirtuSense can objectively measure and identify individuals with a risk of falls through quick, evidence based gait and other functional assessments. It can also detect areas where additional conditioning may be needed, and keeps track of patient's progress. Salem uses this technology to perform an assessment on every individual receiving services from Salem to collect baseline data as well as determine who may be at risk of falling so our Physical Therapy department can work with them to strengthen their risk areas.

RosieConnect is used by our nursing staff to take patient vitals. This information syncs with our electronic charting system so our nursing staff doesn't have to worry about updating their charts later with this information; it's all taken care of at the point of care and in real-time.

The Avera e-Long Term Care system has been installed and in use at Salem since December 2017 and has been used several times to treat residents urgent care health needs without them having to leave the facility. Coleen Hines, a nurse at Salem, is a large advocate for the usage of "Oscar" as she has named our system.

Coleen had the following things to say about Oscar, "Oscar is awesome, but not just Oscar, the whole service. For example, we can show a doctor a wound, or skin abnormality and get medications for treatment without ever needing to take the resident out of the facility, and that is a huge advantage for many of our residents; it's also great for weekends and during times of inclement weather. Oscar really helps to bridge the gaps in care when doctors are not available and the system works with the Primary Care Physicians so that they stay informed of the care of the residents as well. Oscar is an extra set of hands & eyes we can use to take care of our residents. I'm an old school nurse, but I just love this thing!"

For more information on any of these technologies please reach out to [Natasha Urinko](#), Salem Administrator or [Tami Schechinger](#), Resource Development & Community Relations Director.

Located at 2027 College Street, Elk Horn, IA 51531  
Phone: 712-764-4201

## Upcoming Chamber Events

Friday, June 22. SCCCI 4 Person Scramble 9 Hole Golf Tournament, Harlan Golf & Country Club

Tuesday, July 17, 11:30 am—1:00 pm. SCCCI Annual Membership Meeting, C.G. Therkildsen Center, 706 Victoria Street, Harlan

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## Do You Have A 2018 Event?

The Shelby County Chamber of Commerce & Industry is gathering event information for our 2018 calendar. We post Shelby County and surrounding area events on our [website calendar](#) for free. This information is also used in our weekly “Did You Know” emails and on our Facebook page. We can help to be sure locals and tourists can find you. Contact the Chamber office at 712-755-2114 or [email us](#).

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May is National  
Motorcycle Awareness  
Month

Look Twice - Save A  
Life



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**SCCCI Mission Statement:** To create a climate of opportunity for business growth, economic development, and a high standard of living throughout Shelby County.

# Welcome New SCCCI Members

Chipman Aerial Photography & Inspection, LLC  
Joined March 24, 2018

## SCCCI Membership Renewals

**The Chamber wishes to thank the following members who renewed their membership:**

Harlan Inn & Suites \* Iowa Vocational Rehabilitation Services

Harlan Flower Barn Apparel & Gift Co. \* Cain Financial

West Central Community Action \* Remington Seeds, LLC

FarmTable Procurement & Delivery

**All Chamber Membership Renewals are sent electronically through our website, 30 - 60 days prior to their due date.**  
**You can also renew your membership online via our website.**

## Chamber Gift Certificates

The Shelby County Chamber of Commerce & Industry offers gift certificates that are accepted at many of our area's retailers, restaurants, and professional services. The program is designed to promote and have consumers patronize Shelby County businesses. They make perfect gifts for employees, teachers, coaches, friends, and family. Gift certificates can be purchased in any denomination. There is no minimum purchase required. All major credit cards, checks, and cash accepted.

Certificates are easy to purchase. On our [website](#), call the office 712-755-2114, [email](#), or stop by and see us.

Each gift certificate expires after six months from the date of issue.

### Upcoming Events

**Iowa Community Kitchen**, every Tuesday evening, 4 - 6:30 pm  
First Baptist Church, Harlan.

**FarmTable Procurement & Delivery**  
Open Warehouse, every Wednesday, Thursday, and Friday, 12 - 4 pm  
1901 Hawkeye Avenue, Harlan.

**Opening Night - Shelby County Speedway.** James Buwalda Memorial Race April 28. Tickets: \$10 adults \$6 students (11-18), kids 10 & under free with paid adult ticket. Grandstand punch card \$80 (10 adult admissions) Pitt Pass \$25, 10-punch pit pass \$225, kid pit pass \$15 (6-10), 5 & under free Gates open at 4:30 pm. Hot laps 6 pm, Racing at 6:30 pm.

**Brown Bag Lunch Program**  
Thursday, May 17, 12 - 1 pm  
The Pursuit of Happiness, Part 3  
Bro Dining Room, Museum of Danish America, 2212 Washington Street  
Elk Horn.

**Grant Writing Bootcamp Express**  
Thursday, May 17, 9 - 4 pm  
IWCC Loof Hall, 2700 College Street  
Council Bluffs. Fee: \$250.  
Register [online](#) or call 712-325-3256.

