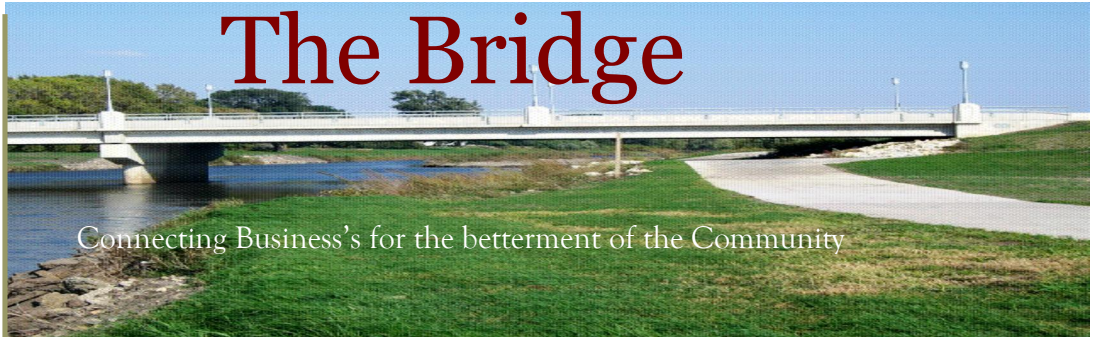


July / August 2010



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Spencer Betterment

In their continued commitment to economic retail growth within the city of Spencer, The Spencer Betterment Committee, a group of concerned business leaders along with chamber and city representatives, are moving forward with a plan to more efficiently recruit and retain retail businesses throughout the community.

The Betterment Committee was established some years ago with the focus of luring Target to locate within the city. After many meetings and countless discussions the group expanded their focus to other retailers, both large and small. It was also about that time the city had discussions with Buxton, an industry leader in the development of business strategies. Buxton is a leader in the marketing of communities to retailers across the country and with the research obtained from a community such as Spencer, they develop a match list of potential retailers.

Not only does the very detailed study benefit a city in the recruitment of new retail, but it is also a great tool for existing businesses with an analysis of current Spencer retail leakage and surplus. In other words, the study will indicate how well the retail needs of local residents are being met, and at the same time detailing weaknesses and unmet demand that might open up possible opportunities for our existing retail base.

At present, Buxton is updating the city materials using the latest in retail sales figures along with developing an updated retail match list.

Upon completion of this report, it is the intent of YOUR Spencer Chamber to host a special evening event that will be open to all retailers on the Leakage and Surplus Analysis. At this session we will communicate to you the strengths and weaknesses of our local retail sector. Be looking for a special email in your inbox in the coming weeks. We will also communicate through the radio and newspaper.

Spencer Chamber Home & Holiday Show

November 12, 13, 14 Location: Southpark Mall

Don't miss out on the early bird registration special! Register by August 2nd to take advantage of the following booth rates:

*Chamber Member-\$135

*Non Chamber Member-\$185

This is the perfect opportunity to showcase the latest in home improvement, decorating, electronics, appliances, food & beverage, fashions, sports & fitness, healthy living, travel, and so much more!

Our Members are a vital part of our community

Spencer Chamber Officers & Directors

Kurt Jacobsen, Chair

Spencer Municipal Utilities

Suzi Harper, Vice Chair

The Farmers Bank

Dan Heissel, Past Chair

Clay County Conservation

Steve Pick, Treasurer

Spencer Municipal Utilities

Eric Van Der Heide, Secretary

Northwest Bank

Dan Skelton, KICD/CD
107.7/Lite 104.9

Pat Ahlers, Clay County
Regional Events Center

Tracy Small, Spencer Office
Supplies

Rhonda Helm, Farm Bureau
Insurance

Bob Whittenburg,

Whittenburg Distr.

David Putnam, KICD
CD107.7 / Lite 104.9

Craig Wampler, Midstates
Builders

Chamber Listens

Earlier this spring, your chamber began a series of listening sessions with our chamber members. These meetings are being held in several business and retail areas of Spencer; such as Southpark Mall and south Grand retail area. Coming soon will be a gathering of those in the downtown area as well as areas on north Grand.

