

Ottumwa's

CHAMBER LINK

Linking the community with our members.

Vol. 3 No. 9

Publication of Ottumwa Area Chamber of Commerce

September 2017



THE OTTUMWA ROTARY PRESENTS

CHICKEN BBQ

IN ADVANCE

ADULT KIDS
\$9 | \$7

AT THE DOOR

ADULT KIDS
\$10 | \$8

TUESDAY, OCTOBER 3RD, 2017 • 4:30PM-7:30PM
THE BRIDGE VIEW CENTER

DINE-IN (AIR CONDITIONED COMFORT) OR CARRY OUT | DINNER INCLUDES CHICKEN, COLESLAW, CORN, DINNER ROLL & BUTTER, POP AND ICE CREAM
TICKETS AVAILABLE AT THE BRIDGEVIEW CENTER BOX OFFICE OR FROM ANY ROTARY MEMBER. | OPEN TO THE PUBLIC

FOR MORE INFORMATION, LIKE AND VISIT ROTARY CLUB OF OTTUMWA FACEBOOK PAGE

Bridge View
CENTER



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Upcoming Community Events Calendar

Sept. 8Ottumwa Public Library Preschool Story Time	Sept. 18Ottumwa Public Library Music & Movement Mondays!
Sept. 8First Date with the Southeast Iowa Symphony	Sept. 18Wapello County Farmer's Market
Sept. 8Live Music No Cover with Bill Allen	Sept. 20Ottumwa Public Library Songs & Stories with Sara Martindale
Sept. 9Leopold Bench Building Workshop	Sept. 20Active Ottumwa Fitness Class
Sept. 9Bridge 5K/10K	Sept. 213rd Annual Southeast Iowa Nonprofit Summit
Sept. 9Live Music X-Ray Mary	Sept. 21Ottumwa Public Library Speculative Literature Book Club
Sept. 11Ottumwa Public Library Music & Movement Mondays!	Sept. 21Wapello County Farmer's Market
Sept. 11Wapello County Farmer's Market	Sept. 22Live Music No Cover John Richards
Sept. 13Ottumwa Public Library Songs & Stories with Sara Martindale	Sept. 22Ottumwa Public Library Preschool Story Time
Sept. 13Active Ottumwa Fitness Class	Sept. 23Latino Festival
Sept. 14Downtown Farmer's Market	Sept. 23Latin Night
Sept. 14Wapello County Farmer's Market	Sept. 25Ottumwa Public Library Music & Movement Mondays!
Sept. 15Tips and Tune for Trails	Sept. 25Wapello County Farmer's Market
Sept. 15Live Music No Cover The Stress Vine	Sept. 27Ottumwa Public Library Songs & Stories with Sara Martindale
Sept. 15Ottumwa Public Library Preschool Story Time	Sept. 27Active Ottumwa Fitness Class
Sept. 16Comedy Night with Sophia & Friends	Sept. 28Walk with a Doc
Sept. 16Ottumwa Chamber of Commerce Rodeo	Sept. 28Downtown Farmer's Market
Sept. 162017 Walk to End Alzheimer's	Sept. 28Wapello County Farmer's Market
Sept. 16Main Street Ottumwa's Walk on Art Street	Sept. 29Live Music No Cover Paul & Grant Rodgers
Sept. 16Decades Rewind	Sept. 29Soul Sacrifice: Latin, Jazz, Rock Fusion of Carlos Santana
Sept. 18Steven O Scott: A Love Affair with Art	

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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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.

**JOIN THE
FIGHT FOR
ALZHEIMER'S
FIRST
SURVIVOR.**



**OTTUMWA
SEPTEMBER 16**



REGISTER TODAY.
800.272.3900
alz.org/walk

Save the Revised Date

**Greater Ottumwa Partners in Progress
Annual Banquet**

**Tuesday, November 14, 2017
Bridge View Center**

Cost:

\$40 per person
\$300 table of 8

Time:

5:00 pm
6:00 pm
6:30 pm

Social
Dinner
Program

For more information, call 641-814-5904

Ambassadors Corner



Tee-Tex Mini Golf, new business at 1110 N. Quincy Ave.



Harmony Park, 102 Church St. (courtyard at Bridge View Center)



Moon Locks Salon, new business at 203 W. Main St.

Having good references is important

Not all parts of the hiring process are under your control. For all the information we can give you about selling yourself through a resume, application, and interview; it all can become moot if your references don't support your sale. Poor word of mouth can sink a piece of merchandise and it can sink your opportunity for a job.

