



The Business Voice

July 2017

2017-2018 Annual Membership Meeting

On Tuesday, July 18, the Shelby County Chamber of Commerce & Industry held its annual membership meeting and vice president and treasurer Board officer elections for 2017-2018 at the C.G. Therkindsen Center in Harlan. Nominations and voting was required for each office. Past President, Brent Scheve, nominated Steve Kenkel, Shelby County Supervisor for Vice President. Brent Scheve moved to cease nominations, Tim Nauslar seconded; approved by the Board of Directors.

Past President, Brent Scheve, also nominated Janell Hansen, CEO, Marne & Elk Horn Telephone Company for Treasurer. Steve Kenkel moved to cease nominations, Darializ Ramos seconded; approved by the Board of Directors.

The following are the 2017 – 2018 Shelby County Chamber of Commerce & Industry's Board of Directors: Brent Scheve, President; Steve Kenkel, Vice President; Janell Hansen, Treasurer; David Tyrrel, Past President; Josh Grimes, Board Member, Tami Kloewer, Board Member; Tim Nauslar, Board Member, and Darializ Ramos, Board Member.

The Chamber staff presented the 2017-2018 fiscal year review for the Shelby County Chamber of Commerce & Industry.

End of Year Financials. Director Todd Valline discussed the financial overview from FY15 through FY17. FY15: total revenue: \$159,075; membership revenue: \$49,506; total expenses: \$141,770; total net revenue: \$17,305; number of members: 111. FY16: total revenue: \$185,443; membership revenue: \$55,316; total net revenue: -\$4,993; and number of members: 138. At the end of FY17, total revenue: \$192,877; membership revenue: \$57,022; total expenses \$205,333, part of these expenses include hiring an events/membership coordinator; total net revenue: -\$12,456, due to the loss of income from our Chamber sponsored event, the International Beer Festival; number of members: 158.

FY18 Projections. Revenue: \$204,000; Expenses: \$187,000; Net Revenue: \$17,000, adding new Chamber sponsored events. Having the International Beer Festival with the Honey Bacon Show-n-Shine in June 2018. Number of members: 185.

Accomplishments – Economic Development

Business Recruitment. Buck Snort Restaurant. Plans to break ground spring 2018. Inland Seas. Still raising funds. No indication they have changed their minds about building their salmon production facility in Harlan.

CDBG Downtown Façade Grant. Construction has begun on the buildings participating in this program, eight businesses nine buildings. During the construction, Valline will continue to attend the bi-weekly update meetings with the contractor and business owners. Goal for completion is October/November 2017.

GAP Loan Program. Two Shelby County businesses have applied for this program. The SCCCI Finance Committee has met twice since the May 16 Board meeting to discuss one of the applications.

Blue Zones Involvement. Valline has been working with the Blue Zones Power 9 Group, representatives from Healthy Hometown Iowa, Healthy Living Healthy Iowa, and Healthiest State Iowa to develop future efforts in Shelby County to continue the Blue Zones Project.

Harlan Plaza Development. Located south of the Settle Inn & Suites. The land was replat. No rezoning was required. Work on the frontage road will begin this fall. There are three lots available. Buck Snort will have the middle lot. Valline continues to work on finding businesses for the other two lots.

2017-2018 Annual Membership Meeting

(Continued)

Accomplishments – Chamber of Commerce.

Website Growth and Expansion. During FY17, the SCCCI website Member Directory was searched 39,999 by users for products and services (Chamber Nation). When you include the presence of Chamber members in search engine queries due to their listing on the Member Directory, Chamber members appeared 365,873 searches during the year. Members with Traffic Catcher Sites (TCS pages), saw a sharp increase in their information reaching consumers. Visitors to the Chamber website clicked through to TCS pages of individual members 11,321 times during FY17, an average of 213 per member.

Social Media Growth and Expansion. During FY17, the SCCCI Facebook page and Twitter Feed experienced a 51% growth in the number of people following (309 to 469 on Facebook). Over the last month (June 18 to July 17), our Facebook page reached 9,889 people. During the same time frame, the Chamber issued 1,290 tweets to our twitter followers.

Event Growth. The SCCCI staff continues to work on annual events (annual awards banquet, annual golf tournament, Tour De Shelby County Motorcycle Scavenger Hunt, International Beer Festival), while working on creating new events.

