

Ottumwa's

CHAMBER LINK

Linking the community with our members.

Vol. 3 No. 6

Publication of Ottumwa Area Chamber of Commerce

June 2017



**FRIDAY NIGHT
80'S PARTY**
JUNE 16 | NOON-10
WEAR YOUR 80S OUTFIT

**SATURDAY NIGHT
90'S PARTY**
JUNE 17 | 8A-MIDNIGHT
WEAR YOUR 90S OUTFIT

**SUNDAY ALL DAY
ARCADE PARTY**
JUNE 18 | 10-5
COME AS YOU ARE



ENTRY IS ONLY \$13 FOR THE ENTIRE WEEKEND | FAMILY 4 PACK JUST \$35
ALL ARCADE GAMES ON FREE PLAY ALL WEEKEND
OTTUMWA'S OLD SCHOOL ARCADE | 107 E MAIN ST | OTTUMWA, IA
SUMMER PARTY | BLAST OF THE PAST

GET DETAILS AT [FACEBOOK.COM/OTDWNOLDCHOOLARCADE](https://www.facebook.com/otdwnoldschoolarcade)



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Upcoming Community Events Calendar

June 9-29American Gothic Performing Arts Festival
June 9-11Little Shop of Horrors
June 12Indian Hills Permanent Art Collection
June 12Wapello County Farmers Market
June 14Ottumwa Public Library Songs & Stories with Sara Martindale
June 15Wapello County Farmers Market
June 19Wapello County Farmers Market
June 21Ottumwa Public Library Songs & Stories with Sara Martindale
June 22Wapello County Farmers Market
June 26Wapello County Farmers Market
June 28Ottumwa Public Library Songs & Stories with Sara Martindale

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.orgwww.facebook.com/ottumwachamberConnie Wilson, Executive Director | 641-814-5901 | conniewilson@ottumwaiowa.comBrenda Sieren, Executive Assistant | 641-814-5900 | brendas@ottumwaiowa.com

Ottumwa's Most Unique Store

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EST. 1940

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

4 Washington Ave. • Albia • 932-2929

True Value. **Just Ask**
RENTAL

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

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.

Ottumwa Area Chamber of Commerce
presents

TROPICAL COSTA RICA

March 10 - 18, 2018

Join us for a Special Travel Presentation on...

DATE: June 21, 2017
TIME: 6:00 - 7:30 pm
LOCATION: Ottumwa Chamber
217 E. Main St.

Presentation includes a daily itinerary of your tour and beautiful pictures of Costa Rica.

Call 641-814-5900 today to RSVP.

HIGHLIGHTS

San Jose, Coffee Plantation, Guanacaste, Monteverde Cloud Forest, Hanging Bridges Tour, Arenal Volcano, Lake Arenal Cruise, Cooking Demonstration, Cano Negro Refuge, Zarcero, & National Theatre

Is Cold Calling Really Dead?

Why you should think about picking up the phone in a digital age!

Ring! Ring! Ring! "Hi this is an unwanted caller calling, want to buy my stuff?". We, as professionals, get bombarded with solicitations all day long. One of the questions I get asked often is, "Does cold calling work anymore?"

Here is your answer. Absolutely NOT! But wait, let me explain. Untrained cold calling, and not having a relationship based sale in mind-- just "dialing for dollars"-- will lead to ticked off people, and low sales. But here's the answer that might surprise you...

Informed Call Outreach Campaigns WORK!

Our company here locally actually provides 'cold calling & cold emailing' as a service to businesses. We use a local number, your email domain, and your sales collateral to find interested buyers. We find a list of qualified people who may be interested and start a process to build interest, brand awareness, and hopefully, send consistent leads to your sales team.

But you just said cold calling doesn't work? - Correct. The way that most people cold call is a total waste of time. Here's the problem... If you don't know who you are calling, why you are



Mitch Goudy Outreach
Service making cold calls.

calling, have a specific reason and value you can provide them... You quickly become that telemarketer that is INCREDIBLY annoying to talk to. But — If you can honestly either save someone money, fix a problem they have, or even just let them know what you do you will see real results.

