

Ottumwa's

CHAMBER LINK

Linking the community with our members.

Vol. 3 No. 4

Publication of Ottumwa Area Chamber of Commerce

April 2017

The Ottumwa Area Chamber of Commerce presents...

2nd Annual

WOMEN, WINE
& WHISKEY

INSPIRATION

THROUGH THE SMOOTH & TOUGH TIMES



LiysaCallsen.com

DATE: Friday, May 12, 2017
TIME: 9:00 AM - 4:00 PM
PLACE: Bridge View Center

Two workshops and lunch.

Workshops for women and men.



See page 5 for further details.

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Upcoming Community Events Calendar

Apr. 8 . . .4-H Auction Fundraiser	Apr. 21 . .Ottumwa Public Library Preschool Storytime
Apr. 10 . .Ottumwa High School Art Exhibit	Apr. 22 . .Wapello County Health Fair
Apr. 12 . .Ottumwa Public Library Reader's Ink Book Club	Apr. 22 . .The Revolution Tour with Michael W. Smith
Apr. 12 . .Soup and Dew Workshop	Apr. 27 . .Ottumwa Public Library Nonfiction Book Club
Apr. 14 .Ottumwa Public Library Preschool Storytime	Apr. 28 . .Ottumwa Public Library Preschool Storytime
Apr. 14 . .Coffee & Canvas: Old Rugged Cross	May 4 . .The Way I'm Livin' Tour with Lee Ann Womack
Apr. 20 . .Ottumwa Public Library Speculative Literature Book Club	May 5 . .Ottumwa Public Library Preschool Storytime
Apr. 20 . .Indian Hills Theatre: Legally Blonde The Musical	

For additional details, visit www.greaterottumwacvb.org. Receive similar event information via email every two weeks by signing up at www.Explore-Ottumwa.com/newsletter/ to obtain the e-newsletter Bravo Wapello County.



O T T U M W A

[AREA CHAMBER OF COMMERCE]

Ottumwa Area Chamber of Commerce

217 E. Main St.

Ottumwa, IA 52501

Phone: 641-682-3465 | Fax: 641-682-3466

www.ottumwachamber.org

www.facebook.com/ottumwachamber

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Ottumwa's Most Unique Store

O'HARA'S

EST. 1940

500 West Main • Ottumwa
682-4528 or 1-800-728-4528

4 Washington Ave. • Albia • 932-2929

True Value

Store Hours: Albia
Monday - Friday 8:00 a.m. - 5:30 p.m.
Saturday 8:00 a.m. - 5:00 p.m.
Sunday Closed

Just Ask
RENTAL

Store Hours: Ottumwa
Monday - Friday 8:00 a.m. - 7:00 p.m.
Saturday 8:00 a.m. - 5:00 p.m.
Sunday 11:00 a.m. - 4:00 p.m.

Tech Marketing Tip

Phone Book Ads... Remember When!?

What to do to make sure you show up in the "New Phone Book"

Remember when you had important marketing meetings for the Yellow Pages? Nowadays, showing up in front of potential customers and clients isn't quite as easy. There are so many options, so many websites, directories, etc. By the end of this article you should have an idea of what to do, or at least where to start!

Obviously consumers are now looking online... and it's only getting more and more prevalent.

Even people who already know about your business are going to search for your phone numbers... and if you aren't showing up your competition is.

I am going to give you ONE simple task! We have literally 100 different ways that we can get more business online. I would love to sit down with you sometime to work out a plan that makes you money. Just contact me I'd be glad to help!

NOW FOR THE TASK!! - Your Google Places Listing Showing up correctly on Google Maps is pretty simple! This is where a lot of online traffic is going to come from because many people are searching for your phone and address and your listing on Google shows up large on the map. Simply make sure your Google Places has current information. You will need to claim the listing or create a new one if Google hasn't already generated one for you. After you do this try to have a few of your happy customers go and review your company online. Make sure they give you 5-stars.

That's it! This is level 1 marketing - But so many people overlook it. If you need help with this we can assist, just reach out!