Communications. Our focus is on social media (Facebook and Twitter), the monthly newsletter, The Business Voice, the weekly email, “Did You Know”, email, Valline’s weekly Monday morning radio spot, and ads in the Harlan Tribune. Working with our members is important. Thursdays from 10 am to noon is Chamber Member Day. Carol McHugh and Debbie Stendrup visit six Chamber members during that timeframe to let members know what is going on with the Chamber and to see if there is anything that the Chamber can do for them. These conversations can last from 10 minutes up to 30 minutes.

Membership Growth. FY15 – 111 members. FY16 – 138 members. FY 17 – 158. Goal for FY18 is 185. Debbie Stendrup has been scheduling appointments with businesses in Shelby County to talk to them about membership and has dropped off membership packets to them. Following up is key and Debbie has done so by calling them or dropping by their place of business.

Volunteerism. The SCCCI staff has volunteered a total of 300 hours during FY17. These hours include member and community events.

Fiscal Year 2018 Opportunities.

Membership Benefit Updates. Updated for FY18. Club Memberships benefits have been changed. The focus is featuring member businesses to key consumers and decision makers within the marketplace using a multi-media approach: Working with our local media to create “Feature Business” presentations. Building brand/name recognition through Facebook and Twitter mentions. Placing members’ product/brand in front of an active audience through website advertising. Building community support base through event sponsorships. Incorporating members’ business message into the Chamber’s weekly informational emails.

Social Media Opportunities. Shelby County YouTube Channel. Short videos highlighting the area businesses and attractions. Videos will run one to two minutes. Libraries through a dedicated SCCCI YouTube Channel and is shared on the Chamber’s media outlets.

Volunteer Opportunities. The Chamber is looking for great people to volunteer for the ambassador and events committees. These committees play a vital role in the success of the Shelby County Chamber of Commerce & Industry. The Chamber has many volunteer opportunities throughout the year for you to participate in, letting you give back to the community you care about. The three areas are: Chamber sponsored events, Chamber member events, and community events in Shelby County.

Before the annual meeting adjourned, Todd Valline thanked the new Board of Directors and Chamber members who attended this year’s meeting. The Chamber staff looks forward to this fiscal year and the new challenges ahead.

Featured Member:



Nishnabotna Valley REC provides safe and reliable electric services to its members in a valuable, sustainable, and environmentally responsible manner.

Nishnabotna Valley REC has been serving rural customers in Southwest Iowa since 1936. On Wednesday, August 9, at 7 pm, members are invited to the 80th Anniversary celebration and annual meeting, preceded by an evening meal at 5:30 pm. CEO Carmen Hosack will provide information on their new [automated meter infrastructure](#) (AMI) meters installed, the current energy landscape, and the vision for the future of the Cooperative.

Nishnabotna Valley REC has made strides to reach its members, beginning with the first few miles of line spanning the Iowa countryside of Shelby and Pottawattamie Counties, until today, where 1,419 miles of line reach 2,530 member-owners with 4,654 meters. The Cooperative has been there to help enrich the lives of men and women of rural Southwest Iowa.

Nishnabotna Valley REC
1317 Chatburn Avenue
Harlan, Iowa 51537
712-755-2166, 800-234-5122

info@nvrec.com

<https://www.nvrec.com/>

Sources: [Nishnabotna Valley REC Website](#), [Nishnabotna Valley REC's Facebook Page](#), and their July 2017 News Lines newsletter.

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.

Welcome New SCCCI Members

TCTS Global, LLC., Harlan. Joined July 3, 2017

Professional Vision Care, Harlan. Joined July 27, 2017

SCCCI Membership Renewals

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

Harlan Do It Best Hardware * Odds + Ends

Smitty Bee Honey, Inc. * RAGTIME Productions * Murphy Signs

Harlan Auto Mart * Schumacher Family Chiropractic

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.

SCCCI Mission Statement:

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



Friday, July 14, Ambassador Visit
Shelby County Fair Board at the 2017 Shelby County Fair

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 - 3 pm
1901 Hawkeye Avenue, Harlan

Roar into Harlan Bike Night, every third Thursday, May - September, 6 - 9 pm, Historic Harlan Downtown Square.

Free Summer Kids' Movies
Tuesdays and Wednesdays, 10 am
June 6 through August 2.
Harlan Theatre, 621 Court Street, Harlan.

Shelby County Speedway Racing
Every Saturday, April - August.
Gates open at 4:30 pm
Shelby County Fairgrounds, Harlan.

