

Ottumwa's

# CHAMBER LINK

*Linking the community with our members.*

Vol. 3 No. 10

Publication of Ottumwa Area Chamber of Commerce

October 2017

THE OTTUMWA AREA CHAMBER OF COMMERCE PRESENTS...

2nd Annual

WOMEN, WINE  
& WHISKEY

INSPIRATION

THROUGH THE SMOOTH & TOUGH TIMES



**DATE:** Wednesday, October 25, 2017  
**TIME:** 9:00 AM - 4:00 PM  
**PLACE:** Bridge View Center



LiysaCallsen.com

**Workshops for women and men.**

**See page 6 for further details.**

Panelists include... Danielle Gorden, owner of Dani's Auto Supply; Lesley Conning, plant manager of John Deere Ottumwa Works; Nicole Kooiker, superintendent of Ottumwa Community School District; Diana Upton-Hill, vice president of Hill Productions & Media Group and a performer, and Wanda Moeller, publisher of the Ottumwa Courier.

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## Upcoming Community Events Calendar

Oct. 8 . . . . .	Southeast Iowa Kidney Walk	Oct. 19 . . . . .	Ottumwa Public Library Speculative Literature Book Club
Oct. 9 . . . . .	Ottumwa Public Library Tail Waggin Tutors *	Oct. 19 . . . . .	So You Think You Can Sync?
Oct. 9 . . . . .	Wapello County Farmer's Market *	Oct. 19 . . . . .	Wapello County Farmer's Market *
Oct. 10 . . . . .	Ottumwa Public Library Teen Writing Club	Oct. 20 . . . . .	Ottumwa Public Library Lego Club
Oct. 11 . . . . .	Ottumwa Public Library Songs & Stories with Sara Martindale *	Oct. 20 . . . . .	Ottumwa Public Library Preschool Story Time *
Oct. 11 . . . . .	Ottumwa Public Library Drop In Crafternoon for Kids! *	Oct. 20 & 21 . . . . .	Mayhem Haunted House *
Oct. 11 . . . . .	Ottumwa Public Library Reader's Ink Book Club	Oct. 21 . . . . .	Vendor and Craft Show
Oct. 11 . . . . .	Dave Freeman: Environmental Adventurer, Advocate & Educator	Oct. 23 . . . . .	Ottumwa Public Library Music & Movement Mondays! *
Oct. 12 . . . . .	Main Street Ottumwa Better Block Party	Oct. 23 . . . . .	Ottumwa Public Library Tail Waggin Tutors *
Oct. 12 . . . . .	A Red Carpet Affair Fashion Show	Oct. 24 . . . . .	Indian Hills Poetry Reading
Oct. 12 . . . . .	Wapello County Farmer's Market *	Oct. 24 . . . . .	Ottumwa Public Library Teen Writing Club
Oct. 13 . . . . .	Ottumwa Public Library Teen Anime/Manager Club	Oct. 24 . . . . .	Ottumwa Public Library Reminisce Society
Oct. 13 & 14 . . . . .	Halloween Hikes	Oct. 25 . . . . .	Ottumwa Public Library Songs & Stories with Sara Martindale *
Oct. 13 . . . . .	Ottumwa Public Library Preschool Story Time *	Oct. 25 . . . . .	Ottumwa Public Library Drop In Crafternoon for Kids!
Oct. 13 & 14 . . . . .	Mayhem Haunted House *	Oct. 26 . . . . .	Walk with a Doc
Oct. 13 . . . . .	Ottumwa Coffee & Canvas: Be the Light	Oct. 26 . . . . .	Ottumwa Public Library Nonfiction Book Club
Oct. 14 . . . . .	Ottumwa Coffee & Canvas: To the Moon and Back	Oct. 27 . . . . .	Ottumwa Public Library Preschool Story Time *
Oct. 14 . . . . .	Farm Crawl 5K & Mud Run	Oct. 27 & 28 . . . . .	Mayhem Haunted House *
Oct. 14 . . . . .	Ottumwa Public Library Indie Author Day	Oct. 27 . . . . .	Wine & Canvas
Oct. 15 . . . . .	Chili Cook-Off & Movie Night	Oct. 28 . . . . .	Ottumwa Public Library Adult Coloring Party
Oct. 16 . . . . .	Ottumwa Public Library Music & Movement Mondays! *	Oct. 28 . . . . .	Haunted Timber
Oct. 16 . . . . .	Ottumwa Public Library Tail Waggin Tutors *	Oct. 29 . . . . .	Lee Ann Womack concert
Oct. 16 . . . . .	Wapello County Farmer's Market *	Oct. 30 . . . . .	Ottumwa Public Library Music & Movement Mondays! *
Oct. 18 . . . . .	Ottumwa Public Library Songs & Stories with Sara Martindale *	Oct. 30 . . . . .	Ottumwa Public Library Tail Waggin Tutors *
Oct. 18 . . . . .	Ottumwa Public Library Drop In Crafternoon for Kids! *		* recurring event