Let's focus on what you can control about your references –

There are three primary types of references: personal, work and educational.

Personal References are your best friends and the people that will say the nicest things

about you. You can use a personal reference, but don't use more than one.

Work References are people that have worked with you. Remember that old supervisors may be bound by workplace law or company policy to give limited information in a reference. A good work reference can be someone who worked on the same level as you and can attest to what it is like to work directly with you.

Educational References can be teachers, group leaders or school advisors. If you're too far removed from school, another form of educational reference can come in the form of a mentor: someone that can identify the ways in which you've developed with training/instruction.

Don't use family members.

Always notify the people you plan on listing on a reference sheet. This gives them a chance to back out gracefully, rather than awkwardly giving a half-endorsement when an employer calls.

Be strategic about who you list. List people that will give you an enthusiastic reference that will help you get the job. If you have experience in the industry, list coworkers who worked with you in the same line of work.

Do not list references on your resume, use a separate sheet of paper. You should duplicate the heading on both pages though. Also don't write "References available upon request" on a resume, if they want

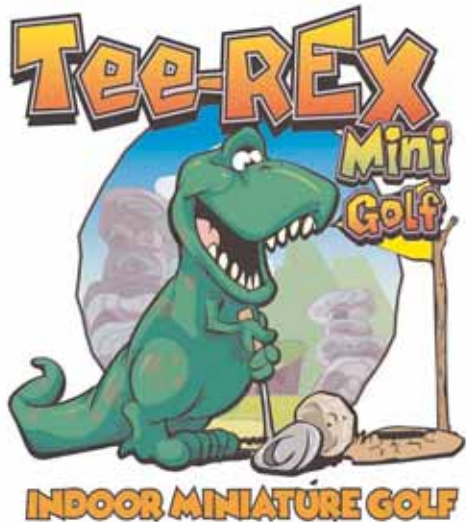


references they're going to ask and don't require permission.

List their names, contact information, and what your relationship is with them (friend, co-worker, former supervisor, etc.) Be consistent with your formatting of the reference sheet, everyone should have the same information listed under their name.

Remember to thank your references after the hiring process is completed, whether they spoke to the employer or not.

Chamber Member Bio



Tee-Rex Mini Golf has the "magical" atmosphere of a tropical, prehistoric world

We are Craig and Desi Payne of Tee-Rex Mini Golf, located in Quincy Place Mall and open year-round. We've only been open since July 19, but have been pleased with and grateful for the community's response.

Our fifteen-hole course revolves around a dinosaur / jungle theme. So far we have six large creatures lurking around the course, with plans for a few more. Both kids and adults are fascinated with the realism of the dinosaurs.

This business fulfills our long-time dream for an indoor, air conditioned, year-round mini-golf course in Ottumwa. We especially wanted a place that would be open after school hours

throughout the school year.

We also aimed for a sort of "magical" setting with the atmosphere of a tropical, prehistoric world about it—a "journey back in time." (When our air conditioning stopped working for a few days this July, we at least had the heat of a tropical world!) Quincy Place Mall has been quite helpful and has allowed us to do some special construction in our mall location.

Presently our only employees are our two children, who both work part-time at the business. As they return to college or other employment, we'll be making other employee plans. For now, we are thankful to be open and doing well.

Chamber gearing up for Holiday Nights 'N Lights 2017

It is that time again. Holiday Nights 'N Lights is gearing up for another great season. The event will run nightly from November 18 through December 29, 2017 in Greater Ottumwa Park. New displays for 2017 include Belly Flop Frosty, Hot Air Balloons, and Butterflies & Flowers!



You can show your support by helping make the 13th Annual Holiday



Nights 'N Lights, the premier community holiday event, a success again this year by sponsoring a display. There are many displays to choose from and the more popular displays, like the Twelve Days of Christmas, Old Man Winter, Riverboat, Candy Cane Workshop (to name a few) are back again this

year.

You can also dedicate a tree to a loved one for \$100 and receive 2 free admission tickets. The dedication trees surround the City tree in Greater Ottumwa Park.

Please call 641-814-5900 today for sponsorship information.

Chamber of Commerce welcomes new member

Isaac Campbell,

Digital Media Specialist

7 Cambridge Ct.

Ottumwa, IA 52501

Isaac Campbell

641-777-4308

The Rodeo is Coming to Town!

Get ready for a bucking great time! Your Ottumwa Area Chamber of Commerce is partnering with Rogue Rodeo to host a dual sanctioned rodeo in Ottumwa for the first time in over a decade! September 16, from 9:00am to 10:30pm, you will find family fun entertainment, food, games, activities and opportunities to meet and greet our local rodeo legends.