Also, having a website that is built correctly will help immensely in making sure that you convert those folks who used to search in the Yellow Pages.

There are also 5-10 more marketing channels online you should optimize so you show up ahead of your competitors and so that people are running into your company when they search... But we will save these tips for the coming chamber links!

Rowdie Mitch Goudy
Hill Productions & Media Group, Inc.
 402 Goode St.
 Bloomfield, IA 52537
 641-664-1216
www.hillproductionsandmediagroup.com
mitch@hillproductionsinc.com

SPRING

K C S V U K G G A O N X I A Y
 P Z J P J A R O E K R O R T N
 S D G U R A H X Q T O Z X O N
 H R J A S O S Y C F E T H W R
 E N Y S R J U O G J P S Q S Y
 Y U Q G I D Q T N Z A Z D D S
 I M R U B B E R B O O T S U Z
 L B B T B L W N S L Y U N B S
 W R S I L K X P I A R S W H R
 O E U G V Z I H W N H Y O G X
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 I A K T A S R E W O L F F W W
 A D K K B R L P U D D L E T C
 R S D E E S O B S M D F E H B

BUDS
 FLOWERS
 GARDENING
 GRASS
 GROWTH
 PUDDLE
 RAIN
 RAINBOW
 RUBBERBOOTS
 SEEDS
 SPRINGS
 SPROUT
 SUNSHINE
 TULIPS
 UMBRELLA

Ambassadors Corner



Henderson Autoworks, new owners, at 209 W. Main St.



Elegance by Design, new location, at 324 E. Main Street.



My Chic Boutique, new location, at 322 E. Main St.



Jones Corner Cafe, new business, at 1110 Quincy Ave.



Nsane Motors, 914 Church St.



Martha's Nook & Cranny, new business, at 313 E. Main St.



Southern Iowa Living Expo Grand Opening

Chamber Welcomes New Members

Henderson Autoworks

209 W. Main St. | Ottumwa, IA 52501
Charity Poe | 641-682-5511

Catalyst Country, LLC

1313 N. Court St. | Ottumwa, IA 52501
Laci Morrissey | 641-455-9167
www.catalystcountry.com

Nsane Motors

914 Church St. | Ottumwa, IA 52501
Alan Dunkin | 641-682-8950

Member Bio

Heartland Boot Scooters, Giving new meaning to the word "FUN"

Heartland Boot Scooters Country Dance Club is located at the Eagles Club at 109 South Green Street in Ottumwa.

Lessons start the first Sunday of January for eight weeks and the first Sunday of September for eight weeks. Sign up begins at 6:00 p.m., cost is \$25 per person for eight weeks.

Dances are open to the public and the cost is \$5.

The 2017 Dance Schedule is April 14, 28; May 12, 26; June 9, 23; July 7, 21; August 4, 18; September 1, 15, 29; October 13, 27; November 10, 24; December 8, 22. Times are 7:30 to 10:30 p.m.

Senior Citizens demos are twice a month from September to March



Like us on Facebook at heartland.bootscooters.

For more information on Heartland Boot Scooters Country Dance Club, please contact Jim and Sherilyn Headley at 641-684-4224.

We give new meaning to the word FUN!



The Economic
Health of Business
A REGIONAL SUMMIT

Leaders in the region will be joined by
The UI College of Public Health
and the Business Leadership Network

The Summit will focus on developing low cost strategies for workplace health and safety that can be used by employers and community organizations.
The Summit will benefit employers, leaders, and staff in business and industry of all sizes, nonprofit organizations, and public sector agencies. The public is also welcome to attend.
Bring your thoughts and interests and join in with your community, the Business Leadership Network, and UI College of Public Health faculty for practical strategies you can use in your workplace.

