



# Discover the Chamber

## Atlantic, Iowa

June 2008

# Atlantic's Customer Appreciation Days

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*Saturday, June 7*

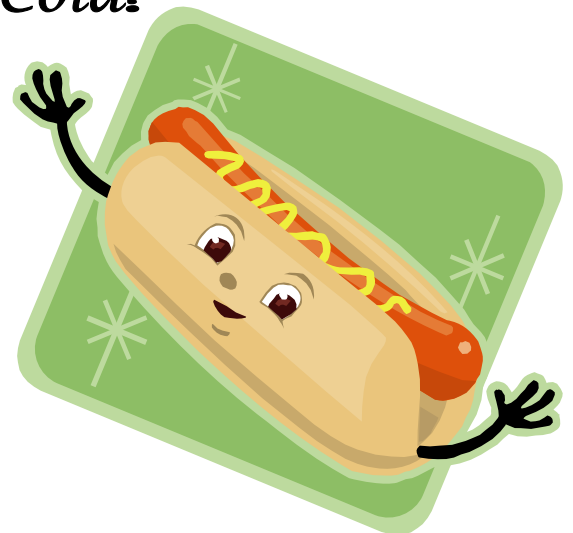
*Thanks with Franks!*

*11:30 a.m. to 1:30 p.m.*

*Atlantic City Park*

*(Across from the courthouse)*

Enjoy a **FREE** hot dog, chips, &  
refreshing  
Coca-Cola!



*What you'll find inside...*

Director's Message • May Ambassador Visits • June Calendar  
New Business Spotlight • Chamber Services • Business Workshops  
...And more!

# May Ambassador Visits



The Ambassadors visited Cass County Insurance last month, which has recently been renamed United Group Insurance.



The Ambassadors were on hand for a ribbon cutting event for the new Kiwanis playground edition in Sunnyside Park.

## New Member Spotlight

### Property Connection Real Estate

510 Poplar St. ▪ Atlantic, IA 50022

Phone: 712.243.4408

Open Mon.-Fri. 8-5 ▪ Sat. by Appt.

Property Connection Real Estate is a new real estate company owned and operated by Dennis Phillips. Dennis had been a real estate sales associate under Audubon Real Estate Midwest Management from April 2005-April 2008, when he passed his Broker classes and exam. He then founded Property Connection Real Estate.

Property Connection performs all of the duties a typical real estate agency would, including listing properties and representing buyers and sellers. In addition, as an auctioneer, Dennis can offer the auction method of sale for farms, land, commercial and residential properties.

# Don't forget all of the things your Chamber can do for you!

## RENT

### *The Rowe Conference Room*

The Rowe Conference Room accommodates about 30 people, and is great for workshops, board meetings, small parties, and other events. Fee ranges from \$25-\$50.

### *Tablecloths*

We have 20 off-white 90" round tablecloths available. Call for details.

### *Marquee Ad Space*

If you have a message or event you want to get out, use our Marquee message board, located at 7th & Chestnut Street. Prices vary by message length and duration.

## BORROW

### *Portable Speaker System*

The Chamber offers a portable speaker system free of charge for only our Chamber members to borrow for special events and functions.

### *Bulk Mail Stamp*

Save on postage by using our bulk mail permit. *(200 identical pieces of mail required.)*

### *Raffle Drum*

Use our raffle drum for any special drawings or promotions.

### *Easel*

The Chamber has a portable floor easel that can be borrowed for presentations.

### *Tables & Chairs*

We have 8 light-weight tables and 15 folding chairs for Chamber members to use.

### *Trash Barrels*

Use our 10 metal trash bins for special outdoor events.

## SERVICES

Black & White Copies	10 cents 1 side	15 cents 2
Color Printing	15 cents 1 side	
Newsletter Inserts	\$25 insertion fee	
Faxing		\$1 per page
Mailing Labels	\$15 for one set	
Brochure Display	FREE for any Chamber member	



## BUY

### *Gifts & Souvenirs*

The Chamber sells a variety of souvenirs and gifts including Cass County Prints, Coca-Cola glasses, t-shirts, coasters, postcards, and glasses.

