

# MARCH



## The Business Voice

March 2017

# Marketing Strategies: Utilizing What Summer and Spring Has to Offer

Running a small business isn't always easy. You are always looking for ways to attract customers without breaking the bank.

Every season has something to offer for the small business owner's marketing strategy. Spring and summer are more than just seasons, they are opportunities for your business to thrive. Both spring and summer come with unique holidays, events and activities, which cause consumers to behave differently.

As a small business owner, you must pay close attention to this behavior in order to decide what strategies are worth focusing on. For example, promoting seasonal products that are used during that particular time of year or promoting a holiday sale because consumers have the day off.

Here are some examples of spring and summer opportunities that can help you connect with your customers.

### Spring.

Many of your customers view springtime as a "fresh start", and so should the small business owner. If your current market strategy is no longer working, then it's time to bring in some new and innovative ones. Spring officially started on Monday, March 20. There are a great deal of [holidays, events and themes](#) still out there.

Holidays: Easter, April Fools' Day, Mother's Day, Memorial Day, and Father's Day.

Events and Themes: Spring Weather, Spring Sports, Bright Color Schemes.

### Summer.

With the beautiful weather and all sorts of fun and different activities, summer holds numerous marketing opportunities that small business owners can utilize, such as outdoor summer events (that's where people will be), and don't forget to utilize the outside of your storefront. Use fun chalk designs on the sidewalk to advertise your sales or set up a tent outside to display your products and services to those walking by. Here are some summer [holidays, events and themes](#) that are fun to utilize.

Holidays: Flag Day, Independence Day, and Labor Day.

Events and Themes: Summer Weather, Barbecuing, Vacations, School's Out.

Don't let the momentum of your spring and summer marketing campaigns fade away in the fall and winter. Continue to reach out to your customers with newsletters, special offers, promotional discounts and other activities so that your small business stays fixed in the mind of your customers year round.

# 2017 Shelby County Chamber of Commerce & Industry's Annual Awards Banquet Winners



**2016 Non-Profit Business of the Year**  
Salem Lutheran Homes and  
Rehabilitation Center, Elk Horn, IA



**2016 New Business of the Year**  
Living Well Home Care, Harlan, IA



**2016 Citizen/Volunteer of the Year**  
Roger Schmitz, Westphalia, IA



**2016 Business of the Year**  
Milk & Honey, Harlan, IA

## 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 a perfect gift for employees, coaches, teachers, 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.

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## 2017 Fun China Luncheon

Wednesday, April 26, 11:00 a.m. & 12:30 p.m.

Harlan Golf & Country Club Ballroom

\$15 per person

Call the Chamber Office at 712-755-2114

To Reserve Your Tickets Today

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## Chamber Happenings

### Upcoming Chamber Events - Save the Date:

Friday, June 9 & Saturday, June 10 - Honey Bacon Show & Shine, Shelby County Fairgrounds

Friday, June 23 - Shelby County Chamber of Commerce & Industry's Annual Golf Tournament

Saturday, August 19 - Tour De Shelby County Motorcycle & Car Scavenger Hunt, Shelby County Chamber & Industry Office

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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

Midwest Automotive Repair, joined March 6, 2017

Greenridge Steam & Gas Engine Antique Club, join March 13, 2017

## SCCCI Membership Renewals

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

Rusty's Shoe Repair \* ThinkSpace IT

**All Chamber Membership Renewals are sent via email through our website, 30 - 60 days prior to their due date.**

**You can also renew your membership online via our website.**

## Legislative Coffee Series

The Shelby County Chamber of Commerce & Industry invites Legislative representatives for an informal networking opportunity to discuss issues that may have an impact on Shelby County residents, businesses, the economy, state budget, taxes, etc. just to name a few. This is followed up by a question and answer period where you can ask specific questions on specific topics or concerns.



Each session begins at 10:00 a.m. and are open to the public. There is no cost for this event.

April 15. Sponsored by Pitts Family Sports Chiropractic Center. This event will be held in the Chamber of Commerce Atrium, 1901 Hawkeye Avenue, Harlan.

## It's Easy to Find the Chamber Online

Use these links to get right to what you're looking for.

**Online member directory**

<http://www.exploreshelbycounty.com/member-directory.html>

**Online community events**

<http://www.exploreshelbycounty.com/events.html>

## Upcoming Events

**Iowa Community Kitchen**, every Tuesday evening, 4:00 p.m. - 6:30 p.m., First Baptist Church, Harlan.

**FarmTable Procurement & Delivery** Open Warehouse, every Wednesday, Thursday, and Friday, 12:00 p.m. - 3:00 p.m., 1901 Hawkeye Avenue, Harlan (next door to the Chamber office).