April 21, 2017

9:00 am - 3:30 pm
Registration at 8:30 am

There is no charge for the Summit • Continental breakfast and lunch is included

Indian Hills Community College
Rural Health Education Center
525 Grandview Avenue, Ottumwa, IA 52501

To register, visit <http://bit.ly/blnottumwa>

Topics of the Day
Behavioral Health and the Workplace • Supporting a Successful Workforce • Employee and Family Wellness

Sponsored by



Business Leadership Network



College of
Public Health

Contact: Tara McKee - tara-mckee@uiowa.edu
University of Iowa College of Public Health
Business Leadership Network Coordinator
www.public-health.uiowa.edu/bln/



76th Annual
Golf Classic
Friday, July 28th

2017

Register for a corporate team, golf team or hole sponsorship.
Call Brenda at 641-814-5900 for details.

2nd Annual Women, Wine & Whiskey Workshop, May 12th

The time has come to order your tickets for a wonderful and exciting day of sharing, learning, networking and growing that is made for women and by women (but not just for women)! Please plan to join us for Women, Wine & Whiskey luncheon and workshop on Friday, May 12th, 2017 from 11:30 AM to 4:00 PM at Bridge View Center in Ottumwa, Iowa.

Women's Panel to include

Nicole Kooiker, Superintendent of Ottumwa Community School District; Danielle Gordon, owner of Dani's Auto Supply; Wanda Moeller, Publisher of Ottumwa Courier and Diana Upton-Hill, VP of Hill Productions & Media Group and Performer.

About the founder: Liysa Callsen has always shared her experiences with others. Mostly because when people find out she has two deaf parents (and

now a deaf husband) people ask lots of questions. These experiences helped shape her belief in the value of being heard leads to fostering a voice for yourself and for those around you. Life is complicated, and she believes in sharing what we can to help maneuver in the journey. Her passion for connecting to people and believing everyone has a story inspired the mission behind Women, Wine &

Whiskey. Liysa is a speaker, trainer, comedian, improv artist and author... plus an event planner for the past 23 years. She's been throwing gigs for a long time; now she combines all her passions into events across the Midwest.

This is guaranteed to be a wonderful event to network, learn and laugh together!

You may purchase your tickets at the Chamber office or over the

phone.

Ticket Options are: \$50 Women, Wine & Whiskey Workshop and Luncheon 11:30AM to 4PM or \$80 The Value of Being Heard Workshop plus Women, Wine & Whiskey Workshop and Lunch 9AM-4PM.

Contact Brandie at the Chamber office to make your reservations today, 641-682-3465.

Reeves Hauling has a 100% Customer Satisfaction Rating

Here is a brief description of my business and what I do.

I've been in business for two years, serving Ottumwa and surrounding areas within 30 miles. I only have 1 employee and that is me. I haul material such as rock, sand, dirt, mulch, and compost. I am different than other hauling businesses in Ottumwa because I do all the work and not leave a pile

for the customer to move themselves. I have a 100% customer satisfaction rating. I always go above and beyond customer expectations. I also do lawn aeration and garden tilling in the spring. I do community projects as well such as donating my time and sometimes the material to such places as Heartland Humane Society and

Liberty School for the ISU Outreach Program. I have sponsored ball teams and recently sponsored a balloon for the Ottumwa Pro Balloon Races. My business is a family business, my wife and daughter help me on bigger jobs, they are not afraid to roll up their sleeves and grab a rake or shovel to get the job done right the first time. I don't leave

the job until I and the customer are satisfied that the job is complete. I have a face book page where I post pictures of every job I do. I always answer my phone and it's always on, even on the weekends.

Reeves Hauling
1928 Greenwood Dr.
Ottumwa, IA 52501
641-799-9458

5 Tips for Finding a Summer Job

With spring's warmer weather gradually setting in, we naturally start thinking about summer.

With summer will come swimming at the lake, grilling on the deck, and plenty of reasons to be outside. Summer can also provide an extra opportunity for high school or college students to find a seasonal job for some extra spending cash. Here are five quick tips on how to find a summer job.

1. Know What You Want

Before you get started, figure out what you want out of a summer job. Are you looking for a job experience where you can gain skills that make you more employable in the future, something where you will make a little pocket money, or something that will keep you outdoors all day?

This can help narrow down your job search.

2. Network

Ask around. Talk to family, friends, neighbors. Know what other students are doing for the summer.