For additional details, visit [www.greaterottumwacvb.org](http://www.greaterottumwacvb.org). Receive similar event information via email every two weeks by signing up at [www.Explore-Ottumwa.com/newsletter/](http://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](http://www.ottumwachamber.org)[www.facebook.com/ottumwachamber](http://www.facebook.com/ottumwachamber)Connie Wilson, Executive Director | 641-814-5901 | [conniewilson@ottumwaiowa.com](mailto:conniewilson@ottumwaiowa.com)Brenda Sieren, Executive Assistant | 641-814-5900 | [brendas@ottumwaiowa.com](mailto:brendas@ottumwaiowa.com)

Ottumwa's Most Unique Store

## O'HARA'S

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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.





**LET US Surprise YOU**

PLEASE JOIN US FOR

**GREATER OTTUMWA  
PARTNERS IN PROGRESS  
ANNUAL BANQUET**

**[ TUESDAY, NOVEMBER 14, 2017 ]**

SOCIAL HOUR 5:30PM | DINNER 6:30PM  
PROGRAM 7:00PM

TICKETS: \$40/PERSON OR \$300/TABLE OF 8

**[ RSVP BY OCTOBER 27TH ]**  
PH: 641.682.3465 EXT. 904  
OR EMAIL: [ASHLEYW@OTTUMWAIOWA.COM](mailto:ASHLEYW@OTTUMWAIOWA.COM)

### Ambassadors Corner



McDonald's New building at 222 Richmond Ave.



## 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.





# To Share or Not to Share?

Many individuals with disabilities believe they have to share everything about their disability or disabilities with a potential employer in the job search process. The Americans with Disability Act (ADA) of 1990 protects people with disabilities from being discriminated against in employment situations. This protection from ADA legislation allows individuals with the choice of sharing or not sharing information about a disability. The short answer: you don't have to share or discuss your disability at any point in the discussion.

A person should disclose a disability on a need to know basis. This information is not necessary for a job application, a resume, or a phone interview. Some people with disabilities may be concerned that not disclosing is being dishonest; but the primary rule of a job search is the same for every person – “Can you perform the essential functions of the job?” People with disabilities are likely to review job opportunities that take into consideration their disability and are not likely to apply for jobs that they could not complete. The employer should be focused on your skills and abilities.

Face-to-face interviews are the first time you might consider sharing about a disability, if it's necessary to arrange an accommodation for the interview. For example, a person in a wheelchair might find themselves in an uncomfortable situation if the interview is on the 2nd floor without an elevator. Providing information about the disability to the employer can resolve these potential issues.

Another time for potential disclosure is after a job offer is extended. The person who believes their disability might need some kind of an accommodation could disclose at this time. The employer is interested in their job skills and abilities, and the job offer is an indication of the person's ability to do the job.

October is National Disability Employment Awareness Month. IowaWORKS-Southern Iowa's Disability Navigator Clark Young is always happy to talk to people with disabilities who want to find an employment option that works for them.

*The* **HALLOWEEN HISTORY WALK**  
*Local Sporting Legends of the Past*

OCTOBER 13<sup>TH</sup> & 20<sup>TH</sup>  
5:00<sup>PM</sup> - 8:00<sup>PM</sup>

