

## Special Interest Articles:

- Retail Association event details.
- Social Media information.
- Board of Directors creates 2010 Strategic Plan.

## Individual Highlights:

Holiday events  
Iowa Tourism  
Chamber Bucks  
Spotlights  
Coffee Schedule

## Communitywide Tailgate Party

Autumn is in the air and with it come thoughts of football! The Emmetsburg Chamber will once again be sponsoring the community-wide tailgate party during the E-Hawk's Homecoming Parade on Friday, October 2<sup>nd</sup>. The parade begins at 2:45 p.m. This is always a great event that brings lots of people to town to line the parade route and cheer on the

Emmetsburg team. The high school classes present their fun floats during the parade, the newly crowned royalty reign, the cheerleaders lead calls, the band marches and the football team shows their mighty presence. All along the parade route the local businesses set up to show their customer appreciation by serving foods, drinks

and handing out goodies. It's a great time to come together as a community and be part of an event that is truly spirited and fun.

Join us that night after the parade at Duane Twait stadium to cheer the E-Hawks to a 2009 homecoming win against Garner-Hayfield or listen to the game on KEMB-lp 94.1 FM!

## Harvest Fest

The Emmetsburg Retail Assoc is busy planning their annual Harvest Fest event for Oct 16 & 17. The success of this event requires the participation of all members.

This 2-day event begins with customers earning one 'shopportunity ticket' for every \$5 spent at participating stores Oct. 1<sup>st</sup> – 16<sup>th</sup>. Five 'shopportunity' awards will be made to five winners of \$50 each in Retail Bucks during the Harvest Fest. The celebration culminates

in a customer appreciation event on Sat. at the VFW that will include a free meal.

The standard of this event has become community fun, entertainment, great food, autumnal games & wonderful shoppportunities! Mark your schedule now to participate in this year's Harvest Fest & watch your local newspaper for more information.

Early information tells us that the meal will again be a tasty chili & build-your-own hotdog menu. Door prizes will

again be the coveted homemade pies of Ardelle Conner. Amy Martini will be in charge of this year's Salsa Contest – contact her in advance at Pizza Ranch for details of the contest. Decorations will be business-related decorated pumpkins to add to the creative scarecrows that were made last year.

Remember the success of the event depends on everyone taking a part in the planning and celebration!



Look for the Emmetsburg Chamber online, Twitter & Facebook!

## Social Media

[www.twitter.com/emmetsburg](http://www.twitter.com/emmetsburg) is an online social networking site that provides local information. You can easily become a 'follower' of the site with a click of an online button. Updates are currently made approximately weekly to keep our followers informed about events and opportunities occurring within our community. Check us out online today!

Recent statistics say that an average of 3 million 'tweets' are made per day. Most 'tweets' come via cell phone.

Imagine a customer having a positive shopping experience and 'tweeting' that message instantly to all of their online followers!

Facebook is another popular social media. If Facebook were a country it would be the 4<sup>th</sup> largest in the world (after China, India and the US). A Nielson research project found that 3/4 of Americans aged 18 – 34 are using social networking.

Although Facebook was designed for 'personals' people are finding it's a great tool for 'professionals'.

Facebook is a strategy to help you reach members where they are at. Facebook can help you find new members/customers and to better serve your existing relationships. Facebook can be used to communicate, network and engage others.

We encourage you to find the Emmetsburg Iowa Chamber of Commerce on Facebook and become a Fan so that you can easily follow the updates and activities occurring locally.

## Home for the Holidays

Our local retail assoc is busily making plans for the 3-day Home for the Holidays event on Nov. 27-28-29. As always during an event offered by this active group, watch for great in-store specials & fun

activities! Lots of people come home to Emmetsburg for the Thanksgiving weekend to be with family & begin their holiday shopping. The retail assoc. offers plenty of ways to be involved with the hometown

community as well as to get special shopping deals during this weekend. Remember the importance of shopping locally & supporting the retailers that are here for you year-round.