Don't hand your sales team a phone book. This isn't the 1920's. There is so much data available at our fingertips you need to have your sales team so busy talking to people who truly want and need what you offer. This data and technology will mean efficiently reaching out and having honest conversations with people that will lead to a relationship and a sale.

Lastly... When you do make the call, or send that email asking for someone to consider your offer, where are they going to go first?



That's right, they are going to look you up on Google. They are going to check out your website, your Google Place listing, your reviews, your Facebook! They are going to look at your sales collateral... That leads to the next question: When someone goes and looks at these things are you going to sell them?

These are all items we can help you with and I'd be more than happy to sit down with your sales team to discuss what they need to be truly effective. This month one of our clients hit over \$150,000 in online sales in one product in only a few months... I'd love to do the same for all the businesses in the area. We love this community and I hope to get a few cold calls from you all, I want to hear your skills! Remember - provide value, know who I am and what my business does... And ask me. You might just make a sale.

2017 Central Park Cinema
FREE MOVIES START AT DUSK!
FREE KIDS ACTIVITIES BEFORE MOVIE!

Featuring...

JUNE 3RD BFG SPONSORED BY FINANCIAL PARTNERS	JUNE 24TH SING SPONSORED BY MCDONALD'S	JULY 8TH [Movie Title] SPONSORED BY SOUTH OTTUMWA SAVINGS BANK
JULY 22ND DORY OTTUMWA REGIONAL HEALTH CENTER	AUGUST 5TH [Movie Title] MARLENE HUNT TRACY WILLIAMS & LIZ SCHILLER REALTORS PIPESTONE VETERINARY SERVICES	AUGUST 19TH ZOOPLANE JOHN DESRE OTTUMWA WORKS

CONCESSION SPONSOR: WAPELLO COUNTY SHERIFFS RESERVE
www.mainstreetottumwa.com • 641-799-3464

Ambassadors Corner



Ezra Free Clinic, new location at 611 E. Main St.

Listing Jobs on your Resume

The resume's primary purpose is to sell you, the job candidate, as the best contender for an open position. If you have some work history, the bulk of your resume will be taken up with your experience. Let's talk about which jobs to list, how to list them, and how to describe them.

Format Your Job Titles

The average HR Representative isn't spending much time on the first resume review. They will want to know if you have the required experience, where you've worked, and how long you've done the work. With that in mind, make your job

titles easy to find by using Bold, Italics, or Underlines, and be sure to repeat this format each time down the resume

No Jobs More Than Ten Years Old

The first thing to consider on listing jobs is how much they will sell you as a candidate for the position. With changes in the workplace, experience from more than ten years ago may not be that relevant to what the jobs require now. The exception to the rule is if the job requires experience that you haven't had in more than ten years. For example if you apply to a position that

requires you to have worked in concrete and you last did that fifteen years ago, list the position anyway. In this situation you can either list only the job that is of importance, or you can list every job from the required experience through your current job, using short descriptions for jobs that are less relevant.

Use Bullet Points

Underneath your job titles you will list what your job duties were at each position. The job description section should also be easy to read. Bullet points make the experience more convenient for the eyes to follow and direct the reader to the important keywords. Use third-person, past-tense format for these statements, i.e. "Communicated needs effectively within team and to customers." Don't use the words I or Me.



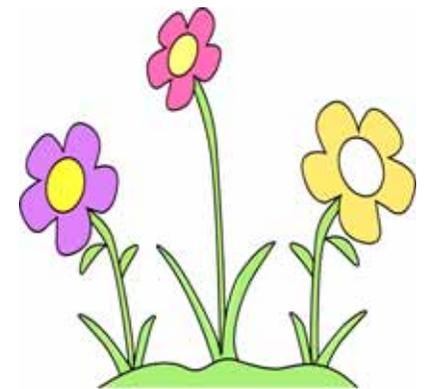
Tune Your Work Experience

To tune your resume means to customize your resume specific to the position you're applying for. The easiest way to tune a resume is to get the Job Description from the job listing and take keywords from that and put directly into your work history. If a job description says they need a good communicator, show times in your work history to identify how you've communicated with coworkers or the public in the past.