We will be hosting guests from all over the tristate area and surrounding communities. They will be in Ottumwa to shop, explore and enjoy the local



hospitality! We are excited to bring this event back to its roots in Wapello County and

learn about the amazing athletes that we live and work with every day and may not

have known this is their physically demanding sport of choice!

**Save the Date for:
Saturday, September 16**

Place: Ottumwa Saddle Club on Emma Street (across from JBS)

Time: 9:00 am to 10:30pm
Advance tickets on sale now at the Ottumwa Chamber or any Hy-Vee location, Orscheln Farm & Home, Double C Cowboy Country & KBOE Radio in Oskaloosa (adult \$10 in advance and \$15 at the gate, children ages 6-12 \$5, family pack for 4 \$30).

Some of the highlights: a real painted pony, corn-toss, corn box, mini petting zoo, mutton busting, music, dancing, beverage and food garden, food trucks, local business vendors, meet and greet autograph signing with cowboys and cowgirls, roping demonstrations and lessons, pie-eating contest, so much more all day long...

If you would like to sponsor or be apart in some way, please contact Connie at the Chamber office: 641-814-5901 or email: conniewilson@ottumwaiowa.com

psb PEOPLES STATE BANK
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WALK ON ART STREET
SEPTEMBER 16TH
200 BLOCK E MAIN ST • 10:00 AM - 4:00 PM

LOCAL & REGIONAL ART VENDORS
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KIDS ACTIVITIES
LIVE MUSIC

ART BUCK/RAFFLE - BUY TICKETS
\$5 FOR 1 TICKET, OR \$20 FOR 5 TICKETS
FOR A CHANCE TO WIN ART BUCKS TO BE USED TOWARDS ART AT THE ART WALK.

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Kindness Rock Initiative for the Wapello County Community

The Ottumwa Area Chamber of Commerce is partnering with Woodlands Estates and U.S. Cellular to kick-off the Kindness Rock Initiative.

The #1 goal of this initiative is to inspire others through randomly placed rocks along the way... goal #2 is to recruit every person who stumbles upon it to join in the pursuit of inspiring others through random acts of kindness.

The Kindness Rock objective is to take one if it means something to you, a reminder! Or share with a friend who needs some inspiration. It's all about kindness, right? We ALL could benefit from it. Please pay it forward!

For more information, please contact the Ottumwa Chamber office at 641-682-3465.



In last month's issue, Whispering Woods, LLC was omitted as a Golf Classic Hole Sponsor. We apologize for the error.

3rd ANNUAL
SOUTHEAST IOWA
NON-PROFIT
SUMMIT

September 21, 2017
Bridge View Center

sponsored by:
LEGACY FOUNDATION IOWA STATE UNIVERSITY WAPELLO FOUNDATION STATE UNITED WAY

2nd Thursday Member Mixer

The Ottumwa Area Chamber of Commerce and our Ambassadors would like to invite you to our "2nd Thursday Member Mixer" on September 14th at 4:30 – 7:00 p.m. The event will be held at Prairie Hills Assisted Living with Hotel Ottumwa catering.

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

You are invited to join us for this fun 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!

WOMEN, WINE & WHISKEY INSPIRATION THROUGH THE SMOOTH & TOUGH TIMES

Please plan to join us for Women, Wine & Whiskey luncheon and workshop on Wednesday, October 25, 2017 from 11:30am to 4:00pm 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, **Lesley Conning**, Plant Manager of John Deere Ottumwa Works and **Diana Upton-Hill**, VP of Hill Productions & Media Group and Performer.

Ticket Options:

- ___ \$50 Women, Wine & Whiskey Workshop and Luncheon 11:30AM-4PM
- ___ \$80 The Value of Being Heard Workshop plus Women, Wine & Whiskey Workshop and Luncheon. 9AM-4PM



To make reservations, contact
Brenda at 641-814-5900.



**OTTUMWA
LATINO FESTIVAL**
A celebration of Ottumwa's Latino community and the art, music, food, and cultures of Latin America.

PERFORMANCES BY:



BALLET FOLKLORICO
QUETZALCOATL



KALFULLI
KETZALCOATL



DJ BYRON ORTIZ



SON PERU



MR. TULLISON
JESUS RIOS

Free Admission

**Saturday, September 23
3-8pm**

**300 Block of East Main St.
In front of Market on Main**

MUSIC, DANCING, FOOD & DRINKS, VENDORS,
KIDS ACTIVITES & MORE!