**How will you celebrate this year?**



## Holiday Button Specials

The popular holiday buttons will again be available beginning at the Harvest Fest event. The buttons offer 6 weeks of

specials from all participating members of the retail association as well as being a beautiful, wearable work of art by local artist, Laura

Blanchet. Use the buttons for each purchase during the 6 weeks before Christmas to earn over 75 wonderful shopping specials!

## Chamber Board Retreat

The annual Chamber Board Retreat will be held on Thursday, October 15<sup>th</sup>. This is a day for all thirteen board members to come together and make plans for 2010.

Board members represent you and your business so be sure to encourage

their participation at this year's retreat.

Members of the board set the budget, set an overall goal and committee goals for the New Year. It's a great day of strategic planning that sets the mood for the New Year and the things we hope to accomplish as we

represent you in our community and throughout the state.

This year we give special thanks to Tom Lee and PACHS for sponsoring the Chamber's annual retreat in their meeting room. We appreciate the opportunity to use this wonderful facility in our community.



## Iowa Tourism Conference

October 21-23 the Iowa Tourism Conference will be held in Tama. Our Chamber Director attends this annual conference to represent our community within the state. We supply Emmetsburg brochures and information to conference attendees.

Our presence at this conference stresses our commitment to bringing tourism dollars to our community. Much information is gained during these three days of sessions, tours, workshops and networking.

The Travel Industry Association states that tourism generated sales tax revenue in Iowa for 2007 was \$307.2 million!

The average travel party in Iowa spends a total of \$223.66 daily:

Lodging	\$64.22	29%
Transportation	\$60.69	27%
Food	\$48.22	22%
Entertainment	\$25.45	11%
Retail	\$25.09	11%

The average travel party is 2.5 people according to the 2007 Welcome Center Report.

**Emmetsburg wants to be part of those great numbers so our participation in Tourism is vital!**

**The Emmetsburg Chamber represents YOU through our membership in Western Iowa Tourism Region, Iowa Chamber of Commerce Executives and Iowa Group Travel Association.**

## Chamber Bucks

The newly designed Chamber Bucks are already in use. The new Chamber Bucks have been simplified for use of purchaser, consumer & redeemer. Many thousands of dollars of Chamber Bucks are used in our community each year. This program is a benefit of Chamber membership as Chamber Bucks can only be redeemed by current Chamber

members in good standing. This is a great way to keep money in our local economy. To purchase Chamber Bucks call the Chamber at 852-2283 to place your order. Chamber Bucks fit all sizes, shapes & interests. They are great gifts, bonuses & awards for people of all ages & needs.

Over \$3,000 in Chamber Bucks were

purchased in September 2009! Purchasers are provided a list of Chamber-member businesses where they can redeem the Chamber Bucks. Chamber Bucks are purchased & spent dollar-for-dollar.

The Chamber underwrites this program to keep money in town & as a benefit to their members.



## Shopping locally is for businesses too!

The importance of shopping locally is always a focus of Chambers of Commerce. Recently in Emmetsburg our newspaper, Reporter/Democrat, held a 'Shop Local' promotion to encourage our customers to support our local businesses. Another emphasis of the 'shop local' theme is encouraging businesses to do this same thing.

Salespeople of every sort find their way to our town to solicit money for maps, magnets and more! The next time you're approached to

participate in one of these promotions the Chamber has a few suggestions: **1)** Call the Chamber office to see if this is a Chamber-supported production. **2)** Inquire of the salesperson as to whether the money generated is staying in our local economy, whether the product is being produced locally, whether this program will supply local jobs.

The 3/50 project (the350project.net) tells us that for every \$100 spent in independently owned stores, \$68 returns to the community through taxes,

payroll, and other expenditures. If your money is spent at a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

If ½ the employed US population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue. Imagine if ¾ of the population did that!

**Thank you for shopping Emmetsburg!**

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The number of people it takes to start a trend...  
**YOU!**

## Business Spotlights:

**J.S. Construction** invites you to look at this website for money savings ideas to provide qualified rebates on appliances and insulation topics:

[http://www.energystar.gov/ia/partners/publications/pubdocs/Seal\\_and\\_Insulate.pdf](http://www.energystar.gov/ia/partners/publications/pubdocs/Seal_and_Insulate.pdf)

**Look Who's Stamping** offers weekly how-to classes for people wanting to make cards and/or scrapbook. This is a great way to create gift items for those special people on your list!