**Blood Drive**, Monday, April 3, 8:00 a.m. - 2:00 p.m. Myrtue Medical Center.

**Mobile Food Pantry, Monday, April 3, 4:30 p.m. - 6:00 p.m.**, Veteran's Memorial Building.

**The Journey To Your Vision**, Friday, April 7, 8:00 a.m. Iowa Western Community College, Harlan. Presented by Iowa Farm Bureau's Renew Rural Iowa.

**Dutch Oven Cooking Class**, Monday, April 10, 5:30 p.m., Nishna Bend's Nature Center.

**Ambassador Visit** - Harlan Community Library, April 12, 9:00 a.m. Celebrating National Library Week.

**Free Community Educational** - Adverse Childhood Experiences (ACEs), Tuesday, April 18, 6:00 p.m. - 8:00 p.m. C.G. Therkildsen Center, Harlan. Sponsored by Myrtue Medical Center.

**Salem Lutheran Homes & Rehabilitation Center's Volunteer & Donor Celebration Meal**, Wednesday, April 19, 6:00 p.m., Elk Horn Lutheran Church.

**Brown Bag Lunch Program** - Sculpting an Icon: Christian Petersen and the Fountain of the Four Seasons, Thursday, April 27, 12:00 p.m., Bro Dining Room, Museum of Danish America, Elk Horn.

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

**Contact Us:** Give us a call at 712-755-2114 or [email](mailto:carol@shelbycountyia.gov) 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.**

### **Bronze Club Members**

**The Agency, Inc. 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**

## Featured Member:



Mission: To provide exceptional agricultural marketing and exposure for sellers while providing a simple and enjoyable buyer experience with a mutually beneficial outcome for both parties.

DreamDirt Farm and Ranch Real Estate, LLC, located in Mondamin, IA, is a licensed real estate brokerage and auction company providing land auctions, equipment auctions, private offer real estate listings, appraisals and farm management in Iowa, Missouri, Nebraska, and North Dakota.

DreamDirt is a one of a kind specialized agricultural real estate brokerage and auction company focused on connecting buyers and sellers of Iowa Farmland. We work with many families that have inherited farms to help them find success in the sale of their loved ones estate as well as investor clients both on the buying and selling sides. We sell farmland, hunting and recreational farms, leases of all types, farm equipment from estates, retirements or downsizing. Our agents and auctioneers are located across Iowa serving all 99 counties. They provide free appraisals and free consultation with no obligation.

Contact information:

Tel: 855-376-3478

Email: [info@dreamdirt.com](mailto:info@dreamdirt.com)

Website: <http://dreamdirt.com/>

Sources: [DreamDirt's Website](#), [DreamDirt's Facebook Page](#) and [Dollars and Dirt's Website](#)

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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 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.

**2016-2017  
Chamber Board  
Members**

**President**

Dave Tyrrel  
Molded Products

**Vice President**

Brent Scheve  
The Agency

**Treasurer**

Kevin Campbell  
Shelby County State Bank

**Board Member**

Janell Hansen  
Marne & Elk Horn Telephone  
Company

**Board Member**

Steve Kenkel  
Shelby County Board of  
Supervisors

**Board Member**

Tami Kloewer  
Secret Serenity Salon  
& Day Spa

**Board Member**

Tim Nauslar  
Elm Crest  
Retirement Community

**Board Member**

Denny Siemers  
Town & Country  
Credit Union

**Chamber Staff**

Todd Valline  
Executive Director

Ed Hendley  
Information Technology  
Manager

Carol McHugh  
Administrative Assistant



The Shelby County Chamber of Commerce & Industry's website has a job board that is available to our Chamber members. Job openings can be submitted via our website or [emailed](#) to Carol. If you have questions, please contact the Chamber office, 712-755-2114.

Chair and Share Sale, Hero's Attic, 8<sup>th</sup> & Court Streets, Harlan. Bring in a Food Pantry "meal kit" (two or more items that can be used to make a meal. Example: spaghetti/ Alfredo sauce; canned chicken/rice), to get 60% off any chair in stock. Sale runs through Friday, March 31. Donations go to West Central Community Action Food Pantry.

Want 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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**March Blue Zones  
Project Recipe**

For more recipes, [click here](#).

