



## The Business Voice

**September 2016**

### Promoting Your Business

The Shelby County Chamber of Commerce & Industry offers its members a variety of ways to promote their business, products, and services. The resources we provide (website and Traffic Catcher Site (TCS), Facebook page, Twitter, our weekly “Did You Know” email and our monthly newsletter, “The Business Voice”) help you decide what is best for your company and what works best for your sales and marketing strategy. The Chamber encourages you to be proactive in promoting your business and we look forward to doing what we can to help support your efforts.

The Chamber wants to know what forms of advertisement you, our members, use when promoting your business, products and services. Do you have a website? Do you prefer newspaper, radio or television advertising? Do you have a Facebook and/or Twitter account? Do you have your Chamber membership TCS (Traffic Catcher Site) activated?

We ask that you take our [survey](#) so we know how to help you.

Consider this.

If you don't have a website, you are losing out on great opportunities for your business. A website alone can be used to accomplish many different marketing strategies to help your business grow. As a business owner, you need to know where your customers are. But what if your customers know your business and what you can offer, but they can't reach you? That is one of the risks you take by not having a website for your business.

Many businesses believe that social media (Facebook/Twitter) marketing is just as valuable as televised advertisements without the hefty costs. It's about reaching a large number of people in a cost-effective matter.

Your Traffic Catcher Site (Page) is your own unique, single page within the Chamber's website to promote your products, services, business hours, and everything else your customer and prospects need to know. It's a great way for you to create or enhance your online presence. Even if you have a website, the TCS page is designed to help deliver new prospects to your business.

Thank you in advance and thank you for being a member of the Shelby County Chamber of Commerce & Industry.

# Featured Member: Iowa Western Community College



Dear friends,

Fifty years ago, the Iowa State Board of Education declared March 18, 1966 at the official “birthdate” of Iowa Western Community College. Who could have imagined what we would become when those first classes were held in scattered rooms and buildings? Only a cornfield on the far edge of Council Bluffs held the promise of something greater.

Visionary college and community leaders have supported our progress from the start. Since its humble beginnings in rented facilities, Iowa Western has served the higher education needs of Southwest Iowa (and the world for that matter). Only one person has been directly connected with the college for the entire 50 years of its history – Bob Laubenthal – the college’s legal counsel. Tens of thousands of others have been a part of the college, and we plan to celebrate the contributions from everyone who has led us to the Iowa Western we are today.

How far can we go into the next half century? With the dedication and expertise of our faculty and staff, the commitment and enthusiasm of our students, and the spirit of partnership and hard work from our community, Iowa Western’s future is boundless and bright.

We invite everyone who has been a part of Iowa Western’s history to join us and celebrate the college’s impact on the individuals and communities of Southwest Iowa and beyond.

Dr. Dan Kinney  
President



Photo Courtesy of Harlan Newspapers

## Halloween - Monday, October 31



On Friday, October 31, we celebrate “All Hallows’ Eve” – “Halloween”. As a young child growing up in Eastern Iowa, it was all about candy, costumes and “It’s the Great Pumpkin, Charlie Brown”. Mom would take all four of us shopping for the perfect pumpkin. We’d spend the evening deciding on what pumpkin face we wanted and who would be the one cleaning out said pumpkin. I remember lots of love and laughter and that we were all together as a family.

During my high school and college years, I always celebrated Halloween with friends. We would start planning our costume theme weeks in advance, raiding our siblings and parents closets for the perfect outfit. Parties included dunking for apples, scavenger hunts and watching a scary movie. Decorations were minimal – the black and orange crepe paper hung from the corners of the room, a few carved pumpkins, and the small Halloween candy bags filled with peanuts, candy corn and M&M’s.

In 2015, over 157 million Americans celebrated Halloween. Eight out of ten millennials planned ahead to do something fun with their friends. Estimated total spending for the “2015 spooky holiday” was \$6.9M, with the average American spending approximately \$74 on decorations, candy, costumes and more. ([Source](#))

Here are some interesting facts about Halloween. ([Source](#))

Americans will buy 600 million pounds of Halloween candy.

A typical child’s loot bag has about 11,000 calories.