Seeking Yard of the Month Nominations

The overall goal of the Yard of the Month Award Program, developed by the Chamber of Commerce Banner & Image Committee, is to recognize individuals whose property exemplifies and promotes beautification and pride as an example for the Ottumwa community. We envision a clean and beautiful city where all citizens value and protect natural resources and take responsibility for enhancing their community environment.

Applications for Yard of the Month nominations can be picked up at the Ottumwa Chamber office, 217 E. Main St



The Ottumwa Area Chamber of Commerce welcomes the following new businesses to our membership directory:

Cricket Wireless
1895 Venture Dr.
Ottumwa, IA 52501
Jessica Meyer
641-244-2471

Southeast Iowa Blue Knights
P O Box 870
Ottumwa, IA 52501
Todd Evans
641-919-0665

Hey, Come Along & Join the Fun!
The Ottumwa Regional Legacy Foundation presents...
American Gothic Performing Arts Festival's
Family Fun Fest
Saturday, June 17th AT SYCAMORE PARK (BY THE BEACH)
Kids Activities, Art Activities, Talent Show, Kids Rock Band "The Boogers"
Food Trucks, Beverages available for purchase.
2-4pm Make & Take "Art on the Trails"
4-6pm Bill Riley Talent Search
Join us on Sunday, June 18th Festival Children's Chorus Concert First Methodist Church, Ottumwa 2:00pm
visit www.americangothicfest.org for more information

Community Employment: Why Do We Work?

There are a variety of employment opportunities across the state of Iowa. Individuals who work with Iowa Vocational Rehabilitation receive services customized to their needs to assist them in finding long term employment which is a good fit for them based on their interests and abilities as well as a good fit for the employer.

IVRS wants to pair a job candidate with a job that will be long lasting and beneficial for both the employee and the employer.

Some of the methods we utilize to promote better outcomes are career exploration with interest inventories, job shadowing, labor market information, skills training, assistive technology, on the job training, job coaching, informational interviewing, job leads and job seeking, and employer needs as well as helping job candidates explore and find options for transportation, how to advocate for themselves, how to develop work and peer relationships, exploring how working will affect disability benefits if they receive them, and developing natural supports on the job.

Job candidates are also able to work with friends, family, service providers, Iowa Workforce Development to assist them in their career exploration as well as learn or brush up

on marketable skills such as computer skills, working with other personality types, etc.

IVRS works with both the job candidate and the business to help resolve any issues that arise such as work expectations, accommodating job candidates needs to perhaps do a task in a different but equally efficient manner, and assisting with communication or how to assist employee/employer to develop a successful and beneficial work situation.

Job candidates and employers may learn a lot from each other when open minded to exploring and trying new things and methods and by taking advantage of resources available to them for employing people with disabilities. Everyone deserves the chance to find fulfilling and purposeful employment.

By asking questions, becoming informed, and not letting fear get in the way, people with disabilities may become a great asset to any business.

So why do people work? People work because they like to help others, for their own independence, to learn and grow, for success and accomplishment, to be creative and use their talents, for



Iowa Vocational Rehabilitation Services

Finding solutions. Generating success.

money of course, and they work by choice.

Great things can happen when the right job candidate is paired with the right job and the right business.

IVRS is a great resource for business services. We offer many business services, just one of which, is helping provide pre-screened applicants when a business contacts us that they have an opening. If you are interested in partnering with IVRS, please contact our office at 641-682-7569. Our Ottumwa office services Wapello, Warren, Marion, Mahaska, Keokuk, Lucas, Monroe, Jefferson, Appanoose, Davis, and Van Buren Counties.

We would love to become a resource to your business!



