



Annual REPORT

2011

2011 EXECUTIVE COMMITTEE

PRESIDENTRandy Pullen II
1st VICE PRESIDENTDan Comer
2nd VICE PRESIDENTJennifer McCall
TREASURERMatt Ridge

2011 BOARD OF DIRECTORS

Mike Butt	Randy Pullen II
Dr. Howard Campbell	Matt Ridge
Dan Comer	Karla Rubin
Sandy Hookham	John Stull
Seth Kirchner	Jason Van Vactor
Jennifer McCall	Randy Walters
Mick Miller	

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1st VICE PRESIDENTDan Comer
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TREASURERMatt Ridge

2012 BOARD OF DIRECTORS

<i>Term 2012</i>	<i>Term 2013</i>
Seth Kirchner	Mike Butt
Mick Miller	Randy Pullen II
Jason Van Vactor	Matt Ridge
<i>Term 2014</i>	<i>Term 2015</i>
Dr. Howard Campbell	Dan Comer
Sandy Hookham	Jennifer McCall
John Stull	Elissa Reed
Randy Walters	Karla Rubin

CHAMBER STAFF

EXECUTIVE DIRECTOR Elaine Farwell
ADMINISTRATIVE ASSISTANT Lori Keys
PART-TIME OFFICE ASSISTANTMelissa Whitmore

BOARD PRESIDENT'S MESSAGE

RANDY PULLEN II



As I look ahead to 2012, I see a chance for opportunity. Clarinda Regional Health Center opened its doors to its new facility. What a beautiful campus and a showcase for Clarinda. What a tremendous accomplishment for our community. Expansion and growth like this fuels more growth and expansion resulting in more visitors to Clarinda.

Clarinda has a great foundation. We have our new hospital, a great school system, the Lied Public Library, and the Lied Center. These are all things that we should be very proud of as a community. We need to continue our support of these facilities. That's what helps them expand and attract more visitors. That growth and expansion helps feed our local businesses and our local economy.

Another piece of that foundation is the solidity of the Clarinda Chamber of Commerce. The Chamber has been a part of this community for over 100 years. It is the go-to place for information about Clarinda. It is the promoter of our community through state and national networking, through events such as the Band Jamboree, Craft Carnival, etc. It's a place where ideas are formed and carried out.

One thing is clear – the Chamber would not exist without the Chamber members that donate their time and money, the excellent staff, and the Chamber Board. You are all a wonderful group of people and you are all a tremendous asset to our community. Without that support the Chamber would not exist. The City of Clarinda and the Page County Board of Supervisors are also great supporters of the Chamber and are very much appreciated. We have all worked together in the past to make this city a great place to live, work, and raise our families and we need to continue that togetherness to keep us vibrant for the generations to come.

As we continue the path through 2012, the Chamber will carry on their efforts in promoting Clarinda, retaining existing businesses, and attracting new businesses. These efforts never stop. I encourage each of you to participate in a Chamber activity this year; I know you will enjoy it as much as I do. Whether it's volunteering for a special event or just taking in The Rumbles on the square, giving back to your community is what the Chamber is all about.

2011 ACCOMPLISHMENTS

Ambassadors

- ◆ Assisted with projects when volunteers were requested:
 - ❖ Glenn Miller Festival Hospitality Booth
 - ❖ Ribbon Cuttings/Open Houses
 - ❖ Hosted the Hospitality Booth at Clarinda's Craft Carnival
- ◆ Selected two winners for the Employee Recognition Award
- ◆ Maintained the flower planters around the downtown square
- ◆ Assisted with event poster distribution
- ◆ Participated in the Clarinda Homecoming Parade
- ◆ Lighted Christmas Parade entry

Band Jamboree Committee

Randy Walters, Chair

- ◆ Successfully hosted the 56th Annual Southwest Iowa Band Jamboree:
 - ❖ Parade Competition - 51 bands
 - ❖ Field Competition - 17 bands
 - ❖ Two exhibition bands participated in the afternoon field competition:
 - Iowa Western Community College-Council Bluffs Reiver Marching Band
 - University of Nebraska-Omaha Marching Mavericks