TICKETS ARE \$5.00 AND  
CAN BE PURCHASED AT

STARTING AT VACANT LOT  
SE CORNER OF MAIN & GREEN

THE MAIN STREET OFFICE  
217 E MAIN STREET  
OR CALL 799-3464

#OTTUMWAHISTORYWALK  
WWW.MAINSTREETOTTUMWA.COM • 641 799 3464 • DIRECTOR@MAINSTREETOTTUMWA.COM

## Chamber welcomes new members

### Bellevue University

721 N. First St.  
Centerville, IA 52544  
Roger George  
515-782-6315  
www.bellevue.edu

### Iowa Merchant Solutions

53 Brook Cir.  
Pella, IA 50219  
Ron DeArmond  
641-781-8025  
www.iowamerchant-  
solutions.com

### Farm Bureau Financial Services

635 Pennsylvania Ave.  
Ottumwa, IA 52501  
Ashley Callas  
641-954-9918





Absolute Cleaning Systems  
 Beth Peyton  
 Boitnott Enterprises  
 Bowling Motors & R-V Sales, Inc.  
 Commercial Sanitation  
 Courtside Bar & Grill  
 Dr Pepper Snapple Group  
 Durlinger Excavating  
 Elliott Oil Company/BP  
 Fareway Stores, Inc.  
 Good Samaritan Society  
 Greater Ottumwa CVB  
 Greiner Implement Co.  
 Harrison, Moreland,  
     Webber & Simplot, P.C.  
 Henderson Auto Works  
 Hindman/Person Heating & A/C  
 Hy-Vee Food Store North  
 Hy-Vee Food Store South  
 Hy-Vee Drugstore  
 Indian Hills Community College  
 Iowa Prolube LLC  
 Jack & Lynne Blackwell  
 Jim Carnahan State Farm Agency  
 Jon & Connie Wiegard  
 KBOE/KMZN Radio  
 Keck/Garrett Rental  
 Krazy K Kookin

KMGO/KEDB Radio  
 KYOU TV  
 Martz Auto Sales  
 Marvin Boyer Shelter Insurance  
 McKinley Advertising Company  
 Messerschmitt Ice Service  
 MidAmerican Energy Company  
 Nutz Graphics & Sign LLC  
 Orscheln Farm & Home  
 OnMedia Advertising  
 Ottumwa Courier  
 Ottumwa Fire Department  
 Ottumwa Radio Group  
 Ottumwa Regional Health Center  
 Peoples State Bank  
 Pizza Hut Wingstreet  
 Quincy Place Mall  
 R/J Performance  
 RE/MAX Pride of Ottumwa  
 River Hills Community  
     Health Center  
 SnoBiz  
 South Ottumwa Savings Bank  
 Steve Garrett & Teresa Keck  
 The Taco Lady Concessions, LLC  
 ThumbsUp Awards  
 Turner Concrete Construction  
 Warehouse Barbecue



And special thanks to Jerry Beaumont and Stephanie Allgood with Rogue Rodeo LLC, James Stookesberry and family, Jeff Hendred, Josh Foster (professional rodeo clown), Jeff Lucas (rodeo announcer), Red Rock Equestrian Riders, Diana Upton-Hull, Tom Blew, Ottumwa Job Corps Center, Winona Whitaker, Jefferson Tyler, Nick Davis, Steve Shettler, Lee Munntz, Lisa Van Klavern, Stevie Nelson-Witt, Teresa Keck and to the many volunteers and fabulous planning committee.



## 2nd Annual Women, Wine & Whiskey Work, October 25th

What is it?

Women, Wine & Whiskey focuses on professional and personal development as well as networking.

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



Diana Upton-Hill



Wanda Moeller



Nicole Kooiker



Lesley Conning



Danielle Gorden

When: October 25, 2017

Where: Bridge View Center

Time: 1:00 to 4:00 pm

Cost: \$50 Women, Wine & Whiskey Workshop and Luncheon, 11:30am to 4:00 pm

\$80 The Value of Being Heard Workshop, plus Women, Wine & Whiskey Workshop and Luncheon, 9:00am-4:00pm

Liysa is a speaker, trainer, comedian, improv performer 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!

Women's panel to include Danielle Gorden, owner of Dani's Auto Supply; Lesley Conning, plant manager of John Deere Ottumwa Works, Nicole Kooiker, superintendent of Ottumwa Community School District; Diana Upton-Hill, vice president of Hill

Productions & Media Group and a performer; and Wanda Moeller, publisher of the Ottumwa Courier.

Please call Brenda at the Chamber office to make your reservations today, 641-814-5900 or email [brendas@ottumwaiowa.com](mailto:brendas@ottumwaiowa.com)

**OTTUMWA BETTER BLOCK**

MAIN STREET OTTUMWA

# BETTER BLOCK

OCTOBER 12 5-9 PM GREENSPACE  
KIDS ACTIVITIES | POP-UP SHOPS  
200 & 300 BLOCK OF E MAIN ST  
STREET DINING | PEACE TREE BREWING

Logos at the bottom include: IOWA ARTS COUNCIL, IOWA DOT, ART WORKS, FUORI, LEGACY FOUNDATION, NATIONAL ENDOWMENT FOR THE ARTS, psb PEOPLES STATE BANK, MAIN STREET IOWA, IOWA DEPARTMENT OF PUBLIC HEALTH, and IOWA.