SHRED EVENT

Date: Thursday, July 20th
 Time: 3:00 to 5:00 pm
 Location: Quincy Place Mall
 (parking lot near KFC)

FREE TO COMMUNITY

Ottumwa Symphony Orchestra performance scheduled

The Ottumwa Symphony Orchestra presents Music On the Green, "The Golden Age of Television," Sunday, June 11th at 7pm on the Marge Dodd Stage on the Indian Hills Community College campus.

Conductor/Arranger David Sharp has an exciting program planned as the orchestra will be playing dozens of theme songs

to classic television shows from the 1950s to the 1990s.

The highlight of the concert will be "NAME THAT TUNE" based on the classic game show from the 1970s and 80s, where you could be a contestant!

Bring your family and friends to this free event and enjoy a picnic while listening to the Symphony on the greens of



Indian Hills.

In case of inclement weather, the performance will take place in the Net Center.

Father's Day June 18

J Y C C Y L P B L D F P Y R O	BRAVE
E U O U N D H R Y G A L N F U	CHILDREN
P X N L E L D Y I R M C N Y D	DAD
Y A G E R J Y A E E I P U B X	DADDY
I C W R D P S N D B L H F L G	ESPN
E I T H L B T G S Y Y B I N B	FAMILY
C F I Y I P R O T E C T I R T	FATHER
B A C T H J N J R R Z H P Z A	FISHING
N S R D C V A J N N S L V E V	FUNNY
F A M B U S D F I I J U U B Y	JUNE
A A E S P N M A F D S I C U C	PARENT
V O T T L D H Y T L N G W V W	PROTECT
N G K H D A V B O P Y Y P P E	SON
Q T W O E D G O S V K M V N R	TIE
E V A R B R T E T X A Q Y Y Q	TOOLS

OFFICE SPACE

Available!

226 Partnership LTD
 226 W. Main St.
 Ottumwa, IA 52501



We currently have office space available on the 1st and 5th floors. The first floor spaces consist of a move-in-ready dual office that has 3-5 private offices with reception area and a large storage room that could be converted. It consists of 1580 square feet of total office space with one of the offices being large enough to have a conference table or multiple desks. The second first floor space has a total 918 square feet that can be divided up as needed with 2 or 3 separate offices. The fifth floor is 2535 square feet currently set up as a suite of offices but can be reconfigured to whatever size is needed. It has great views of the river looking South. All of the offices available include all utilities except for phone and internet and ample parking is available. Space is changing all the time so please call and see what may be currently available. You may phone Mike at (641) 684-4629 or (647) 777-4874 at any time to take a look.

Presented by Courtside Bar & Grill and John Deere Ottumwa Works

76th Annual Ottumwa Area Chamber of Commerce Golf Classic

The 76th Annual Chamber Golf Classic will be held on Friday, July 28th at the Ottumwa Country Club, shotgun start at 10:00 AM, registration begins at 8:30.

For those of you that participated in past tournaments, you already know we plan this

event to be entertaining and tasty all the way around the course. Our committee has planned a great day out of the office for all our golfers!

Teams are sold out, but hole sponsorships are still available. Hole sponsors get

exposure by greeting and entertaining golfers as they go from hole to hole! Sign up for your hole sponsorship today. There is plenty of events around the course and two party coves complete with DJs.

Events include straightest drive, longest

drive, closest to pin, betting hole, closest to pin on 2nd shot, pick a pin, chipping contest and closest to water. We are looking for prize donations for our raffle table; if you would like to donate prizes, please call Brenda at 641-814-5900.

Depression - The Leading Cause of Disability in Developed Countries

Depression is very common, with a lifetime rate of over 20% in the USA. It is estimated to be the leading cause of disability in developed countries world-wide by the World Health



Organization. In depressed patients who do see improvement with treatment, relapse rates are 37-70% in the first year. Many are treatment-resistant, that is, failing to improve after 3 or more treatment trials. There are very few effective options left for these treatment-resistant people.