### *AtlantiCash*

Available in \$5 and \$20 denominations, AtlantiCash is the perfect gift for weddings, graduations, birthdays, and more.

### *Movie Tickets*

Save at the movies! We sell discounted movie tickets good at any Fridley Theatre in Iowa. Available for any Chamber member or employee of a Chamber member business.

# Upcoming Opportunities for Businesses

## Southwest IA ECI "Workers' Compensation Laws in Iowa: Policies & Procedures"

June 11, 2008

Come & learn about how Workers' Compensation laws are changing, & how it could effect your business. Some topics include, compliance updates from Iowa's annual compensation symposium, accident reporting, supervisors roles & much more.

Fee: \$20-to register, call Carol Morgan at 712.242.2131 or e-mail her at [carol.morgan@iwd.iowa.gov](mailto:carol.morgan@iwd.iowa.gov).

Two sessions are available:

11:15 am-1:30 pm @ IWCC in Council Bluffs

2:30 pm-4:45 pm @ the Atlantic Golf & Country Club in Atlantic, IA.

## Iowa's Electronic Filing System FREE Business Seminar

Learn about the Iowa Department of Revenue's eFile & Pay System, reporting new hires, submitting child support information & more. The seminar is free & you can register by calling JoAnn Goode at 515.281.7196, or e-mail her at [iwdutax@iwd.iowa.gov](mailto:iwdutax@iwd.iowa.gov).

Please include the following information when registering: name, company, phone number, e-mail, location attending, & date of seminar.

Three sessions are available:

June 2nd-2:30-4:30 pm-Atlantic Library

June 16th-9:30-11:30 am-Osceola Library

June 17th-12:30-2:30 pm-Shenandoah Library

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## eBid Goes Live!



The University of Iowa is constantly looking for ways to increase the efficiency of its operations. Effective, May 19<sup>th</sup> the University of Iowa Purchasing Department will begin issuing and receiving bids through a new online bid system entitled, "eBid". All suppliers interested in receiving and responding to bid opportunities from the University must register at <http://www.uiowa.edu/~purchase/purchase/eBidLogin.htm>. Current bid opportunities issued prior to May 19<sup>th</sup> will continue to be posted to the University of Iowa [Purchasing](#) web site. In the eBid system, suppliers will receive notifications of available bid opportunities by email. Additionally, suppliers will now *respond* to bids

online rather than on a paper form. Suppliers will pay no fees to utilize "eBid". If your firm wishes to participate in "eBid", the next step is for you to register as a bidder @ .Suppliers must be registered through this website in order to participate in the new online bid system. This registration is in addition to the Vendor Application Form already required to become an approved vendor for the University. For further information on "eBid" access the University of Iowa Purchasing Department website @

<http://www.uiowa.edu/~purchase/purchase/eBidAnnc.htm>.





Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Street Dance Meeting @ noon @ the Chamber	3 Don't forget to Vote!  Priority @ 8 am	4 IMAGE @ 7 am	5 Ambassadors @ Schramm Family Health Care @ 10 am.	6 Talk of Town KS95	7 Customer Appreciation Days & City Wide Garage Sale KJAN Radio Show
8	9	10 SPEC @ 7:30 am	11	12 Ambassadors @ Handbagranch.com @ 10 am.	13 Talk of Town KS95	14 KJAN Radio Show
15 Happy Father's Day! 	16 BOARD MEETING @ 5:30 pm	17 Priority @ 8 am	18 IMAGE @ 7 am	19 Circus Meeting @ noon @ the Chamber.	20 Talk of Town KS95	21 KJAN Radio Show
22	23	24 SPEC @ 7:30 am	25 AtlanticFest Meeting @ noon @ the Fireside.	26 Ambassadors @ Cass County Abstract @ 10 am.	27 Relay for Life 6-11 pm @ High School Talk of Town KS95	28 KJAN Radio Show
29	30					



Don't forget, Relay for Life is Friday, June 27th. Come on out and show your support to find a cure for cancer. For more information please visit the calendar on our web site at [www.AtlanticIowa.com](http://www.AtlanticIowa.com), or contact Carole Schuler at 243.7545. Hope to see you there!

