

March 2018

Good-Bye Winter, Hello Spring

Spring is the season of new beginnings.

As we say good-bye to March and the winter blues, chances are that you're showing symptoms of spring fever (restfulness and excitement). Human beings experience a real energy surge in spring due to an increase in sunlight.

Retailers have been introducing new spring stock and using new strategies to encourage customers out of their winter hibernation with new styles and trends. Spring is a great time to try new things and save money by shopping the "Spring Sales" for great buys on winter clearance items.

Fifty percent of all our purchase decisions are made on impulse (I'm sure my husband thinks that of my purchase decisions, especially motorcycle related purchases). Retailers need to effectively engage with new and existing customers to provide themselves the competitive advantage. Here are some ways that retailers can get their customers excited for spring shopping.

- * 85 percent of customers are influenced by visual merchandising in store window displays.

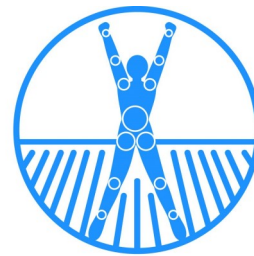
- * 68 percent of customers believe that a business' signage reflects the quality of its products and services; 76 percent of customers confess they have entered a store or business they have never visited before based on its signage. ([Source](#))

Let's not forget about Easter. It's early this year (Sunday, April 1). Candy, clothes, and gift cards are a sure start to the spring shopping season. The week leading up to Easter, brings the highest sales volumes, setting the tone for the season.

With the arrival of Easter varying from year to year, spring sales shift around. An earlier Easter generally results in stronger spring sales. No matter the date of Easter, customers are ready to shop come spring.

Enjoy the sunshine and shopping that arrives with the spring season.





Shelby County Physical Therapy

Featured Member:

Shelby County Physical Therapy, Inc. – Professional, convenient therapy close to home.

Shelby County Physical Therapy, Inc. opened in November 2017 and is treating patients in their newly remodeled office space at 2305 Chatburn Avenue, Harlan (SW corner of Highways 59 and 44). Services include complete outpatient physical therapy services: chronic neck and back pain, balance disorders, injury and post-op rehab, and sports fitness.

Jeremy Arkfeld, MSPT, COMT, and owner of Shelby County Physical Therapy, Inc., earned his Master of Science in Physical Therapy from North Georgia College and State University, graduating with honors in 2002. When Jeremy and his family returned to Shelby County to be closer to his family, he brought sixteen years of diverse and top-notch experience in the Physical Therapy field, helping the community feel better and regain their health.

Particularly important to Jeremy is working with veterans, having himself served six years in active Army and the National Guard. Jeremy has a vested interest in getting them better due to knowing what many of them have gone through.

Whether Jeremy is assessing range of motion, muscle strength and endurance, or other aches and pains that hinder a person's ability to perform the activities required for daily living, Shelby County Physical Therapy, Inc., has quickly built a reputation of being very caring and attentive to their clientele.

"Get Well. Stay Well. Get Back to the things you love."

Hours of operation: Monday through Friday, 6 am – 5 pm and by appointment. Telephone: 712-733-8750



Legislative Coffee Series Schedule

Held on the third Saturday of the month, January through April, 10 am.

April 21: Hosted by Shelby County Chamber of Commerce & Industry, 1901 Hawkeye Avenue, Harlan.
Sponsored by Farm Sweet Farm, Harlan.



This will be the last Legislative Coffee for 2018. Make sure to attend.

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 tourist can find you. Contact the Chamber office at 712-755-2114 or [email us](#).

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

Friday, March 30, the Chamber office will be closed for the Easter weekend



SCCCI Membership Renewals

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

Shelby County Speedway * Dr. Jay's Family Eye Care

Hy-Vee Harlan Iowa * Pitts Family & Sports Chiropractic, PC

Harlan Kiwanis Club

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.

Save the Date: Wednesday, April 25 Fun China Luncheon

Harlan Golf & Country Club Ballroom. \$15 per person. 11 am or 12:30 seating. To reserve tickets, call the Chamber office at 712-755-2114 or [email Carol](#).

If you are interested in decorating a table, let us know.

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.

SCCCI Events Committee Meeting, Monday, April 9, 12 pm.
Chamber Conference Room
New members are welcome.