Research has shown again and again the benefits of PEMF or Pulsed Electro Magnetic Field Therapy. In one study, a double-blind sham controlled study, there was greater than 70% significant improvement in mood with only one 20-minute treatment 41 patients with Bipolar Disorder and 22 with Major Depressive Disorder when all the data were combined across the two groups.

Studies are also showing that improved diets are helping with depression. According to Professor Felice Jacka, director of Deakin's Food and Mood Centre, "We've known for some time that there is a clear association between the quality of people's diets and their risk of depression." "However, this is the first randomized controlled trial to directly test whether improving diet quality can actually treat clinical depression."

At the end of the trial, a third of those in the dietary support group met criteria for remission of major depression, compared to 8% of those in the social support group.

Diet changes and PEMF are making headlines due to their major health benefits for many types of health setbacks, especially depression. At Expect Chiropractic and Weight Loss Clinic we are able to help with many more health issues by offering a range of healthy options which include weight loss and PEMF. Call us today at 641-684-2225 and ask us how we may help you.

Hearing Loss Risk Factors: Ototoxicity and Tinnitus

It's no secret that, as we age, we are more likely to need to take more prescription and nonprescription medications.

1. Most of us take these medications without thinking about whether it will affect our hearing health — and we should. Some of the medications we take can be ototoxic, which means it has a toxic effect on the ear or its nerve supply. Ototoxic medications have the potential to cause hearing loss, tinnitus and/or dizziness and vertigo. There are more than 200 known ototoxic medications on the market today.

2. Many ototoxic medicines treat cancer, heart disease, and serious infections.



Ototoxic Medications and Tinnitus

Tinnitus, or ringing, buzzing, or a pulsing sensation in the ears, is usually the first sign of ototoxicity. As time passes, ongoing use of ototoxic medications could also lead to you developing hearing loss. People often do not notice the hearing loss coming on until they begin to have trouble understanding speech or hearing higher pitches, such as a woman or child's voice. It's important to catch the signs of ototoxicity early, so you can reduce the damage done to your hearing.

Knowing what drugs are ototoxic is helpful.

- Aspirin, when large doses (8 to 12 pills a day) are taken. (Baby Aspirin is not included.)
- Nonsteroidal anti-inflammatory drugs (NSAIDs), such as ibuprofen and naproxen.
- Antibiotics from the aminoglycosides sub-class of drugs like gentamicin, streptomycin, and neomycin.
- Loop diuretics used to treat high blood pressure and heart failure, such as furosemide (Lasix) or bumetanide.
- Platinum-based medicines that are used to treat cancer, such as cyclophosphamide, cisplatin, and bleomycin.

Treatment

In some cases, your doctor can help relieve tinnitus caused by ototoxic medications by switching you to a different medication. You should talk to your doctor about any over the counter medications that you suspect are causing tinnitus to determine if you should stop taking them. In other cases, there is no way to relieve the tinnitus sounds, but there are steps you can take to make it less irritating.

Certain treatments may "calm" the tinnitus sound. Tinnitus masking devices in today's hearing aids produce a continuous, low-level white noise that suppresses tinnitus symptoms. Concept by Iowa Hearing Aid Centers offers the new Concept Connect C that includes a built-in tinnitus

1 <http://www.merckmanuals.com/home/older-people%E2%80%99s-healthissues/aging-and-drugs/aging-and-drugs>

2 <http://www.asha.org/public/hearing/Ototoxic-Medications/therapy> sound generator that uses calming sounds, such as flowing water, to relieve tinnitus.

Solutions are available for patients with or without an additional hearing loss.

Concept by Iowa Hearing Aid Centers is a family-owned business dedicated to improving and maintaining the hearing health of our patients. With 22 locations across Iowa, all our clinics offer hearing screenings and top of the line technology administered by our attentive team of certified hearing health experts.

Sign up for a FREE hearing screening or contact us today to learn how Concept can help you take care of your hearing needs.

The Importance of Financial Literacy

Too few Americans understand personal finance fundamentals.