Elk Horn Farmers Market, every Saturday morning, through September 9 - 11 am, Danish Windmill, Elk Horn.

St. Mary's Parish Picnic - Portsmouth
Saturday, July 29 and Sunday, July 30.

Hydrant Parties Saturday, July 29 and Saturday, August 5, 1 - 2 pm, NE corner of Garry Scull Drive, Harlan. Sponsored by the Harlan Fire Department, Harlan Do It Best and City of Harlan.

Iowa Community Kitchen's Fun at the Park, Sunday, August 8, 12 - 5 pm
Pioneer Park, Harlan

Brown Bag Lunch Program
Thursday, August 17, 12 - 1 pm
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 Carol](mailto:carol@shelbychamber.com) with your event information.

Contact Us: Give us a call at 712-755-2114 or [email us](mailto:carol@shelbychamber.com) for more information about becoming a Chamber member.



• FREE WiFi • Farm to Table Restaurant *supplied by local producers* • Private Room for Small Parties • Fresh Ground Coffee

Listed as Shelby County's restaurant in Travel Iowa's
"99 Restaurants to Try in Iowa"
 visit traveliowa.com

OPEN FRIDAY EVENINGS

with
SPECIAL MENU
 Hours: 5:30-9 pm



milk & honey

HARLAN, IA

BREAKFAST & LUNCH

HISTORIC DOWNTOWN HARLAN

IN A HURRY? CALL AHEAD &

GET IT TO GO!

REGULAR HOURS:

Tues.-Sat., 7 am-2 pm;
 Fridays 7 am-2 pm & 5:30-9 pm;
 Sun., 8 am-2 pm -
Your Sunday Brunch Spot!
 Closed Mondays

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.

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. **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**

**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
Events Coordinator

**Did
you
know?**

Harlan Theatre features digital sound and projection on all 4 screens and small-town prices. The Harlan Theatre is your local, family owned and operated cinema.

New Chamber member, TCTS Global, LLC, works with companies and individuals in Agriculture and Food related Industries bridging the Training & Communication Gaps with Latino talent.

Baxter Lumber & Hardware serves the community by providing building materials and supplies with fast and friendly service.

Floral Elegance and Unique offers a wide variety of fresh flowers and plants. They are a full service floral shop owned locally for over 30 years.

Shelby County Extension & Outreach brings the resources of Iowa State University to you through a variety of ways: telephone inquiries; consultations in their office and/or occasionally your place of business or residence; radio and newspapers; public meetings, workshops, and conferences, newsletters; printed publications; internet; teaming up with other organizations and agencies and; referrals.

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").

**Do You Have A New Member
To Refer Or Know Anyone Who Has
Moved Into The County?**

[Email Carol](#)

July Blue Zones Project Recipe

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

Pineapple Cucumber Salad

Ingredients: 1 fresh pineapple, chopped; 1 cucumber, chopped; 2 limes, cut and juiced; 1/3 cup cilantro, roughly chopped; salt and pepper; tomatoes (optional).

Directions:

1. Combine all ingredients and toss lightly to distribute the lime juice evenly.
2. Season with salt and pepper.
3. Serve immediately or keep chilled until ready to serve.



2017-2018 Opportunity Rates

Website * Newsletter * Social Media

Exploreshelbycounty.com

Website

Front Page Banner:

\$200 per year

Member Directory Page Banner:

\$200 per year

Gift Certificates Page Banner:

\$100 per year

Traffic Catcher Page Sponsor:

\$300 per year

Community Pages Sponsor:

\$100 per year/community

Events Calendar Page Sponsor:

\$300 per year

All Other Pages:

\$50 per year

Limit of 4 Advertisers per page

Monthly Newsletter Advertising

\$25.00 for a half-page advertisement (2 per newsletter)