#### Blood Drives (Walk-ins welcome):

Tuesday, May 22, 11:30 - 5:30 pm  
Veteran's Memorial Building  
1104 Morningview Drive, Harlan.

Wednesday, May 23, 12 - 6 pm  
St. Boniface Parish Center  
305 Duren Street, Westphalia

**Have a special event coming up?** Let us know about it. Contact the Chamber office at 712-755-2114 or [email](#) Carol with your event information.

**Contact Us:** Give us a call at 712-755-2114 or [email](#) us for more information about becoming a Chamber member.

## Club Level Members

### Platinum Plus Club Members

*City of Harlan*

*Harlan Industrial Foundation*

*Harlan Municipal Utilities*

*Myrtue Medical Center*

*Shelby County*

*Shelby County State Bank*

### Platinum Club Members

*Conductix-Wampfler*

*Monogram Prepared Meats, LLC*

### Gold Club Members

*Essentia Protein Solutions*

*FMCTC*

*Farmers Trust & Savings Bank*

*Midstates Bank*

### Silver Club Members

*Elm Crest Retirement Community*    *Panama Transfer*

*Variety Distributors, Inc.*    *White Pine Dental Group*

### Bronze Club Members

*The Agency, Inc.*    *All Purpose Contractors, LLC*    *CDS Global*  
*Counsel Office & Document*    *Cyclone Lanes*    *Fareway Stores, Inc.*

*Harlan Golf & Country Club*    *The Harlan Tribune*

*Hy-Vee*    *Keast Motors*    *Terry Knapp Real Estate*

*KNOD Radio Station*    *EJ Leinen - State Farm*

*Molded Products*    *Nishnabotna Valley REC*

*Pitts Family & Sports Chiropractic Center, PC*

*Smitty Bee Honey, Inc.*    *Subway*    *Town & Country Credit Union*



Iowa Western Community College - Shelby Center, 1901 Hawkeye Avenue, Harlan, is a learning community committed to excellence in meeting the educational needs and improving the quality of life through programs, partnerships and community involvement.

Kirk Petersen Certified Appraisal Service, 1099 Ridge Lane, Harlan, provides residential, farm, and commercial appraisals in Shelby, Harrison, Pottawattamie, Crawford, Audubon, and Cass County Area.

Wahle, Inc., Underwood, IA, specializes in retaining wall, paver, and concrete installation.

To find out more about the Shelby County Chamber of Commerce & Industry, visit our [website](#) and check us out on [Facebook](#) (when you do, make sure to "like us").

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## Do You Have A New Member To Refer Or Know Anyone Who Has Moved Into The County? [Email Carol](#)

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## Article Submissions

We are looking for content from Chamber members about your business that would be interesting to others, providing us with valuable and useful information. Tell us something new or some interesting bit of information about your industry and how to use your products and services.

Articles should be informative, non-promotional, and should not be a commercial intended to steer readers to use your product or service before competitors.

You have a full page, so we are looking for articles of 300 to 500 words. Photos of your business are encouraged. Please submit your article, (we prefer a Word Document) and photos to [Carol](#). Our editorial committee (Todd and Carol) will review all submissions. We reserve the right to edit articles and to schedule them according to the needs of the publication.

**Deadline:** The second Friday of the month. Please make sure to include your company's contact information.

### 2017-2018 Chamber Board Members

**President**  
[Brent Scheve](#)  
The Agency

**Vice President**  
[Steve Kenkel](#)  
Shelby County Board of  
Supervisors

**Past President**  
[David Tyrrel](#)  
Molded Products

**Treasurer**  
[Janell Hansen](#)  
Marne & Elk Horn Telephone  
Company

**Board Member**  
[Josh Grimes](#)  
Hy-Vee Stores

**Board Member**  
[Tami Kloewer](#)  
Secret Serenity Salon  
& Day Spa

**Board Member**  
[Tim Nauslar](#)  
Elm Crest  
Retirement Community

**Board Member**  
[Darializ Ramos](#)  
Monogram Prepared Meats

### Chamber Staff

**[Todd Valline](#)**  
Executive Director

**[Ed Hendley](#)**  
Information Technology  
Manager

**[Carol McHugh](#)**  
Administrative Assistant

**[Debbie Stendrup](#)**  
Membership/Events  
Coordinator



## Celebrating 3 Years

We are proud to announce that our Chamber newsletter, The Business Voice, is three years old this month.

We hope you've come to enjoy reading our newsletter. Suggestions and contributions of articles, particularly "Featured Member" articles are always welcome.

We look forward to providing more great content to you, our Chamber members, and invite you to share The Business Voice with your co-workers.

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## We Need Your Help

We are still \$1,000 short of the funds needed for the annual Movie in the Park event (Harlan) scheduled for Saturday, June 2. Any donation amount would be very helpful. Please [email](#) the Chamber office if you are able to contribute. Checks can be made out to Shelby County Chamber. Thank you!