Commerce Development Committee

Randy Pullen II, Chair

- ◆ Explored and pursued business prospects, responded to inquiries by businesses, and provided information pertaining to the establishment and/or retention of businesses in Clarinda
- ◆ Provided small business assistance to prospective businesses
- ◆ Conducted prospect meetings and tours throughout the year
- ◆ Successfully marketed Clarinda to outlying areas
- ◆ Assisted with the MHI Task Force – disseminated information
- ◆ Active dentist recruitment efforts
- ◆ Co-sponsored IWCC educational website design seminar for small business owners
- ◆ Supported the IWCC E-Powerment Initiative
- ◆ Promoted the continuation of the Downtown Revitalization Program
- ◆ Served on the Southwest Iowa Regional Marketing Committee
- ◆ Participated in the Southwest Iowa Rural Development Resource Center – Buy Iowa campaign
- ◆ Member of the Southwest Iowa Coalition
- ◆ Attended the Southwest Iowa Regional Economic Development Retreat

- ◆ Co-sponsored the 2011 Laborshed analysis
- ◆ Maintained available building information database and assisted with building inquiries
- ◆ Updated Community Quick Reference
- ◆ Attended the Southwest Iowa Small Business Development Workshop

Community Beautification Committee

Karla Rubin, Chair

- ◆ Planted and maintained the flower planters in the downtown area
- ◆ Maintained the tree planters around the square
- ◆ Coordinated efforts with the Clarinda Academy for designing and constructing new lighted snowflake decorations
- ◆ Purchased new artificial Christmas trees for the flower planters during the holiday season
- ◆ Awarded a \$2,000 grant from the Clarinda Foundation that was used in the purchasing of Christmas decorations

Community & Retail Promotions

Dan Comer, Chair

- ◆ Conducted a successful annual planning session with Community & Retail members
- ◆ Sponsored a free Clarinda A's night
- ◆ Financially contributed towards the annual Easter Egg Hunt
- ◆ Sponsored Craft Carnival concession stand at Wibholm Hall
- ◆ Christmas promotions:
 - ❖ Co-sponsored Lighted Christmas Parade with Clarinda Kiwanis Club
 - ❖ Shop Local campaign – over \$6,000 given away in gift certificates and Clarinda dollars
 - ❖ Clarinda Dollar Campaign
 - ❖ Co-sponsored Santa's House with the Clarinda Lions Club
 - ❖ Organized holiday advertising campaign
 - ❖ Santa's mailbox
 - ❖ Holiday Showcase & Soup Supper
 - ❖ Taste of Clarinda event
- ◆ Sponsored Bowling Tournament
- ◆ Street Dance – "The Rumbles"

Craft Carnival Committee

Jan Moses, Chair

- ◆ Sponsored the 52nd Annual Craft Carnival
- ◆ Over 3,500 individuals attended this annual event
- ◆ More than 425 craft booths on display at five building locations

Golf Tournament Committee

Dan Comer & Amy McQueen, Co-chairpersons

- ◆ Sponsored the 16th Annual Chamber Golf Tournament
- ◆ 30 teams registered
- ◆ 48 business sponsors

Women in Business Committee

Dr. Rosanne Cavin, Chair

- ◆ Organized the 22nd annual appreciation luncheon event with over 325 individuals in attendance
- ◆ Theme – “When Life Hands You Lemons”

Tourism Committee

Ken Garrett & Arlene Leonard, Co-chairpersons

The mission of the Clarinda Tourism Committee is to externally promote Clarinda’s key tourism attractions/events at the local, regional, national and international levels and to internally educate the community on the importance of hospitality and the economic benefit of tourism.

- ◆ Active member in the Western Iowa Tourism Region (WITR)
- ◆ Travel Federation of Iowa District Leader
- ◆ Served on the WITR Advertising Grant Committee and WITR Board Nominating Committee
- ◆ Page County Tourism Representative for the Western Iowa Tourism Region
- ◆ Clarinda featured in the WITR Getaway Guide
- ◆ Awarded a \$807 WITR grant for new “Welcome to Clarinda” banners beautifying the eastern entrance to Clarinda along East Washington Street
- ◆ Served on the WITR Website Review Committee
- ◆ Advertised in the WITR Regional Insert
- ◆ Served on the Iowa Tourism Award Selection Committee
- ◆ Participated in the Tourism Legislative Showcase in Des Moines
- ◆ Promoted and provided 36th Annual Glenn Miller Festival information:
 - ❖ Festival event schedule
 - ❖ Membership information
 - ❖ Lodging and general tourism requests
 - ❖ Coordinated informational packets for the Elderhostel program
 - ❖ Designed new marketing piece for the Glenn Miller Birthplace Museum & Home
- ◆ Coordinated and hosted area motorcoach tour groups
- ◆ Active member in the Iowa Group Travel Association (State motorcoach organization)
- ◆ Promoted Clarinda at the IGTA Motorcoach Travel Show