Candy corn is the most popular candy bought during Halloween. Americans buy over 20 million pounds of it.

Contrary to popular belief, Milky Way bars were named after a malt shake popular in the 1920’s, not the galaxy.

Snickers bars are named after Frank Mars’ favorite horse. Snickers is the most popular chocolate bar in the world.

Tootsie Rolls, my favorite candy, became part of soldiers’ rations during WWII. The candy remained fresh in all weather conditions.

Urban legend claims that children have died after consuming Pop Rocks. Despite dispelling the myth, the FDA set up a hotline to calm frightened parents.

Smarties candies, my second favorite candy, is your best bet when keeping calories in check. Only 25 per pack.

People put a lot of thought into what they will give trick-or-treaters. 62% of Americans hand out their favorite candies.

Remember, have fun and stay safe.

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## 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.

# Upcoming Chamber Event

OCTOBER 22, 2016

LOCATION: ST. BONIFACE PARISH CENTER, WESTPHALIA IA

TIME: 6:00 PM - 9:00 PM

TICKETS: \$30 PER PERSON

\$50 PER COUPLE

\$15 FOOD ONLY

For  
information  
call the  
Chamber  
712-755-  
2114



## Volunteers Needed

For two upcoming events: Saturday, October 22, International Beer Festival. 6:00 p.m.—9:00 p.m., St. Boniface Parish Hall, Westphalia, and Saturday, October 29, Harlan Harvest Fest, Historic Downtown Square. Starts at 10:00 a.m. with the parade. Lot of activities, means lots of volunteers needed. For more information, contact the Chamber office at 712-755-2114.

## Every Tuesday

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



October is: Adopt a Shelter Dog Month; Breast Cancer Awareness Month; Clergy Appreciation Month; Cookie Month; Lupus Awareness Month; Sarcastic Month; National Pizza Month; and Computer Learning Month.

## Upcoming Events

### Harlan Mason's Breakfast Fundraiser

Sunday, October 2  
8:30 a.m. - 12:30 p.m.  
American Legion Building. All you can eat, free-will donation

### Brown Bag Lunch Program

Monday, October 3, 2:00 p.m.  
Museum of Danish America

### Memories of a Childhood Nazi Concentration Camp

- Hosted by the Museum of Danish America  
Thursday, October 6  
7:00 p.m. - 8:00 p.m.  
Elk Horn Lutheran Church

### Trick or Treating at Nishna Bend Recreation Area (near Corley)

Saturday, October 15, 5:30 p.m.  
Rain date: Sunday, October 16, 1:00 p.m.

### Shelby County Historical Society Program - Bill Sherman, "Iowa County Schools: Landmarks of Learning."

Sunday, October 23, 2:00 p.m.  
Shelby County Historical Society & Museum

### Harlan Harvest Fest

#### The Land of Fairytales.

Saturday, October 29. Parade starts at 10:00 a.m. Immediately following the parade: cookie decorating, face painting, games, scary story time, human and pet costume contest, pumpkin decorating, and a haunted house. Harlan Theatre will be showing "The Angry Birds Movie" at 12:30 p.m. for \$1. Trick or Treating at the businesses 2:00 p.m. - 2:45 p.m. All on the Historic Downtown Square, Harlan

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

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



# Welcome New SCCCI Members

Total Contracting, LLC., 1101 Chatburn Avenue, Harlan, IA 51537. Joined August 30, 2016

Living Well Home Care, Harlan, IA 51537. Joined September 20, 2016

## SCCCI Membership Renewals

AFLAC \* Murphy Signs \* Harlan Dance & Tumbling \* Rubi J Store \* Midstates Bank \* Fareway Stores, Inc. \* Taylor Quik Pik Concerned, Inc. \* Cain Financial \* Danish Villages Economic Development Assn. \* Schmitz Financial Group \* Keast Motors Hybrid Corn Pioneers Museum \* Shelby County Fair Corporation \* Counsel Office & Document \* Bauer's Shoe Store  
KNOD Radio Station \* RAGTIME Productions \* The Agency \* Harlan Tribune \* Molded Products \* Elm Crest  
S & S Collision Center \* Shelby County Farmers Mutual Insurance Assn. \* Salem Lutheran Homes \* Jeronimo's  
Fair N Square \* Iowa Western Community College \* Conductix Wampfler \* Harlan Auto Mart \* Harlan Theatre \* Gene Gettys  
Iowa Agricultural BioFibers \* Schaben Insurance & Financial, Inc. \* Terry Knapp Real Estate \* Myrtue Medical Center

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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.