Watch

Facebook /Twitter/Instagram/Snapchat for any references to employment and follow up with a question on what the job is and how to get it and use those same channels to tell people you're looking for work. The best way to get a seasonal summer job is the same as the best way to get any other job.

3. Move Your Feet

Walk in and ask employers if they're hiring for seasonal summer help. A lot of employers don't heavily publicize their need for seasonal help because they know the workforce will find them, so you have to go find them. Think of jobs that can use summer help and walk in to apply.

4. Build a Job

There are some summer opportunities to be your own boss. Mowing lawns, walking dogs, and babysitting are jobs that are perfect for the season. To be successful though will take some work, starting

Facebook



with marketing your service around the community.

5. Volunteer

If you're not sure you want a job but you'd like to build some skills for your resume or college applications, be a volunteer. If you can volunteer somewhere that is in your career path, then you can gain experience that will help you gain employment later. This works as another way to network as well, because volunteer experiences are a great way to gain references.

Whatever you decide to do with your summer, make sure that you use your break effectively.

The long break from school gives you the chance to see, do, or learn something you might not

otherwise have time for during the school year, so take the opportunity!

LADIES NIGHT OUT!!
FRIDAY, APRIL 21ST
5:00pm - 8:00pm
DOWNTOWN OTTUMWA

3 PLACES TO START:
NUCARA PHARMACY
BRIDGE CITY TV & APPLIANCES
MARKET ON MAIN

Lots of Participating Businesses!

Finish the Evening Listening to
DIANA UPTON-HILL
BAND STARTS AT 7:30PM
HOTEL OTTUMWA BALLROOM

RAFFLE AT 8:15PM!
Samsung Family Hub Refrigerator valued at nearly \$6,000.00





Aging Gracefully with Chiropractic Care

Doctors of Chiropractic are wellness experts and they can advise you on many components of living a healthy and well balanced lifestyle. It is important to be checked regularly for the presence of misalignments in order to age gracefully and maintain healthy. A chiropractor will detect and correct these misalignments naturally, removing nervous system interference and allowing your body to function at its fullest potential. A chiropractic approach to aging is intended to restore better motion and to slow down arthritis or degenerative changes which affect your activities of daily living.

Is Chiropractic safe for seniors or individuals with osteoporosis? Answer is YES! According to a study in Chiropractic & Manual Therapies Journal, there are a rising number of older adults. It is estimated that nearly 20% of the U.S. population will be 65 or older by 2030. Virtually one in five U.S. residents are expected to be 65 or older by 2030. Chiropractic care is one of the most effective alternative health care for seniors seeking treatment of lower back, neck pain, and maintaining mobility as you age.

- Several adults reported that chiropractors have the patient's best interest for their health care
- More than 33 million U.S. adults saw a chiropractor last year
- According to a study performed by WebMD, chiropractic care has a 95% satisfactory rating with patients and that is better than any other health care
- In that same WebMD study, chiropractic care was proven to cut the cost of treating back pain by 28% compared to those who did not have chiropractic care
- In addition, back surgeries were reduced by 32%, that is 1 in every 3 people

One of the most common concerning diagnoses among those ages 65 and older is arthritis. Aging and degenerative changes like arthritis can be prevented or slowed down with maintenance adjustments or frequency checkups. With seniors, ongoing care usually involves a combination of spinal care, nutritional advice, and exercises which are all important components of healthy aging.

Immobility is not something new. When the average life span was under the age of 65 we did not see the effects of neglecting our spines. Now people are living longer and if you do not maintain your musculoskeletal system, life will take a hard toll on your body. Think about this, if you do not maintain your spine it's kinda like never brushing your teeth. Your teeth would be pretty gross, right? Well thank goodness you can get dentures if your teeth go bad but, you cannot get a new spine. There are no spinal replacements if your back goes bad. That's why it's essential to maintain your spine with chiropractic care. Not only do you feel better but it's a lot less expensive to maintain your spine. It is less painful as well. Why suffer in pain and long term degeneration before you make an appointment?