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## Kick Start the Leader in Your - Leadership Series

The new Leadership Series begins Friday, May 4. Comprised of six total sessions discussing leadership principles and their application. The initial session, a full day session, 9:30 - 4:30 pm, introduces multiple characteristics of being a leader and identifies the areas that will be examined in-depth during the instructional series. The additional five sessions are held in the afternoon, each focusing on one facet of being a leader. Orlando Gil, president of TCTS Global, will be facilitating the series.

Schedule: Friday, May 4, 9:30 am - 4:30 pm. Friday May 11 through Friday, June 8, 1 - 4 pm each Friday.

A sampling of topics to be discussed include: leadership types; how to train effectively despite language and cultural differences; the Hertzberg Theory of motivation; how to motivate employees; developing actions plans; accountability and effective communication; goal setting and "SMARTER" goals; managing your time; delivering excellent customer service within and outside your organization; the challenge of presence and attention; impacting your company and employees by becoming a community leader; benefits and the need for goal monitoring; and more.

This workshop will be held at the Harlan Community Library, 718 Court Street, Harlan.

Space is limited to the first 20 participants signed up. Cost of the program, including all the materials, is \$500 per student. Call the Shelby County Chamber of Commerce & Industry office, 712-755-2114, with questions or to sign up your employees.



**4 PERSON SCRAMBLE**

**9 HOLE GOLF TOURNAMENT**

**Friday, June 22 at the Harlan Golf & Country Club**

**Tournament Sponsor**



**HMU Telecom**

**Registration begins at 3:30 p.m., Putting Contest at 4:00 p.m., Tee off at 4:15 p.m.**

**\$50 per person or \$200 per team. Cart rental is \$30.**

**Register as an individual or team**

**Entry fee includes golf, flag/door prizes and dinner**

**Registrations are due by Friday, June 15**

**Team Contact: \_\_\_\_\_ Phone: \_\_\_\_\_**

**Members of Foursome: 1. \_\_\_\_\_ 2. \_\_\_\_\_**

**3. \_\_\_\_\_ 4. \_\_\_\_\_**

**Number of Carts Needed: \_\_\_\_\_ X \$30 = \_\_\_\_\_ Please include rental fee with registration**

**PLEASE return this registration form to the Chamber office**

**Shelby County Chamber of Commerce  
1901 Hawkeye Avenue, Suite 101, Harlan, IA 51537  
712-755-2114**



## Event Info

For additional information on community events, please visit our [events calendar](#).

May 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Iowa Community Kitchen, Harlan	2 Blood Drive Harlan Community High School Gym – in honor of Julie DuVal	3	4 Kick Start the Leader in You – Leadership Series Harlan Community Library Harlan	5 Shelby County Speedway, Harlan
6	7 Fishing for Fun Nishna Bend Recreational Center Harlan	8 Iowa Community Kitchen, Harlan	9	10	11 Kick Start the Leader in You – Leadership Series Harlan Community Library Harlan	12 Shelby County Speedway, Harlan
13 Mother's Day	14	15 SCCCI Board of Directors Meeting  Iowa Community Kitchen Harlan	16	17 Grant Writing Boot Camp – IWCC, Council Bluffs  Brown Bag Lunch Program, Museum of Danish America Elk Horn  Roar into Harlan Bike Night Downtown Square	18 Kick Start the Leader in You – Leadership Series Harlan Community Library Harlan	19 Shelby County Speedway, Harlan Western IA Vintage, Bragging Rights Late Models
20	21	22 Blood Drive, Veterans Memorial Building, Harlan  Iowa Community Kitchen, Harlan	23 Blood Drive St. Boniface Parish Center, Westphalia	24	25 Kick Start the Leader in You – Leadership Series Harlan Community Library Harlan  Tivoli Fest, Elk Horn	26 Tivoli Fest, Elk Horn  Shelby County Speedway, Harlan No Late Models
27 Tivoli Fest, Elk Horn	28 Memorial Day Chamber office closed	29 Iowa Community Kitchen, Harlan	30	31		

June 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Kick Start the Leader in You – Leadership Series Harlan Community Library Harlan	2 Shelby County Speedway, Harlan Bragging Rights Late Models
3	4	5 Iowa Community Kitchen, Harlan	6	7 Brown Bag Lunch Program, Museum of Danish America, Elk Horn	8 Kick Start the Leader in You – Leadership Series Harlan Community Library Harlan	9 Shelby County Speedway, Harlan Malvern Bank SLMR Night
10	11	12 IWCC Shelby County Scholarship Scramble HGCC, Harlan  Iowa Community Kitchen, Harlan	13	14	15	16 Shelby County Speedway, Harlan Western IA Vintage/Bragging Rights Late Models
17 Father's Day  Flight Breakfast, Harlan Municipal Airport, Harlan	18	19 Iowa Community Kitchen, Harlan	20	21 Brown Bag Lunch Program, Museum of Danish America, Elk Horn  Roar into Harlan Bike Night Downtown Square	22 SCCCI Annual Golf Tournament, HGCC Harlan	23 Sankt Hans Aften Museum of Danish America, Elk Horn  Shelby County Speedway, Harlan
24	25	26 Iowa Community Kitchen, Harlan	27	28	29	30 Shelby County Speedway, Harlan