\$50.00 for a full page advertisement

\$45.00 for a half-page advertisement for non-Chamber members

\$75.00 for a full page advertisement for non-Chamber members

“Did You Know” Weekly Email

Annual Sponsorship: \$500

Chamber Facebook Page

Annual Sponsorship: \$750

1901 Hawkeye Avenue, Suite 101
Harlan, IA 51537

exploreshelbycounty.com

Phone: (712) 755-2114
Fax: (712) 755-2115



AUGUST 19, 2017

\$20 PER BIKE

\$25 FOR 2-UP AND VEHICLES

REGISTRATION: 9AM

KICK STANDS UP: 10:30AM

RIDE LEAVES FROM SHELBY COUNTY CHAMBER

1901 HAWKEYE AVE, HARLAN IA

CALL (712) 755-2114 WITH QUESTIONS OR FOR

MORE INFORMATION

Event Info

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

August 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Blood Drive, CDS - Harlan Myrtue Medical Center Athletic Physicals - Earling Free Summer Kids' Movies - Harlan Theatre Iowa Community Kitchen Meal - Harlan	2 Free Summer Kids' Movies - Harlan Theatre Young Writer's Workshop - Harlan Community Library Swimming Lessons - Elk Horn Pool	3 Myrtue Medical Center Athletic Physicals - Shelby Book Worms - Harlan Community Library Swimming Lessons - Elk Horn Pool	4 Tax Free Shopping Day	5 Tax Free Shopping Day Elk Horn Farmers Market - Elk Horn Book Discussion & Signing - Harlan Community Library Harlan Fire Department Hydrant Party Shelby County Speedway Racing - Harlan
6 Iowa Community Kitchen's Fun at the Park - Harlan Shelby County Fair Figure 8 Races - Harlan	7 Summer Library Program, St Mary's Hall Panama	8 Library & Lunch - Harlan Community Library Iowa Community Kitchen Meal - Harlan Myrtue Medical Center Athletic Physicals - Harlan	9 Myrtue Medical Center Blood Analysis Screening - Harlan	10 Book Worms - Harlan Community Library Book Discussion & Signing - Harlan Community Library	11	12 Elk Horn Farmers Market - Elk Horn Shelby Fun Days - Shelby Smith Family Collectables Open House - Portsmouth Shelby County Speedway Racing - Harlan
13	14 SCCC Events Committee Meeting	15 SCCC Board Meeting E-Books for Everyone Harlan Community Library Iowa Community Kitchen Meal - Harlan	16 Myrtue Medical Center Blood Analysis Screening - Harlan Blood Drive, Harlan Primary Elementary School Young Writer's Workshop - Harlan Community Library	17 Brown Bag Lunch Program, Museum of Danish America - Elk Horn Book Worms - Harlan Community Library Roar into Harlan Bike Night - Harlan	18	19 Elk Horn Farmers Market - Elk Horn Tour de Shelby County - Harlan Shelby County Speedway Racing - Harlan Movies in the Park - Elk Horn
20	21	22 Iowa Community Kitchen Meal - Harlan ESL Class Registration & Assessment - IWCC Harlan	23	24 Book Worms - Harlan Community Library Hike Night at Prairie Rose State Park - Harlan	25	26 Myrtue Medical Center Blood Analysis Screening - Harlan Elk Horn Farmers Market Elk Horn The Hybrid Corn Pioneers Museum Open House Corn Expo - Earling Shelby County Speedway Racing - Harlan
27 The Hybrid Corn Pioneers Museum Open House Corn Expo - Earling Panama's Historic One-Room School Museum Summer Evening Social & Fundraiser - Panama	28 Blood Drive - Myrtue Medical Center, Harlan	29 Iowa Community Kitchen Meal - Harlan	30	31 Book Worms - Harlan Community Library Pioneer Park Concert Series - Harlan	Notes:	

September 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2 Elk Horn Farmer's Market - Elk Horn
3	4	5 Iowa Community Kitchen Meal - Harlan	6 Myrtue Medical Center Blood Analysis Screening - Earling	7	8	9 Elk Horn Farmer's Market - Elk Horn
10	11	12 Iowa Community Kitchen Meal - Harlan ESL Class Registration & Assessment - IWCC Harlan	13 Myrtue Medical Center Blood Analysis Screening - Harlan	14	15 Shelby County Speedway 25 th Annual Tiny Lund Memorial Harlan	16 Elk Horn Farmer's Market - Elk Horn Shelby County Speedway 25 th Annual Tiny Lund Memorial Harlan
17	18	19 SCCC Board Meeting Iowa Community Kitchen Meal - Harlan	20 Myrtue Medical Center Blood Analysis Screening - Shelby	21 Roar into Harlan Bike Night - Harlan	22	23 Elk Horn Farmer's Market - Elk Horn
24	25	26 Iowa Community Kitchen Meal - Harlan	27 Myrtue Medical Center Blood Analysis Screening - Elk Horn	28 Hike Night at Prairie Rose - Harlan Pioneer Park Concert Series - Harlan	29	30 Elk Horn Farmer's Market - Elk Horn