What can chiropractic care for seniors do? Doctors of Chiropractic are specifically trained to examine you for the presence of spinal misalignments, detect and remove your subluxations and restore nervous system interference. *Some essential benefits of chiropractic care for seniors:*

- Increased balance and coordination which will decrease the risk of falls
- Increased range of motion in spine and extremities
- Prevention of spinal degeneration
- General well-being and pain relief

Chiropractic Care is the best investment you can make to assure your ability to **LIVE** mobile and enjoy life!

For more information on how to keep your mobility, prevent or treat pain related injuries, or to age healthy call **Dr. Tara Gooden** or **Dr. Blake Pearson** to set up an appointment for an evaluation and treatment. We can also teach patients exercises to help recover from injuries and maintain the muscular-skeletal system. To set up an appointment, call: **641-954-9043, Gooden Family Chiropractic, LLC, 1223 Theatre Dr. Suite B, Ottumwa, Ia. 52501, www.goodenfamilychiro.com**

2nd Thursday Member Mixer

members.

You are invited to join us for a fun, new event sponsored by your Ottumwa Area Chamber of Commerce! We know you will enjoy great food and drink, as well as have a great time socializing, networking and learning more about our ever growing and changing Ottumwa Area Chamber of Commerce and its members!

The Ottumwa Area Chamber of Commerce and our Ambassadors would like to invite you to our "2nd Thursday Member Mixer" on April 13th at 4:30 – 7:30 p.m. The event is co-hosted by Rhynas Jewelers and Dive Iowa at Happy Joe's.

This will be an outstanding opportunity to meet and greet with other chamber

Noise-Induced & Occupational Hearing Loss Facts

We encounter many sounds at various decibels every day and most are safe to our ears. However, noises that are especially loud or very loud for an extended period of time, such as industrial noises, can do significant and sometimes long-term damage to hearing. This damage can affect one or both ears, causing sounds to become muffled and distorted.

The Centers for Disease Control (CDC) reports that about 22 million workers are exposed to hazardous levels of noise each year. In addition, it reports that 24 percent of hearing difficulty among U.S. workers is caused by occupational exposure. For many U.S. workers, noise induced hearing loss (NIHL) starts affecting their hearing, and quality of life, at a younger age.

Causes of Noise-Induced Hearing Loss: Noise-induced hearing loss is caused when the ears are exposed to loud, lasting noises that cause permanent damage to normal ear function. It can be caused by either a one-time exposure to an intense sound, such as an explosion, engine backfire, or microphone or speaker squeal.

The real damage occurs with sustained, moderately high noise that occurs over a long period. Workers who spend prolonged periods riding in a tractor, working around heavy machinery or lawn care equipment, or listening to loud music over headphones are at risk for hearing loss.

Who It Affects: Noise-induced hearing loss can affect anyone at any age. Current estimates indicate that 26 million Americans ages 20-69 are affected by NIHL. Hearing loss isn't just inconvenient, nor should it be embarrassing. Noise-induced hearing loss is common in the workplace, and can even be dangerous in high-risk environments. Studies show that workers with hearing loss often have trouble localizing sounds or hearing warning signals, which leads to increased accidents. NIHL also puts a strain on workplace relationships, leading to mistakes and increases in miscommunication.

Signs of Noise-Induced Hearing Loss: Noise-induced hearing loss usually happens gradually and it may be hard to detect a significant difference in hearing until it becomes obvious. Many people do not know they are suffering from occupational hearing loss because it develops over time. Keep in mind that noise does not have to be extremely loud to cause NIHL. Most occupational hearing loss happens at levels just loud enough to do damage to hearing, but not at levels causing noticeable discomfort.

As hearing loss increases, you may notice sounds becoming distorted or muffled, and it may be difficult to understand what people are saying. Exposing your ears to loud noise can also cause tinnitus – constant ringing, buzzing or roaring in the ears. **High Risk Careers:** Jobs that put workers at the most risk for hearing loss include construction workers, manufacturing employees and farm workers.

In addition to working with high decibel heavy machinery for long periods, these workers are exposed to a lot of environmental noise like hammering, drills, animal noise and the constant hum of manufacturing lines.