## 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.

# The Role of Business Plans, Goals in Starting Companies

A business plan is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals. It may contain background information about the organization or persons attempting to reach those goals. Tim Berry, who taught starting a business at the University of Oregon for 11 years, author of many books on business plans and founder of [bplans.com](http://bplans.com), has done some research on this history of business plans. He found that very little was written about business plans until the late 1960s, which he said tracks "very closely with the high-tech boom and growth of Silicon Valley, and with Venture capital." Still the spike in books written about plans only began between 1990 and 2000.

Many SCORE volunteer mentors are skilled in helping our clients

prepare Business Plans. A SCORE mentor will not do the work, but our role is to guide the entrepreneur in getting the job done. It is our view that the work of preparing a business plan is well worth the effort. The most common mistake clients make, is that they have followed a business plan example they found on the internet and the result is that their plan is way too long, usually they have much of the same information repeated over and over again in each section. Another problem is in not doing enough research into the costs and the probable income stream - when I see a cash projection with the same amounts in each month's column, I immediately assume those amounts of revenue and expenses were not well thought out.

Yes, your new business venture probably needs a Business Plan even if you do have plan to borrow



money, but it does not have to be 40 pages long - shoot for 10 -12 pages maximum - and be sure to be able to back up your cash flow projection numbers; you might have a whole notebook of back up research to show that those numbers were not just pulled out of the air. The backup notebook does not have to be a part of the formal business plan, but it is very important. A SCORE mentor will want to know how you arrived at the numbers.

In 1968 Intel's business plan with just one page (and they got the money); you can find online at [www.chiphistory.org/exhibits/ex\\_images\\_of\\_history/ex\\_IoHB\\_1968\\_int](http://www.chiphistory.org/exhibits/ex_images_of_history/ex_IoHB_1968_int)

[elbp.htm](http://elbp.htm).

In my next article, I will provide more information about Business Plans Tips for making one that is a winner. In the meantime, if you are struggling with your plan and want an experienced SCORE mentor to critique it or give you some tips to get started, go to [www.southcentraliowa.score.org](http://www.southcentraliowa.score.org) and request a mentor. Our SCORE counselors/mentors are experienced in several different business areas and our services are FREE.

Submitted by,  
**Gordon Aistrope**  
*SCORE volunteer*

## Membership Renewals

### Ottumwa Area Chamber of Commerce

**Aramark**

**Begg's Electric**

**Bill Kramer**

**Blessings Soup Kitchen**

**Bowling Motors & R-V Sales, Inc.**

**City of Ottumwa**

**D.P. Plumbing Plus**

**David W. Goodman, CPA PLLC**

**Elegance by Design**

**Financial Partners Inc.**

**Fizzix Manufacturing LLC**

**Frase Construction Inc.**

**Gregory P. Vannucci D.D.S., P.C.**

**Lori R. Mason Insurance Agency**

**MAD Ave Quik Shop**

**Mary Gaskill**

**MPA**

**Pella Regional Health Center**

**Quality Inn & Suites**

**Richwell Carpet & Cabinet Center, Inc.**

**Robert Meyers**

**Snowman**

**Turner Concrete Construction**



## What is Home Base Iowa?

Home Base Iowa (HBI) is a one-of-a-kind program connecting veterans and transitioning service members with HBI partners and resources. Currently, Iowa's unemployment rate is at 3.2 percent and businesses are looking to hire skilled workers and this program helps connect these businesses with qualified veterans looking for career opportunities. Countless resources are available to help veterans and their families with education and in transitioning to a new community with focused support and individuals who want to help.



Home Base Iowa's private-public partnership provides a high level of commitment for our veterans, transitioning service members and their families

Vision: Iowa is the "State of Choice" for veterans and transitioning service members for employment, education and/or continued service; and service members are valued in communities which are welcoming, affordable, safe and family-friendly.

Mission: Provide veterans and transitioning service members and their families with opportunities and benefits for a successful transition in Iowa - a place to call home.

For more information on Home Base Iowa and how you can register your business, please go to [www.homebaseiowa.gov](http://www.homebaseiowa.gov).

Terry Bradley, Director of Wapello County Veteran Affairs

Danny Simonson, Veterans Representation at Iowa Workforce Development

Connie Hammersley-Wilson, Executive Director of Ottumwa Area Chamber of Commerce