- ◆ Designed and developed regional group tour itineraries featured on the IGTA website
- ◆ Attended the Clarinda A's Hall of Fame Banquet
- ◆ Clarinda A's organization featured in *The Iowan* magazine – July/August edition
- ◆ Coordinated the Iowa Public Television filming – Clarinda promotional segments
- ◆ Clarinda itinerary selected for the Iowa Bankers Association Explore Iowa publication
- ◆ Participated in the Southwest Iowa Regional Tourism group
- ◆ Provided information concerning community events/attractions for State Visitor's Guide, Iowa Group Tour Manual, Western Iowa Tourism publications and State Welcome Centers
- ◆ Clarinda representatives attended the state tourism conference in Okoboji

Chamber Activities

- ◆ Welcomed 7 new members to the Chamber organization
- ◆ Held 12 open houses at various Clarinda businesses
- ◆ Conducted 3 ribbon-cutting ceremonies
 - ❖ Clarinda Hometown Sears Grand Re-opening event
 - ❖ Fitness 1st
 - ❖ Grizzly's Outdoor Trading Post
- ◆ Coordinated the Annual Banquet
- ◆ Provided business referrals, relocation packets and student requests
- ◆ Traveled to the State Legislature to promote Clarinda interests
- ◆ Coordinated the Chamber board planning session
- ◆ Sponsored the Clarinda marketing display booth at area events and regional meetings
- ◆ Co-sponsored a series of legislative briefings
- ◆ Presented Chamber program at local clubs and service organizations
- ◆ Promoted, maintained and updated chamber website at www.clarinda.org
- ◆ Implemented the bi-monthly Chamber newsletter electronic version
- ◆ Officially joined the world of Facebook
- ◆ Sponsored 4-H week – Clarinda Classics decorated front windows of Chamber office
- ◆ Participated in the Middle School Chamber Chums as part of their clubs & organizations activities
- ◆ Designed Clarinda gift baskets for Clarinda visitors and area events
- ◆ Coordinated judges for the Clarinda Middle School Science Fair
- ◆ KCSI Chamber Connection Monthly Feature

- ◆ Held an appreciation Holiday Open House for Chamber and community members
- ◆ Conducted and scheduled interviews with May Broadcasting on special events
- ◆ Assisted with the coordination of promotional items for various tour groups, business conferences and community events
- ◆ Promoted and provided support to the Great American Smokeout event
- ◆ Supported the Relay for Life event around the downtown square
- ◆ Coordinated the Adopt-a-Class sponsorship between the Clarinda schools and Chamber member businesses

Membership Affiliations

- ◆ Glenn Miller Birthplace Society
- ◆ Iowa Chamber of Commerce Executives
- ◆ Iowa Group Travel Association
- ◆ Nodaway Valley Historical Museum
- ◆ Southwest Iowa Coalition
- ◆ United States Chamber of Commerce
- ◆ Western Iowa Tourism Region

Thank You!

The Clarinda Chamber of Commerce Board of Directors, all of the Committee Chairs, and the Chamber staff would like to thank our dedicated volunteers who actually make the Chamber organization operate. Without the giving of your time and your selfless hard work, we could not accomplish our many activities. The Chamber of Commerce is involved in numerous programs and projects that make a positive difference in the Clarinda community. We would like you to know that you are appreciated and that because of you, Clarinda is a better community for all of us.