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## Do You Have A New Member To Refer?

[Email Carol](#)

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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.

## **Club Level Members**

### **Platinum Plus Club Members**

**City of Harlan**

**Harlan Municipal Utilities**

**Shelby County**

**Harlan Industrial Foundation**

**Myrtue Medical Center**

**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**

### **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**

## 2016-2017 Chamber Board Members

### President

Dave Tyrrel

Molded Products

### Vice-President

Shawn Brown

Hy-Vee Foods

### Treasurer

Kevin Campbell

Shelby County State Bank

### Past President

Brent Scheve

The Agency

### Board Member

Tracee Gettys

Elm Crest Retirement  
Community

### Board Member

Janell Hansen

Marne & Elk Horn Telephone  
Company

### Board Member

Steve Kenkel

Shelby County Board of  
Supervisors

### Board Member

Denny Siemers

Town & Country  
Credit Union

## Chamber Staff

### Todd Valline

Executive Director

### Ed Hendley

Information Technology  
Manager

### Carol McHugh

Administrative Assistant

# Did you know?

Shelby County Community Outreach, 1105 8th Street, Harlan, occasionally has used appliances for sale. For more information, call 712-235-7226.

Now through October 31. The Museum of Danish America, 2212 Washington Street, Elk Horn, is exhibiting the amazing works of artist [Gert Mathiesen](#) (1951 – 2013). Take a [360-degree virtual tour](#) of the exhibit.

odds+ends, 1023 7th Street, Harlan, is now offering select items in their little [web store](#).

Want to find out more about Shelby County? Check out our [Visiting & Playing](#) page on our website.

## Candidate Forum Shelby County Auditor Position

Tuesday, October 11, 6:00 p.m.

Harlan High School Auditorium

## September Blue Zones Project Recipe

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



*From the kitchen of:*  
Blue Zones Project®

### Curried Cauliflower Soup

#### Ingredients:

- ½ cup raw cashews
- 2 tsp. extra virgin olive oil
- 1 medium onion, diced
- 1 large head cauliflower, cut into 1-inch pieces
- 1 (14-ounce) can light coconut milk
- 2 tbsp. curry powder
- 1 tsp. ground turmeric
- 1 tsp. evaporated cane sugar
- ¼ tsp. ground cinnamon
- ¼ tsp. salt
- 1 tsp. cumin
- Caramelized onions
- ¼ cup chopped cilantro

#### Directions:

Put cashews in a blender add ¼ cup water & blend for 2 min. Pour cashew mixture through fine-mesh strainer, pressing on the solids with the back of a spoon, into a bowl. Set the cashew milk aside until needed. In a pot, heat the olive oil over low heat. Add onions & saute until golden. Add cauliflower, coconut milk, cashew milk, curry powder, turmeric, cumin, sugar, cinnamon & salt. Add enough water to cover. Bring to low boil, reduce heat & simmer until cauliflower is tender (~ 10 min). Blend soup with an immersion blender until desired consistency is reached. NOTE: If using a standing blender, allow to cool for 20 min. Pour soup into the blender. Start on low speed & blend until the soup is smooth. Return to the pot & reheat if serving hot. Ladle into bowls and garnish with onions & cilantro before serving.

Source: Blue Zones, LLC.