Legislative Coffee, Saturday, April 21, 10 am, Chamber Atrium, 1901 Hawkeye Avenue, Harlan. Sponsored by Farm Sweet Farm

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

Blood Drives (Walk-ins welcome):
Monday, April 2, 8 - 2 pm
Myrtue Medical Center
1213 Garfield Avenue, Harlan

Tuesday, April 3, 11 - 5 pm
Irwin Community Building
504 Ann Street, Irwin

Thursday, April 5, 12 - 6 pm
Portsmouth Community Hall, Portsmouth.
If you would like to schedule an appointment, call Connie 712-743-2491

Thursday, April 26, 7:30 - 12:30 pm
Conductix-Wampfler
1417 Industrial Parkway, Harlan

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*



The Shelby County Chamber of Commerce & Industry's Conference Room is available to our Chamber members at no cost (one of the many benefits of membership). Call the office at 712-755-2114 to reserve your meeting or presentation today.

Grandpa's Pumpkin Farm, 116 Street F32, Panama. Open Fall 2017. A full service pumpkin patch with hayrack rides, a 3 acre corn maze, bouncy house, kiddie train, and much more.

Keast Auto Center, 2101 23rd Street, Harlan. A family owned dealership where customers needs and wants are put first above all else.

White Pine Dental Group, 2105 Pine Street, Harlan. Their skilled and knowledgeable clinical team guarantees an exceptional dental experience every time.

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").

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

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

IS YOUR BUSINESS ON THE ROAD TO SUCCESS?



Benefits of Chamber Membership:

Increase Your Visibility in the Community

Create Networking Opportunities

Expand Your Social Media Reach

Gain a Voice in Government

Acquire Customer Referrals



**Call Today to Learn More
About How Chamber
Membership Will Benefit
Your Business:
(712) 755-2114**

Event Info

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

April 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Easter Sunday	2 Blood Drive Myrtue Medical Center Harlan	3 Blood Drive Irwin Community Building Irwin Iowa Community Kitchen Harlan	4	5 Blood Drive Portsmouth Community Hall, Portsmouth	6 Free Optimal Aging Screening, Petersen Family Wellness Center Harlan	7 Iowa Community Kitchen's Fundraiser American Legion, Harlan Myrtue Medical Center Blood Analysis Screening - Harlan
8 Iowa Community Kitchen's Fundraiser American Legion, Harlan	9 Events Committee Meeting – SCCCI Conference Room	10 Iowa Community Kitchen – Harlan	11 Community Service Day, Harlan Community High School Adult Pinterest Night Elk Horn Public Library	12	13 2018 Used Book Sale for Scholarships Harlan Community Library, through 04/21	14 5 th Annual Color Run for the Cure, Shelby Co Fairgrounds, Harlan
15	16	17 Iowa Community Kitchen – Harlan	18 Myrtue Medical Center Blood Analysis Screening - Avoca	19	20	21 Legislative Coffee Chamber office, Harlan. Sponsored by Farm Sweet Farm Return of the Harlan Hustle, Petersen Family Wellness Center, Harlan
22	23	24 Iowa Community Kitchen – Harlan	25 Administrative Assistant's Day Myrtue Medical Center Blood Analysis Screening - Harlan Fun China Luncheon Harlan Golf & Country Club	26 Blood Drive Conductix, Harlan	27	28 Blood Drive, Shelby Community Building Shelby Shelby County Speedway, Harlan James Buwalda Memorial Race Night
29	30					

May 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Iowa Community Kitchen, Harlan	2	3	4	5 Shelby County Speedway, Harlan
6	7	8 Iowa Community Kitchen, Harlan	9	10	11	12 Shelby County Speedway, Harlan
13	14	15 SCCCI Board of Directors Meeting Iowa Community Kitchen Harlan	16	17 Grant Writing Boot Camp – IWCC, Council Bluffs	18	19 Shelby County Speedway, Harlan Western IA Vintage, Bragging Rights Late Models
20	21	22 Iowa Community Kitchen, Harlan	23	24	25 Tivoli Fest, Elk Horn	26 Tivoli Fest, Elk Horn Shelby County Speedway, Harlan No Late Models
27 Tivoli Fest, Elk Horn	28	29 Iowa Community Kitchen, Harlan	30	31		