## Updates from Ann...

At the Atlantic Area Chamber of Commerce, we're always looking ahead to see where we need to grow and change. With the upcoming retirement of the boomer generation, it became evident that we need to do more to attract, retain, and grow our young professionals. These are the leaders in our community who will one day own and start up businesses here, the leaders who will raise families here, the leaders who will become the Atlantic brand to the rest of the world. With this in mind, we are establishing a new "committee" within the Chamber. Please allow me to introduce...

## Young Professionals of Atlantic (YPA)

You're young. You have a gazillion things on your life's to-do list, and finding great, smart, fun people to experience life with is one of the top items yet to be crossed off. *Let me introduce you to YPA.* YPA is for *you-working professionals between 21 and 40*—who want to be more involved, meet more people, but need to multitask because of life's crazy pace. YPA offers activities that are easy to squeeze into your calendar.

It's about fun. It's about connections. It's about time.

### The Mission of YPA

YPA connects, engages, and attracts young leaders into our community while promoting Atlantic and the surrounding area.

### Who can join YPA?

YPA is open to all full-time or part-time working men and women between the ages of 21-40 who are employed in the Atlantic area. YPA offers two monthly opportunities to connect with other young professionals: a monthly social activity and a monthly lunch-and-learn seminar.

### Why Join YPA?

- ◇ Expand your business and social network.
- ◇ Get involved in the community through events and volunteer opportunities.
- ◇ Contribute to your community.
- ◇ Learn about area businesses and the city.
- ◇ Welcome new friends into the Atlantic area.
- ◇ Have fun!

**Join Us!** *Bring a friend to the first YPA event...* **Summer Solstice Party**  
**FRIDAY, JUNE 20th at the Atlantic Area Chamber of Commerce**  
**Social Begins at 8 p.m. This is a free event!**



**WANTED**

Pringles cans  
& pop bottle lids needed!

Want to do your part to help out at the Chamber? Here is an easy and cheap way to do it: Recycle! The Coca-Cola committee is in need of Pringles cans and blue & white **COKE** bottle lids. If you have any, please bring them down to the Chamber. Any contribution would be greatly appreciated. Thanks!

## CHAMBER BOARD OF DIRECTORS

Meeting Minutes – May 12, 2008

**CALL TO ORDER:** Bergmann called the meeting to order at 5:35 p.m.

**PRESENT:** Bergmann, Hockenberry, Worth, Pitkin, Jensen, Dawson, Jorgensen, Lehman, Leistad, Martin, Meneely, Miller, McCurdy and Harry. **ROUTINE:** Leistad made the motion, Martin seconded to approve the minutes of the April Board meeting. Motion Carried.

**FINANCIAL REPORT:** Hockenberry made the motion, Pitkin seconded to approve the financial report and pay the bills pending. Motion Carried.

**EX OFFICIO:** No Report

### OLD BUSINESS:

**MEMBERSHIP REPORT:** McCurdy reported that we have three new members.

### CAPITAL IMPROVEMENT FUND REPORT:

McCurdy reported that we had to replace two of the computer battery packs because of a power surge.

**NEW SITE & WEB ADVERTISEMENTS:** We are testing Brinks ad on our website. We have been receiving 3000 unique visitors per month.

### NEW BUSINESS:

**FASTDUE.COM:** New site that is offering this service to send invoices or past due notices. They offer a credit card service. This could be a service to our members.

