



## MAY 2004 Newsletter

### President's Letter

Happy Spring!

This is the time of year many of us plan summer activities, warm-weather Chamber events and begin the process of staff schedule re-shuffling so everything gets covered at the office when we take time off for vacation. This is also the time of year for ICCA membership renewals. Thanks to all of you who have made the decision to renew your support of our organization. If you are a first time member, thank you for choosing to invest in our statewide organization. Membership in ICCA is an investment in your professional development, your Chamber and the communities you serve.

Some of the things the Cedar Rapids Area Chamber has been involved in this spring follow. We recently completed our 11th *Open For Business* Trade Show. Based on feedback from our exhibitors, we pared it down this year from two days to one day and also made the decision not to charge admission. Over 150 exhibitors received exposure to over 4,000 visitors. Every year about this time we ask our membership for volunteers to distribute the new Business & Professional Directory. Volunteers can choose what side of town they want to visit, how many directories they want to deliver and what member businesses they want to contact. It is a great networking opportunity and many sales professionals use the event to meet contacts in their industry. Also, the Chamber saves hundreds of dollars on postage. We invited the Iowa Insurance Commissioner to speak to members at a luncheon at the end of April. Commissioner Vaughan discussed developments in the insurance industry that could affect small business such as the increasing cost of health and liability insurance and workers' compensation insurance costs. I am also taking reservations for our third annual Economic Forum featuring Dr. Kathleen Cooper, Undersecretary for Economic Affairs at the Department of Commerce. This forum is co-sponsored by two of our members and is held in the morning with a light breakfast served.

Our annual conference is taking shape with Nancy Morrissey from the Fairfield Area Chamber as host. Mark your calendars for October 7 & 8 for ICCA annual conference. Many years ago I had a job that took me to southern Iowa. I called on accounts located in downtown Fairfield around the city square. I am anxious to revisit the city and discover how much I remember from those days and how much has changed. Please plan on joining me in Fairfield in October. More conference details will be included in the next newsletter.

Have a great spring!

Joy Nicholson

Cedar Rapids Area Chamber of Commerce

ICCA President 2004-2005

## ICCE President's Letter

It has been a pleasure working with the ICCA board as the transition of our administrative services contract has moved to the Cedar Rapids Area Chamber. There were several items that needed resolution and, thanks to the ICCA board and the new support staff, we were able to work through those quickly and successfully. ICCA and its members are important contributors to your local chambers and the board is doing a great job representing its members and achieving the mission of the organization.

ICCE is committed to professional development of Chamber professionals and to support ICCA. ICCE holds two conferences per year that feature education components for use in the Chamber world as well as our personal lives. ICCE can help ICCA on local and state issues as the need arises so don't hesitate to contact someone in your area for assistance. With the new ICCE/ICCA directory nearing completion, the latest contact information will be in your hands soon and members of both boards are there to help you.

The current ICCE Executive Committee consists of Tom Kuhlman of Iowa Great Lakes Chamber as President-Elect, Kay Sackville of Burlington as Secretary/ Treasurer, Paulette Franklin of Altoona as Past President and me as President. Eastern Region ICCE board members are Bob Justis of Cedar Falls and Marie Steenlage of Manchester; the Central Region is represented by Kent Sovern of the Greater Des Moines Partnership and David Vollmar of Pella; the Western Region is represented by Tracie Miller of Jefferson and Linda Washburn of Glenwood/Mills County; At-large is Mari Ann MacDuff; and Ex-officio members are Jim Aipperspach of ABI and Mike Blouin of IDED. As you can see this board is diversified and represents the Chambers well.

I look forward to meeting many of you in the months ahead and thank you again for all you do to help make your local Chamber and ICCA better organizations.

Gary Keoppel  
2004 – 2005 ICCE President  
Marion Chamber of Commerce



### **“Linking Assistance”**

ICCA is reintroducing a new benefit for ICCA members called “Linking Assistance”. We will send you a monthly email giving you a great website. It could be anything from a site that has terrific graphics to a helpful government website. Or how about a site that gives you inspirational sayings or helpful software tips!

Remember – ICCA is here for you – take advantage of it!