Teachers are also at high risk for NIHL. Slamming lockers, bells ringing, sporting and music events, children playing – all of these factors can increase a teacher's risk of NIHL.

Military personnel and the Department of Veterans Affairs report that NIHL is the most common injury of returning war veterans. Data collected by the VA shows that as many as 52 percent of combat soldiers have moderately severe hearing loss or worse due to the loud sounds associated with combat.

Police officers and first responders are often exposed to extremely high decibel noises that can damage hearing in a short amount of time, and prolonged levels of moderately high decibels that damage hearing over time. Crowds and large events, sirens, gunfire, and the general mayhem of emergency situations all contribute to increased risk of NIHL for these workers.

Regular Hearing Screening is Key: Anyone at high risk for hearing loss should take precautions to protect their hearing and get regular hearing screenings. If you believe you may suffer hearing loss, schedule an appointment with a hearing health professional to get your hearing tested and to discuss treatment options.

Concept by Iowa Hearing Aid Centers has 22 locations across Iowa, and all of our clinics offer hearing screenings and top of the line technology administered by our friendly team of certified hearing health experts. Sign up for a FREE hearing screening or call us today to learn more about how Concept can help you take care of your hearing needs.



Do the numbers add up?

Calculating the start-up costs

Many factors are critical in determining the pros and cons of starting up a business. Included in the risk analysis are factors such as distinguishing your products and service from others in the market, being able to identify your market, identifying and understanding your competitors, having a plan and an approach to acquiring customers, and being able to hire and retain key employees, to name just a few.

SCORE urges their clients to develop several financial estimates. We start with a summary of the start-up costs such as an investment in property and equipment, facility improvements, product of material inventory, deposits for utilities and property rent, insurance, licenses and permits, professional fees, promotional materials, computers and software. If you are purchasing an

existing business, then the purchase cost would be included or the financing costs would be shown as monthly operating expenses. SCORE encourages our clients to scrutinize every item for ways to eliminate or at least delay any expenditures and to look for opportunities to rent, borrow, or lease, or sub-contract to avoid start-up capital needs.

Next, monthly operating costs need to be identified and estimated. Such costs typically include salary and estimated salary related expense such as social security, Medicare and Worker's Comp, rent, utilities, materials: office supplies: advertising and marketing costs: loan payments: insurance: taxes and fees: and maintenance. You should have monthly expense estimates covering a two-year period. Do not include any salary for yourself, the business



owner. However, aside from all of the business operating costs the client needs to also include his personal expense such as home mortgage payments, auto payments, living expense and utilities and taxes. These expenses, of course, are not part of the business and are segregated from the business P & L, but represent total cash requirements that will be needed monthly.

From expense we move to estimating income. Income could come from product sales, service fees, or consulting fees. For non-profit organizations income may include grants, fees from special events, or

perhaps from fund raising endeavors. Remember, if your business manufacturers a product make sure you include the costs to manufacture the product on your income summary as a deduction from your estimated sales. This is called gross profit.

Calculating your start-up costs is only one part of your business plan and perhaps the most critical if you are seeking financing from financial institutions or from investors.

Submitted by,
Gordon Aistrope
SCORE Volunteer

Membership Renewals

Ottumwa Area Chamber of Commerce

**Atomic Termite
& Pest Control**
Cedar Creek Golf Course
D.P. Plumbing Plus
Elegance by Design
**Infomax Office
Systems Inc.**

JeanAnn Ross
John Deere
Ottumwa Works
Lineage Logistics, LLC
Mercy Ottumwa Clinic
**Mitchell & Sons Heating
& Cooling, Inc.**

Neapolitan Labs LLC
Ottumwa Regional
Legacy Foundation
Ottumwa YMCA
Peoples State Bank
Pre-Approved Auto, inc.
R/J Performance

**Reed Excavation
Company**
Reed Overhead Doors
**Ridgewood Nursing
& Rehab**
The Stitch Doctor
Van Meter, Inc.



www.ottumwachamber.org

 [ottumwachamber](https://www.facebook.com/ottumwachamber)