PARANDEROS
LATIN COMBO



Gene Schultz Community Service Award



**DO YOU KNOW
SOMEONE WHO
SELFLESSLY DONATES
THEIR TIME TO MAKE
A DIFFERENCE IN THE
COMMUNITY AND
LIVES OF OTHERS?**



Submit your nomination today!

The recipient will be recognized at the Greater Ottumwa Partners in Progress Banquet on November 14, 2017 at Bridge View Center.

Nominations are being accepted at the Chamber office through October 20th.
For more information call 641-682-3465.

TRY THESE NO-COST OR LOW COST MARKETING OPTIONS

A common question from our SCORE clients:

I can't afford professional marketing help. Might you have marketing suggestions that won't cost money?

And the answer is: there are lots of things you can do. Let's start with the oldest and what I believe the most effective marketing tool: Word-of-Mouth. We all turn to friends and colleagues for sources of services and products. What you need is a simple message that's easy for people to pass along. It should include a benefit or need and a success story or testimonial from real customers that can create a great impact. Make sure family and friends have a supply of your business cards and brochures.

A good place to start is with current customers. Ask them for referrals and recommendations. Be sure to ask them why they decided to purchase your product or service. Seek out networking opportunities. These are networking groups as well as business organizations that meet regularly. Make sure you have your "elevator speech" down to no more

than two minutes. Often donating your product, your service and your time establishes name recognition and good will.

Consider offering free samples, the use of demo products, introductory discounts, money-back guarantees. Wary consumers do look for low-risk opportunities to try a new product or service. Your out of pocket will be your actual cost but will be valued by the consumer at your selling price.

Treating customers well to include superior service, immediate attention and correction of any problems, and a courteous demeanor helps build a foundation for positive support and testimonials for your business.

Maintain an email list of customers, visitors to your shop, visitors to your website, and contacts you've made at networking events. Newsletters, special sales or offer announcements allow you to reach an audience at little expense. Then there are social networks: Facebook, Twitter, LinkedIn. They provide many opportunities to expand



your marketing reach.

A business might develop a theme for each of the four seasons. Whether it is a display or a newsletter change it is an attention getter.

Are there any complimentary businesses with which you may be able to partner or even barter? Perhaps there are some businesses that will distribute your brochure in exchange for you doing the same.

In the retail business there's always an opportunity to have a "Sale", and that sign in the window is no advertising expense. However, be careful that you have a good reason to justify the sale or you may wind up teaching your customer to wait for future sales. Try not to compete on price, but offer superior

quality, service, delivery, product performance and features. Tailor features and product benefits to offer several price points.

Be receptive to asking for help. Start with employees. They have a vested interest in your business. Start a list of marketing ideas. Make it visible and encourage your employees, family and friends to add to it. An idea a day is a reasonable goal.

Think about the no-cost mentoring services from South Central Iowa SCORE Chapter located at your Chamber of Commerce.

Submitted by:

Gordon Aistrope,
SCORE Volunteer

Membership Renewals

Ottumwa Area Chamber of Commerce

Absolute Cleaning Systems, LLC
Alpha Media, LLC - Fairfield
Buena Vista University
CCI Group
Check It Out
Commercial Sanitation
Eastview Animal Hospital
Food Bank of Southern Iowa Inc.
George Boitnott Enterprises, Inc.
Hammer & Brechon, D.D.S., P.C.

Hammer Medical Supply
Hogs 4 Dogs USA
Hospice
Hy-Vee Drugstore
Journeys by Jean Ann
Kurtz Insurance Agency
LISCO
McGregors Furniture
Medicacom

New York Life Insurance
Nsane Motors
Ottumwa Courier
P & M Mowing
Peoples State Bank
Quincy Place Mall
Sinnott Funeral Home
Total Choice Shipping & Printing
Whispering Woods LLC



Tropical Costa Rica

March 10 - 18, 2018

Are you ready for a trip of a life time? How about bringing family and /or friends together that have been separated by miles over the years? The Ottumwa Area Chamber of Commerce and Journey's by Jean Ann have the perfect plan.

No matter where your family or friends live in the world we will put the package together for you from any location! You do not have to live or be in the Ottumwa Area to enjoy this amazing adventure to Tropical Costa Rica!

You heard it right! We will put each package together from any airport in the world! This is your opportunity to enjoy a carefree vacation with your significant other, family, friends or just on your own!

The trip will commence on March 10 - 18, 2018. Please contact Jean Ann Ross at 684-0873 or email journeysbyjeanann@gmail.com to get your party started! We have brochures at the chamber office at 217 E. Main, please stop by