*Submitted by Nancy Morrissey, Fairfield Area Chamber of Commerce*

-----May 2004 ICCA

## **ICCA Annual Conference**

*Nancy Morrissey, Fairfield Area Chamber of Commerce*

### **ICCA 2004 Conference**

**October 6-8, 2004**

**Fairfield, Iowa**

Mark your calendar for the ICCA's 25th Anniversary Conference! Our conference continues to be the primary focus of our organization, allowing members to take advantage of educational sessions on the latest issues in the Chamber profession as well as providing valuable networking opportunities with other Iowa Chamber assistants. Two sessions are planned to date:

#### **How to Get, Grow and Keep Members** –Speaker, Warren Wechsler

Members are the lifeblood of the chamber business. Customers are the lifeblood of everybody's business. They pay our salaries. They help us succeed. When they belong/buy from us they validate everything that we stand for.

#### **Improving Your Memory** – Speaker, Jeff Kapec

You can make your memory better, even if it's already excellent! Why not have a sharp, youthful memory? Remember details easily! Never forget names, car keys, or grocery lists again. The Fairfield Chamber has been working diligently to create a conference full of learning experiences while at the same time allowing time for business and campus tours, networking and fun! I am really looking forward to hosting this conference and seeing you all again.

## **ICCA Renewal Report**

Twenty-seven communities representing thirty-six people have renewed membership in ICCA. A new community, Knoxville joined this past year. Welcome Knoxville! In fiscal year 2003-2004 there were thirty-five communities who were ICCA members. We thank our renewing members and encourage you to recruit your colleagues across the state to this dynamic organization.

# ICCA

## CHAMBER SPOTLIGHT

**Chamber Name:**

Jefferson Area Chamber of Commerce/Green County Development Corporation  
www.jeffersoniowa.com

**Location:**

220 N. Chestnut  
Jefferson, IA 50129

**Population of City**

5,000

**Employees:**

Tracie Miller Executive Director of Chamber  
Rick Moran, Executive Director Green County Development

**Membership:**

156

**Major Happenings of 2003**

June 11-13	Bell Tower Festival
August (Thursdays)	Summer on the Square, an event held on the courthouse lawn with free entertainment, barbeque for a small fee and people who sell homemade goods
September 18 <sup>th</sup> and 19 <sup>th</sup>	Red Barn Craft Show

**Major Event of 2003**

This year's Jefferson will be celebrating the 25<sup>th</sup> anniversary of the Bell Tower Festival. Around 10,000 people will attend the three-day event. Activities planned include a carnival, great parade starting at 11:00 a.m. on Saturday morning, food and craft vendors, live entertainment, bistro (beer tent) with bands, Raccoon River float, and a three-man best ball tournament.

Jenn Weaver, Office Manager, of the Jefferson Area Chamber of Commerce/Greene County Development Corporation had the opportunity to attend her first ICCA Fall Conference held in Des Moines last October. She brought back and was able to share with her fellow workers a number of great ideas being used in other chambers throughout Iowa. Jenn had a great time at the conference and highly recommends the experience to other chamber assistants.

# *ICCA*

## *UPCOMING COMMUNITY EVENTS*

May-Aug Live Local Entertainment, Thurs., Washington

May 15 Art in the Park, Marion

May 25 Retirement Party for Suki Cell, VP of Public Affairs, CR Chamber of Commerce

June 11-12 Marshall County Civil War Day

June 11-13 Marshalltown Balloon Rally

June 13 Grant Wood Art Festival, Stone City

June 17 Marshalltown Thanks with Franks Appreciation

June 17-20 Hiawatha Hog Wild Days, Hiawatha

June 19 Paul Skeffington Memorial Run, DeWitt

June 25 BBQ's and Tunes Weekend, Marshalltown

July 1-3 Cedar Rapids Freedom Festival Activities

July 3 DeWitt Parade and Street Dance

July 4 Marshalltown City wide Scavenger Hunt

July 10 Triathlon, DeWitt

July 10 Ridiculous Day, Washington

July 17 Ridiculous Day, DeWitt

July 25-28 Clinton County Fair, DeWitt

August 14 Central Iowa Music Festival, Marshalltown