**Yields:** Serves 2

Per Serving: 375 calories, 24 g. fat, 433 mg. sodium, 14 g. fiber, 11 g. protein



## Event Info

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

October 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						<b>1</b> MMC Public Health Flu Vaccinations - Harlan  Harlan Farmers Market Shopko parking lot  Shelby County Fall Bazaar & Craft Show – Shelby IA
<b>2</b> Harlan Mason's Breakfast Fundraiser - Harlan	<b>3</b> American Red Cross Blood Drive – Irwin  Brown Bag Lunch Program – Museum of Danish America	<b>4</b> National Golf Day  Iowa Community Kitchen Meal – Harlan	<b>5</b> World Teacher's Day  MMC Public Health Flu Vaccinations - Harlan	<b>6</b> Shelby Co. Harvest Market - East Lawn of the Courthouse Harlan  MMC Public Health Flu Vaccinations – Harlan & Westphalia  Memories of a Childhood Nazi Concentration Camp presented by Steen Metz – Museum of Danish America	<b>7</b>	<b>8</b> Harlan Farmers Market Shopko parking lot
<b>9</b> Fire Prevention Day  Harlan Volunteer Fire Department Breakfast & Open House	<b>10</b> Columbus Day  MMC Public Health Flu Vaccinations – Elk Horn	<b>11</b> Iowa Community Kitchen Meal – Harlan  Candidate Forum for the Shelby County Auditor Position – Harlan High School Auditorium	<b>12</b> Yom Kippur  Grief Classes – Woodbine & Harlan  MMC Public Health Flu Vaccinations - Harlan	<b>13</b>	<b>14</b>	<b>15</b> Harlan Farmers Market Shopko parking lot  Trick or Treating at Nishna Bend Recreation Area
<b>16</b> Dictionary Day	<b>17</b> Boss's Day  MMC Public Health Flu Vaccinations –Panama, Portsmouth & Harlan	<b>18</b> SCCC Board of Directors Meeting  Iowa Community Kitchen Meal - Harlan	<b>19</b> Grief Classes – Woodbine & Harlan	<b>20</b> Brown Bag Lunch Program – Museum of Danish America	<b>21</b> MMC Public Health Flu Vaccinations – Earling, Defiance & Irwin	<b>22</b> Harlan Farmers Market Shopko parking lot  International Beer Festival – Westphalia
<b>23</b> Shelby County Historical Society Program - Bill Sherman	<b>24</b> MMC Public Health Flu Vaccinations - Harlan	<b>25</b> Iowa Community Kitchen Meal - Harlan	<b>26</b> Grief Classes – Woodbine & Harlan	<b>27</b> American Red Cross Blood Drive - Harlan  MMC Public Health Flu Vaccinations – Shelby & Avoca	<b>28</b> National Chocolate Day	<b>29</b> Harlan Farmers Market Shopko parking lot  Harvest Fest - Harlan
<b>30</b> National Candy Corn Day	<b>31</b> Halloween	<b>Notes:</b>				

November 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
◀ October 2016						December 2016 ▶
		<b>1</b> All Saints Day  Iowa Community Kitchen Meal – Harlan  MMC Public Health Flu Vaccinations - Harlan	<b>2</b> Grief Classes – Woodbine & Harlan	<b>3</b> Sandwich Day	<b>4</b>	<b>5</b> 9 <sup>th</sup> Annual Forgotten Art – The Artists. ThinkSpace IT, Harlan
<b>6</b> Marooned without a Compass Day	<b>7</b>	<b>8</b> Iowa Community Kitchen Meal – Harlan	<b>9</b> Grief Classes – Woodbine & Harlan	<b>10</b> Brown Bag Lunch Program – Museum of Danish America	<b>11</b> Veteran's Day	<b>12</b> Chicken Soup for the Soul Day
<b>13</b> World Kindness Day	<b>14</b>	<b>15</b> SCCC Board of Directors Meeting  Iowa Community Kitchen Meal – Harlan	<b>16</b> Button Day  Grief Classes – Woodbine & Harlan	<b>17</b>	<b>18</b>	<b>19</b> National Adoption Day
<b>20</b> Shelby County Historical Society Program – “Growing up on a Turn of the Century Farm” - Harlan	<b>21</b> World Hello Day	<b>22</b> Iowa Community Kitchen Meal – Harlan	<b>23</b>	<b>24</b> Thanksgiving – Chamber office closed	<b>25</b> Chamber office closed	<b>26</b>
<b>27</b>	<b>28</b> French Toast Day	<b>29</b> Iowa Community Kitchen Meal – Harlan	<b>30</b>	<b>Notes:</b>		