The Business Voice



August 2022

Your Online Presence

What is an online presence?

A business online presence can be defined by how easy it is to find the business when searching for relevant keywords online, or how many virtual 'touchpoints' a customer can interact with when wanting to find out more about your brand, products, and services. If you have a good online presence, then you'll be very visible on the internet and social media, making you far more 'discoverable' to potential new clients.

Do you lack an online presence or would you like to compliment your existing website? Your Marketing Landing Page allows you to spotlight your business with images, videos, and custom tools like reservation or appointment service links. Expand your "findability" with more search keywords to improve results.

Building an online presence isn't just beneficial to growing a small business, it's absolutely essential. Having a strong online presence with a personal website and Marketing Landing Page can help you build your brand and gain credibility to attract new customers.

A landing page is any web page that a consumer can land on, but in the marketing realm, it's usually a standalone page, distinct from your homepage or any other page, that serves a single and focused purpose.

Setting up your web presence within Shelby County Chamber of Commerce & Industry is an easy step-by-step process using the Marketing Landing Page Wizard. By following the instructions, you will be up-and-running in a matter of minutes. Keep in mind that you can put in what you can now, then return later to add more photos, etc. If setting up this page isn't your thing, call the Chamber office, 712-755-2114 or email us. We'll submit a ticket to Chamber Nation's Help Desk. Please note, having a website and/or Facebook is helpful as this is where they get the information to build your landing page. In the event you don't have an existing website or Facebook, one of Chamber Nation's team members will contact you for the information.

Marketing Landing Pages are included in your membership. Many people ask if they will be charged for this service. The answer is NO. Although this type of targeted advertising would normally have a monthly fee, it is included in your membership dues. This program is provided to our members as a thank you for being a part of our organization.



Ambassador Visit/Ribbon Cutting



Ambassador Visit. Shelby County ISU Extension & Outreach. Friday, August 5, 2022



Open House/Ribbon Cutting. West Central Community Action Shelby County Outreach, Friday, August 19, 2022

Open Houses & Ribbon Cuttings

Thursday, September 15, 4 - 7 pm. Open House & Ribbon Cutting. Cornerstone Dental, 1818 Chatburn Plaza, Harlan. Ribbon Cutting at 5 pm.

Friday, September 16, 2 - 5 pm. Open House & Tailgating. Hansen House Senior Living, 703 Dye Street, Harlan. Ribbon Cutting at 3 pm.

Did You Know

Hosting an ambassador visit, open house, or ribbon cutting ceremony is a great opportunity to create public awareness about your business. For more information, contact the Shelby County Chamber of Commerce & Industry at 712-755-2114 or email the Chamber office.

2021-2022 Board of Directors

President
Steve Ineson
Four Seasons Travel

Vice President

Jeff Sundholm

Myrtue Medical Center

Treasurer
Gervas Mgonja
Town & Country Credit
Union

Past President
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<u>Carol McHugh</u> Administrative Assistant

<u>Debbie Stendrup</u> Membership/Events Coordinator

Club Level Members

Platinum Plus Club Members

City of Harlan Harlan Municipal Utilities **Shelby County**

Harlan Industrial Foundation Myrtue Medical Center SCSB

Platinum Club Members

Conductix-Wampfler Monogram Prepared Meats, LLC

Gold Club Members

The Agency Insurance Essentia Protein Solutions FMCTC Farmers Trust & Savings Bank Midstates Bank

Silver Club Members

Elm Crest Senior Living Community Panama Transfer Markham Family Dental Associates, Inc.

Bronze Club Members

CDS Global Counsel Office & Document Cyclone Lanes Fareway Stores, Inc. Farm Service Cooperative Harlan Community School District Harlan Golf & Country Club The Harlan Tribune Hy-Vee Keast Auto Center KNOD Radio Station Molded Products Nishnabotna Valley REC Pitts Family & Sports Chiropractic Center, PC Smitty Bee Honey, Inc. Subway Summit Carbon Solutions Town & Country Credit Union Victoria Station

Chamber Membership

Get more exposure for your business. Take advantage of everything the Shelby County Chamber of Commerce & Industry has to offer. Being a Chamber member makes your business more desirable to customers. You can network with other member businesses. We provide you with many opportunities to get involved with our community and to better your business.