Provided by Robert Kramer

Graduations are finishing up and summer is in the air. Soon those recent graduates will venture out into the world, which is what we as parents have prepared them for. They may have received a diploma or a degree, but there is some critical information that isn't necessarily taught in the classroom; the importance of financial literacy.

If only money came with instructions. If it did, the route toward wealth would be clear and direct. Unfortunately, many people have inadequate financial knowledge, and for them, the path is more obscure.

Are most people clueless about financial matters? That depends on what gauge you want to use to measure financial knowledge. The U.S. ranked fourteenth in Standard & Poor's 2015 Global Financial Literacy Study, with just 57% of the country's population estimated as financially literate.

Obviously, the other 43% of Americans have some degree of financial understanding – but it is mixed with a degree of incomprehension. Witness some examples:

- A recent LendU survey found that nearly half of college students carrying student loans thought those debts would eventually be forgiven if left unpaid.

- This year, Fidelity Investments asked Americans the following question in a multiple-choice quiz: "If you were able to set aside \$50 each month for retirement, how much could that end up becoming 25 years from now, including interest, if it grew at the historical stock market average?" The correct answer was \$40,000, but just 16% of respondents got it right. Another 27% guessed \$15,000 (i.e., $50 \times 12 \times 25$, as if interest was not a factor).

- Only 42% of those quizzed by Fidelity knew that withdrawing 4-5% a year from retirement savings is commonly recommended. Fifteen percent of those older than 55 thought they would be "safe" withdrawing 10-12% per year.

- The S&P 500 has returned positively in 30 of the last 35

years. Just 8% of those answering Fidelity's quiz guessed this.

Apart from these examples, consider another one at the macro level. According to the latest National Financial Capability Study from FINRA (the Financial Industry Regulatory Authority), only about a third of Americans younger than 40 understand the basic financial concepts of compounding, inflation, and risk diversification.

Statistics aside, think about how a lack of financial acumen hurts people's chances to build or protect wealth. How about the employee who skips retirement plan enrollment at work, mistakenly thinking that a tax-advantaged retirement account is the same as a bank account? Or the small business owner puzzled by cash flow and profit-and-loss statements? Or the young borrower who fails to grasp the long-run consequences of only making interest payments on a credit card or loan?

Financial professionals continually educate themselves. They stay on top of economic, tax law, and market developments. Investors should as well. Ten or twenty years from now, you may find yourself in an entirely different place financially – who knows? The economy, the Wall Street climate, and even the investment opportunities before you could all differ from what you see today. If your financial knowledge is ten or twenty years out of date, you risk being at a disadvantage.

Financial literacy is not about prevention, but instead about empowerment. The more you understand about personal finance, the more potential you give yourself to make smart money decisions. As the late Benjamin Franklin said "An investment in knowledge pays the best interest."

Bob Kramer may be reached at 641-684-0368 or bkramer@financialpartnersinc.net.

www.financialpartnersinc.net

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Citations.

- 1 - marketwatch.com/story/should-colleges-require-a-financial-literacy-class-2017-04-03/ [4/3/17]
- 2 - investopedia.com/news/3-ways-improve-financial-literacy/ [4/21/17]
- 3 - marketwatch.com/story/most-americans-failed-this-eight-question-retirement-quiz-2017-03-23 [3/23/17]

Membership Renewals

Ottumwa Area Chamber of Commerce

Ameriprise Financial Services
Duane Lusson, Financial Advisor
Black's Tire Company
Community Care Auxiliary
Courtside Bar & Grill
Days Inn
Emerald Hill Apartments
Foudree's Graphics & Signs

Garden & Associates, Ltd.
Get Well Clinic LLP
KBOE/KMZN Radio
Kurtz Insurance Agency
Max's Studio
May Pulis
Ottumwa Country Club
Ottumwa Habitat for Humanity

Prairie Hills of Ottumwa
Principal
River Hills Community Health Ceter
Sharing the Weight
Thomas Veterinary Clinic
US Cellular



www.ottumwachamber.org

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