Help Wanted at **ASI** for their Bin Crew. Contact them directly at 852-2005 if interested.

**Jensvold Motor Co** offers U-Haul services!

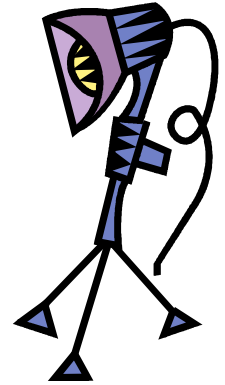
Support businesses hosting **Chamber Coffees** by attending!

**Pizza Hut** stays open late on Friday night E-Hawk home games. It's also a great place to listen to the game and be near the excitement on those inclement game nights.

Drive by **Zimmerman Family Dental** at the corner of 10<sup>th</sup> and Lake St to view the creative message on their sign!

Contact Brenda at **Cutting Edge** to learn about her new products and a variety of craft shows that she's now participating in.

October is National Spinal Health Month! **Schwartz Chiropractic & Acupuncture** is dedicated to informing citizens of the HEALTH BENEFITS of spinal integrity. 3004 Main St, Emmetsburg, 712-852-8282.



**Iowa Welcome Center** provides FREE Wi-Fi.

## 2010 Membership Drive

The 2010 Chamber membership drive is about to be underway. We look at this time of the year with great excitement as we begin plans for the New Year, set goals and try new ways to promote our community and businesses. The Chamber's strength is in its membership numbers. The more of us that participate, the more success we can gain throughout the year. I encourage you to fill out your Membership Profile form as soon as you get it and return it to the Chamber office as soon as possible.

Key things to remember when deciding to join the Chamber:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably of it.
- Consumers who are told that a business is a chamber member are 51% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

With numbers like this, run—don't walk—to your local chamber and get engaged with its program of work. A strong chamber symbolizes a strong community—both benefit from each other.

The Chamber and Welcome Center receive hundreds of inquiries each month for places to eat, shop, do business, visit and stay. Chamber member businesses are always at the top of our referral lists!

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Local chambers are one of the best places to make business connections! Gain a competitive edge through networking & professional development opportunities through Chamber membership.

## Emmetsburg Chamber of Commerce

1121 Broadway  
Emmetsburg, IA 50536

PHONE:  
(712) 852-2283

FAX:  
(712) 852-2156

E-MAIL:  
[eburgchamber@kemb.org](mailto:eburgchamber@kemb.org)

Cecilia Miller  
Executive Director

Susan Clark  
Administrative Assistant

**We're on the Web!**

See us at:

[www.emmetsburg.com](http://www.emmetsburg.com)

## Chamber Coffee Schedule:

### October

- 2<sup>nd</sup> Iowa Telecom
- 9<sup>th</sup> Palo Alto County  
Historical Society
- 16<sup>th</sup> CDA coffee & bake  
sale at  
Holy Family Parish
- 23<sup>rd</sup> Upper Des Moines  
Opportunities
- 30<sup>th</sup> Wild Rose Casino

### November

- 6<sup>th</sup> KEMB Radio  
5<sup>th</sup> Anniversary
- 13<sup>th</sup> PACHS Coffee &  
Bake sale at Willow  
Ridge
- 20<sup>th</sup> Reporter/Democrat  
Newspaper
- 27<sup>th</sup> Holiday – Enjoy your  
family and the 'Home  
for the Holidays'  
events

### Community Services of the Emmetsburg Chamber of Commerce

#### 94.1 FM KEMB-LP

(712) 852-5362 • [jenmeyer@kemb.org](mailto:jenmeyer@kemb.org) • webcast at [www.emmetsburg.biz](http://www.emmetsburg.biz)

#### Emmetsburg, Iowa Welcome Center

(712) 852-2283 • [eburgwelcome@kemb.org](mailto:eburgwelcome@kemb.org)

Emmetsburg Retail Association

## EMMETSBURG CHAMBER OF COMMERCE

1121 Broadway  
Emmetsburg, IA 50536