2011 FINANCIAL REPORT

INCOME:

Membership Investments	\$71,875.96
Interest Income	204.56
Committees	25,369.35
Community Beautification	5,053.00
Community & Retail Promotions	29,062.72
Fundraisers	35,533.51
Repairs/Maintenance	10.00
Newsletter	3,525.00
TOTAL	\$170,634.10

EXPENSES:

Committees	\$51,022.67
Fundraisers	12,180.64
Operations	11,840.36
Salaries/Benefits	82,161.67
Utilities	4,131.84
Building Improvements	437.16
Insurance	2,853.00
Repairs/Maintenance	3,794.84
Professional Services	355.00
Newsletter	817.48
TOTAL	\$169,594.66

CHAMBER MEMBERSHIP LIST

1ST CONSTRUCTION	CHAT MOBILITY
97.1 THE 'VILL	CITY OF CLARINDA
ADVANCED RESTORATION SERVICES, LLC	* CL FABRICATION, INC.
AKIN BUILDING CENTER	CLARINDA ACADEMY
ALCO DISCOUNT STORE	CLARINDA COMMUNITY SCHOOLS
ALLIANT UTILITIES, INC.	CLARINDA CO-OP COMPANY
AMY MCQUEEN, FARM BUREAU FINANCIAL SERVICES	CLARINDA COUNTRY CLUB
ANGELS CARE HOME HEALTH	CLARINDA FLOWER SHOP & GREENHOUSE
ANTIQUE JOHN'S AUCTION	* CLARINDA FOUNDATION
BANK IOWA	CLARINDA HERALD-JOURNAL
BARKER IMPLEMENT	CLARINDA HOMETOWN SEARS
* BOYS TOWN OF IOWA	CLARINDA LIED CENTER
BROCKSHUS ACCOUNTING	CLARINDA LIED PUBLIC LIBRARY
CARLSON & SON, INC.	CLARINDA LIVESTOCK AUCTION, LLC
CASEY'S GENERAL STORES	CLARINDA.NET
CASTLE & COOKE MORTGAGE	CLARINDA PRINTING & GRAPHICS

CHAMBER MEMBERS, CONT.

- CLARINDA REGIONAL HEALTH CENTER
CLARINDA WEST APARTMENTS
CLINTON ALLEN MONUMENTS
COLONIAL WHITE HOUSE BED &
BREAKFAST
CONCRETE EXPRESSIONS, LLC
CORRIE, SCOTT — DISTRICT REP. FOR
CONGRESSMAN STEVE KING
(ASSOCIATE)
COUNSEL OFFICE & DOCUMENT
CRAIN CONSTRUCTION
CRAWFORD & CO. REAL ESTATE/
KLINE INSURANCE
DEB MARLIN, STATE FARM INSURANCE
DING'S HONK 'N HOLLER
DIP STICKS
* DOWN RIGHT DELICIOUS
EASTER'S TRUE VALUE
EICKEMEYER FUNERAL CHAPEL
EILER HOUSE CERTIFIED ASSISTED
LIVING
EL CAZADOR RESTAURANT
ELAN EXPOSURES
EYECARE ASSOCIATES OF S.W. IOWA
FAMILY 1ST DENTAL
FAREWAY STORE
FINE & SONS HOMEBUILDERS
FINE SERVICES
* FITNESS 1ST
FOOTWORKS DANCE BY SHAYLEN
* FOSTERING LITERACY
FRONTIER LANES
GARRISON COFFEE HOUSE
GLENN MILLER BIRTHPLACE SOCIETY
* GOLDENROD MANOR
GRAHAM, ALEXI (ASSOCIATE)
GRANDMA'S HOUSE DAYCARE CENTER
GREAT WESTERN BANK
GREEN GIANT LAWN CARE
GREENWOOD REAL ESTATE
H&H TRAILERS, LLC
HANSON DIRECTORY
HAWKEYE COMM. — KCSI/KOAK
HENKEVILLE GREENHOUSE
HERTZ FARM MANAGEMENT
HERZBERG CHIROPRACTIC
HIGH TECH ELECTRONICS
* HOME SWEET HOME CARE, INC.
HOSKINS SIDING & WINDOWS, INC.
HUA YUNG RESTAURANT
HY-VEE FOOD & DRUG STORE
ICE HOUSE RESTAURANT
IOWA COUNTRY CABIN BED &
BREAKFAST
IOWA WESTERN COMMUNITY COLLEGE
JB PARTS & SUPPLY/NAPA AUTO PARTS
J. BRUNER'S RESTAURANT
J'S PIZZA AND STEAK HOUSE
JENSEN, MILLIE (ASSOCIATE)
JOHNSON TIRE AND MUFFLER
KARL L. WALTER WOODWORKING &
CARPENTRY
KATIE'S FLOWERS & GREENHOUSE
KEN GARRETT REAL ESTATE
KIRCHNER CUTTING HORSES
KOKENGE, GORDON & ROBERTA
(ASSOCIATE)
KUM & GO
LANTZ, DANIEL T., OD
LISLE CORPORATION/EZ WAY, INC.
LOGAN STUDIO
MANPOWER
MARCUM, KIRK, DDS
MAY BROADCASTING, LP — KMA AM/FM
MCCALL CARPENTRY
MCDONALD'S
MEADOW RUN APARTMENTS
MEDIACOM