**Vanilla Cherry Nice Cream**

Ingredients: 4 peeled, frozen, chopped bananas; 1/3 cup pitted cherries; 1/8 teaspoon whole vanilla bean. Topping Ingredients: 1/3 cup pitted cherries

1. To make the nice cream: blend it all up until it's like soft serve. Top with the left over cherries and eat.

If you don't have whole vanilla bean, use 1/8 teaspoon of vanilla powder or 1/4 teaspoon vanilla extract.

Recipe makes enough for about 2 people.



**INAUGURAL**

# HONEY/BACON SHOW-N-SHINE



**JUNE 9 - JUNE 10  
SHELBY COUNTY FAIRGROUNDS  
HARLAN, IOWA**



**FRIDAY**

**June 9**

**4:00 to 11:00 PM**

HONEY and  
BACON  
Cooking Competition  
(must use both  
ingredients)

Craft and Junkers  
Fair



Live Music

**SATURDAY**

**June 10**

**9:00 AM to 5:00 PM**



**Multiple Class  
Show-N-Shine**

**Cooking Competition  
Continues**

**Craft and Junkers Fair**

**For additional information or to enter the competitions  
call (712) 755-2114 or email: [info@exploreshelbycounty.com](mailto:info@exploreshelbycounty.com)**





# 2017 Shelby County

## Harvest Market

**SUNDAYS, 11:30 AM TO 2:00 PM**

June 4th through October 8th  
Historic Downtown Harlan Square

[2017 Vendor Guidelines & Application](#)

*Shelby County Harvest Market Contact*

[Carol McHugh](#)

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[Blue Stone Therapy Solutions partners with  
Salem Lutheran Homes & Rehabilitation Center](#)



## Event Info

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

April 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 April Fool's Day
2 Shelby Counth Catholic School K-6 Spring Program	3 Mobile Food Pantry Harlan  Blood Drive – Myrtue Medical Center – Harlan	4 Iowa Community Kitchen Meal – Harlan	5	6	7 The Journey to Your Vision – Harlan  State Representative Steven Holt – Chamber office  St. Michael's Fish Fry - Harlan	8
9	10 Events Committee Meeting – SCCCI Conference Room  Dutch Oven Cooking Class, Nishna Bend's Nature Center – Harlan  Planning meeting for Kirkman's 125 <sup>th</sup> Anniversary Celebratin	11 Iowa Community Kitchen Meal – Harlan	12 Ambassador Visit Harlan Community Library  Myrtue Blood Analysis Screening – Avoca  Lunch & Learn – IWCC Council Bluffs  SCCS Living Stations of the Cross – Harlan	13	14 Good Friday Chamber office closed	15 Legislative Coffee Pitts Chiropractic – Harlan  Easter Egg Hunt – Elk Horn City Park
16 Easter	17	18 SCCCI Board Meeting  Iowa Community Kitchen Meal – Harlan  Free Community Educational – Therkildsen Center, Harlan	19 Volunteer & Donor Celebration Meal – Elk Horn Lutheran Church	20	21 State Representative Steven Holt – Chamber office	22 Earth Day  Prairie Rose Earth Day Paddle & Lake Shore Clean Up – Harlan  Myrtue Blood Analysis Screening – Harlan
23	24	25 Iowa Community Kitchen Meal – Harlan	26 Administrative Assistant's Day  Fun China Luncheon Harlan Golf & Country Club	27 Brown Bag Lunch Museum of Danish America – Elk Horn  Hike Night at Prairie Rose – Harlan  Blood Drive – Conductix, Harlan	28 State Representative Steven Holt – Chamber office	29
30 Blood Drive – Merrill Field, Harlan	Notes:					

May 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 May Day  Blood Drive – St. Joseph's Hall, Earling	2 Iowa Community Kitchen Meal – Harlan	3	4	5 Cinco de Mayo	6
7	8 Events Committee Meeting – SCCCI Conference Room	9 Iowa Community Kitchen Meal – Harlan	10	11	12	13
14 Mother's Day	15	16 SCCCI Board Meeting  Iowa Community Kitchen Meal – Harlan	17	18	19	20
21	22	23 Iowa Community Kitchen Meal – Harlan	24	25 Hike Night – Prairie Rose, Harlan  Brown Bag Program – Museum of Danish America, Elk Horn	26 Tivoli Fest	27 Tivoli Fest  Storage Tours – Museum of Danish America, Elk Horn
28	29 Memorial Day – Chamber office closed	30 Iowa Community Kitchen Meal – Harlan	31	Notes:		