### YOUNG PROFESSIONALS OF

**ATLANTIC:** A group of young working people between 21 and 40. This is a social group. YPA offers a monthly social activity and a monthly lunch and learn. There would

be no dues, however they would have to pay for costs of the activities or classes. It could help expand your business, help meet new friends and get involved in the community through events. Contact would be by word of mouth or mail members.

### FLIGHT CONTEST/WOMENS'S AIR

**RACE:** This is a group of 50 teams (1-Pilot & 1 Co-Pilot). They fly across the USA each year. They have contacted us in regards to being the last stop June 27<sup>th</sup> and 28<sup>th</sup> 2009. They would need 200 motel rooms and rental cars. This could be an opportunity to show case Atlantic.

### COMMITTEE REPORTS:

**PRIORITY ATLANTIC:** Priority is concentrating on putting together a task force to work on some of the time line projects that came out of the 2020 vision program. They need to appoint a chairman for each one and have a sub-committee.

**SPECIAL PROMOTIONS AND EVENTS COMMITTEE:** The SPEC committee is currently working on the Downtown Spring Planting Party. We have 200 volunteers. They are to meet at the City Park. Hy-Vee will be grilling since the number of volunteers has doubled from last year. They are planning the Grand Lighting for Friday after Thanksgiving. Plan to have carriage rides that night also.

**IMAGE BUILDERS:** The Image committee will be giving an award to Atlantic Coca-Cola Bottling.

**STREET DANCE COMMITTEE:** The Street Dance will be July 19<sup>th</sup>. The committee has 3 bands coming. An acoustic guitar will be playing before hand and between bands. The

presale tickets will be \$5.00 and \$7.00 at the gate. It will be a variety of music.

**ATLANTICFEST:** AtlanticFest plans are well underway. The raffle will have 4 prizes this year. The tickets are currently on sale at the Chamber office or from any committee member. They are \$1 each or 6 for \$5.

**COCA-COLA DAYS:** The red t-shirts and coasters are on sale at the Chamber. The event is Sept 26<sup>th</sup> & 27<sup>th</sup>. The Gooseman and Uncle Sam will be part of the parade.

**CIRCUS:** Lehman reported that plans are well underway for The Carson and Barnes Circus. It will be at the Airport for 2 shows on Tuesday July 15<sup>th</sup>. They are getting sponsorship for the tickets and posters. They need one more elephant ride sponsor. The office has ordered the Circus supplies.

**DIRECTORS REPORT:** McCurdy gave a written report of the events and projects coming up. McCurdy asked for volunteers for Customer Appreciation June 7<sup>th</sup>. We will be giving a trophy to the winner of the Hot Dog contest this year. Last year we served 1400 hotdogs. Atlantic had 412 registered for Lighten Up Iowa this year. The name has been changed. It will be Live Healthy Iowa. Next year we will form a committee and plan an activity each week.

**ADJOURNED:** Jensen made the motion to adjourn the meeting. Motion carried. Next board meeting is scheduled for 5:30pm June 16<sup>th</sup> at the Chamber Office.

### Have Job Openings?

We can help!

Whether your business needs one employee or 1,000, IA Workforce Development will recruit and screen qualified applicants for you. We also offer skills testing, training, and labor market information. Call 243-2351 for more information. Programs and services for Veterans are also available.

508 Poplar Street, Atlantic, Iowa 50022

(712) 243-2351 · FAX (712) 243-5584

[www.iowaworks.org](http://www.iowaworks.org)

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# The TV Store



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# Atlantic

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## Common Myths About Customer Complaints

MYTH: If customers don't complain, we're doing a great job.

FACT: Don't count on it. Studies show that only 4 out of 100 unhappy customers will step forward to complain.

MYTH: Losing one customer won't hurt us.

FACT: One unhappy customer is likely to share his/her dissatisfaction with at least 10 other people, making them less likely to be customers in the future.

MYTH: If we make it hard to complain, we won't be bothered by petty problems.

FACT: True- But smart organizations let customers know that they're willing to deal with any complaint. Complaining customers are often the most caring customers.