CHAMBER MEMBERS, CONT.

MIDAMERICAN ENERGY
MIDLAND SURVEYING
MIDWEST INSURANCE ASSOCIATES, LLC
MILLHON & ANDERSON LAW OFFICE
MORTON BUILDINGS, INC.
MURPHY INSURANCE & REAL ESTATE
NALLY PLUMBING & HEATING
NASSEN, ROBERT, DDS
NEGLEY, MARVIN & JEAN (ASSOCIATE)
NISHNA PRODUCTIONS, INC.
NODAWAY FAMILY CHIROPRACTIC
NORDLAND INSURANCE & UNITED
COUNTRY-NORDLAND REALTY
NSK CORPORATION
NSK-AKS PRECISION BALL COMPANY
ORSCHELN FARM & HOME SUPPLY
PAGE CENTER EXCAVATION/
YORK TRUCKING
PAGE COUNTY ABSTRACT
PAGE COUNTY FEDERAL SAVINGS
ASSOCIATION
PAGE COUNTY STATE BANK
PEOPLESERVICE
PIZZA HUT
PRICE FARMS
RANDOLPH EXCAVATION & ELECTRIC
RARICK, BRIAN, DPM
RAYMOND JAMES FINANCIAL SERVICES
* RENTAL CAR MOMMA
RIGHT NOW HEATING & AIR
CONDITIONING
RITCHIE FUNERAL HOME
RUNZA RESTAURANT
S & S APPLIANCE
SANSON, RON & ANN (ASSOCIATE)
SHORE MOTOR COMPANY
SKINNY JIMMY'S
SMITH VENDING
SNYDER & ASSOCIATES, INC.
SNYDER'S AUTO BODY & PAINT
SONKSEN & PETERSON, P.C.
SOUTHVIEW APARTMENTS
SOUTHWEST IOWA M&M SANITATION
SOUTHWEST IOWA MUTUAL INSURANCE
SOUTHWEST REGIONAL WATER DISTRICT
STEVENS BROTHERS CONSTRUCTION,
INC.
STUDIO | KLINE
* STYLES UNLIMITED
SUBWAY
SUMP FARMS, LLC
SUMP INSURANCE, INC.
SUNDERMAN INSURANCE
SUPER 8 MOTEL
SW IA ECI/IOWA WORKS LOESS HILLS
SWANSON TAX & ACCOUNTING
TAYLOR PHARMACY
* TERRACE VIEW RESIDENTIAL
THE CARPET STORE
THE HAIR SUITE
TRI-TRACTOR, INC.
TURNER, JONES & BITTING
TWIN OAKS VETERINARY CLINIC
UPTOWN STYLES SALON & DAY SPA
VAUGHN'S CAFE
WALLIN PLUMBING & HEATING
WASHINGTON EAST CHIROPRACTIC
CENTER
WEIL'S CLOTHING
WELLHAUSEN, CHAD & ALLIE
(ASSOCIATE)
WESTRIDGE QUALITY CARE & REHAB
WHIPP SALES & SERVICE, INC.
WINDSTREAM COMMUNICATIONS
WRANGLER SALES, INC.

Clarinda Chamber of Commerce **MISSION STATEMENT**

The Clarinda Chamber of Commerce is a volunteer-led, member-supported, non-profit corporation working to strengthen the overall community and economic vitality of the Clarinda area.

Specifically, the Clarinda Chamber will devote time and money to efforts that:

- Promote the image of the community and improve the quality of life;
- Recruit and retain new and existing businesses;
- Encourage the growth of tourism for the area, and
- Support educational opportunities.



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