Welcome New SCCCI Members

Harlan Community School District. Joined August 1, 2022 Cornerstone Dental. Joined August 9, 2022

SCCCI Membership Renewals

The Chamber wishes to thank the following members who renewed their membership in August 2022

Bauer's Shoe Store, Inc. * CDS Global * Christiansen Meadows * Conductix - Wampfler Cornerstone Dental * Due North, LLC. * Essentia Protein Solutions * Farm Credit Services of America Farmhand Brewing Company * Gene Gettys * Harlan Theatre, LLC. * Hy-Vee Keast Auto Center * Kohorst & Fischer Law Firm, PLLC. * Living Well Home Care, LLC Lonely Oak Distillery, LLC. * Milk & Honey * Museum of Danish America * Panama Transfer Rubi J Store * Schaben Insurance & Financial, Inc. * The Agency Insurance Time for Tots Early Learning Center * Town & Country Credit Union

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.



Good things come to those who shop local Keep it in Shelby County

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

Event Info

September 2022										
Sun	Mon	Tue	Wed	Thu	Fri	Sat				
					Analysis Screening MMC Lab, Harlan	3 Antiers & Mammals Prairie Rose State Park, Harlan				
4 Kayaking & Owls Prairie Rose State Park, Harlan	office closed	6 MMC Blood Analysis Screening MMC Lab, Harlan	7 MMC Blood Analysis Screening MMC Lab, Harlan	8 MMC Blood Analysis Screening MMC Lab, Harlan lowa Author Program & Book Signing Harlan Community Library	9 MMC Blood Analysis Screening MMC Lab, Harlan	10 40th Annual Carstens Farm Days Shelby Sunset Paddle Prairie Rose State Park Harlan				
11 40th Annual Carstens Farm Days Shelby	12 GriefShare, First Baptist Church Harlan Mental Health Monday Elk Horn Public Library Community Pride Informational Meeting, First United Methodist Church Harlan	13 MMC Blood Analysis Screening Shelby Clinic Library & Lunch Harlan Community Library	14	15 MMC Influenza Clinic, Harlan Open House & Ribbon Cutting Cornerstone Dental Harlan Iowa Author Program & Book Signing Harlan Community Library	16 Open House Tailgating, & Ribbon Cutting, Hansen House Senior Living Harlan	17 Open House Hansen House Senior Living, Harlan				
18 Concerned, Inc. Golf Tournament HGCC Monarch Migration Hike Prairie Rose State Park Harlan	19 GriefShare, First Baptist Church Harlan Mental Health Monday Elk Horn Public Library	20 MMC Blood Analysis Screening Earling Clinic SCCCI BOD Meeting, Chamber Conference Room	21 MMC Blood Analysis Screening Elk Horn Clinic MMC Influenza Clinic, Harlan Classic Movie Camp Harlan Community Library	22 Autumn Begins MMC Auxiliary's Fall Bazaar, Vet's Auditorium, Harlan Hike Night, Prairie Rose State Park Harlan	23 Open House Hansen House Senior Living, Harlan Tiny Lund Night Shelby County Speedway Harlan	24 Open House Hansen House Senior Living, Harlan Tiny Lund Night Shelby County Speedway Harlan				
25 Open House Hansen House Senior Living, Harlan		27 MMC Influenza Clinic, Portsmouth	28 MMC Influenza Clinic, Avoca 5 O'Clock Somewhere Book Club, Harlan Community Library	29	30					

October 2022									
Sun	Mon	Tue	Wed	Thu	Fri	Sat 1			
2 Kayaking, Prairie Rose State Park Harlan	3 GriefShare, First Baptist Church Harlan MMC Influenza Clinic Elk Horn	4	5 MMC Influenza Clinic, Westphalia	6 MMC Influenza Clinic, Panama MMC Influenza Clinic Harlan Beginning Genealogy Course Shelby Co Historical Museum,	7	8			
9		11 MMC Influenza Clinic, Irwin	12 MMC Influenza Clinic, Defiance MMC Influenza Clinic Earling	13	14	15 MMC Influenza Clinic, Harlan 2022 A Walk in the Park Open Air Market Defiance Walking Park			
16 Fall Colors Hike Prairie Rose State Park Harlan	17 Boss's Day GriefShare, First Baptist Church Harlan	18	19	20	21 MMC Influenza Clinic, Harlan	22			
23	24 GriefShare, First Baptist Church Harlan	25	26	27	28	29 Harvest Fest Downtown Harlan			
30	31 Halloween GriefShare, First Baptist Church Harlan		1	1	1				