Each meeting contains an up-

date on chamber activities and finances. This is followed by representatives of the retail community offering comments of how the chamber is doing and giving suggestions on activities they would like to have considered.

Chamber staff held the first listening session with merchants of Southpark Mall in April and met with south

Grand retailers on Wednesday of this week.



Watch for upcoming dates of the downtown and north Grand "Chamber Listens" events.

It's that time of year again! The Spencer Chamber of Commerce 29th Annual Golf Fun Day is MONDAY, AUGUST 23rd at the Spencer Golf & Country Club.

"Tee off" with registration followed by a Burger Bar lunch, at 11:30am. Shotgun start will begin at 1:00pm.

Space is limited so be sure to get your foursome together and join us for a fun afternoon of networking, food, complimentary refreshments, and prizes. A few of this year's raffle prizes include: a Netbook Computer (courtesy of PrairiE Systems), a set of men's and women's golf clubs (courtesy of Northwest Bank), automatic putting system (courtesy of Insurance Associates of Spencer), and more!

Visit http://www.spenceriowachamber.org/golf_day.htm to download a registration form.

Take advantage of our sponsorship opportunities! Contact Bill Campbell at 262.5680 for details.

Hole sponsorships are available for only \$60

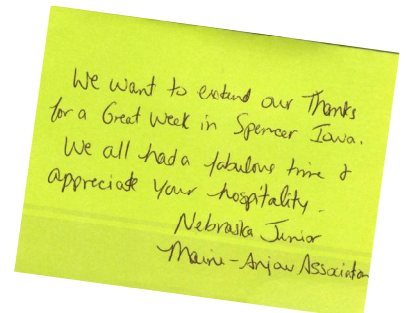
Beverage sponsorships available for only \$100



Dear Spencer Chamber of Commerce,
I appreciate all of your contributions that helped to make Maine Junior Nationals a success. Our time in Spencer was nice and enjoyable!

Thank you,
Bailey Buck

Ottumwa, IA, IA



Business After Hours

It has been a busy month for the Chamber "Business After Hours" program. We had a four week run that began on June 29th in the Green Space between State Bank and SMU hosted by Fareway, State Bank and Spencer Municipal Utilities. On July 6th the social and networking event moved to Spencer Surgery and Laser Center to hear from Dr. Dennis Gordy of the many improvement and innovations at the Surgery Center. Tours of this modern medical facility were offered to those attending.

On July 13, Business after Hours went top deck at La Chiesa Italian Restaurant to recognize the completion of the deck as well as the outside beautification. The night was hosted by Northwest Bank, Century 21 Jacobsen Real Estate and La Chiesa. The last of our four week marathon will be on July 20th at Spencer Municipal Golf

Course with your hosts KTIV Channel 4 and Siouxland CW along with the Spencer Municipal Golf Course. The event will feature the dedication of the clubhouse along with an announcement by staff of KTIV Channel 4 and Siouxland CW.

Coming up in August, we will return to our schedule normal schedule as we visit Hard Tops of Iowa on August 10th and the Clay County Regional Events Center on August 24th.



Please note that beginning in 2011, to better serve our chamber members and provide for a better experience for our hosts, we will hold Business After Hours on the second and fourth Tuesday of each month (the exception being no BAH the week of Clay County Fair and the Tuesday between Christmas and New Years). We will not increase the frequency nor change from those dates. We will continue to repeat this message throughout the coming months.

Remember, requests for Business after Hours are on a first come, first served basis so please reserve your date by calling the chamber office. The charge of \$50 per event will continue for the coming year.

Ambassadors

The Spencer Chamber Ambassadors continue to recognize new businesses to the area as well as welcome new employees and remodeled or updated facilities. In the month of June the Ambassadors visited: Classacs, a new business at 3rd and Grand Avenue; Simplicity Coffee Shop located next to Simple Imperfections downtown; House of Hair, a new business located behind Homestead Small Animal Practice; Econo-Lodge to welcome manager Ryan Odor. The Ambassadors also met with and welcomed the

Board of Directors of the Maine-Anjou Jr National Committee and thanked them for bringing their annual show to Spencer. A ribbon cutting was held for Gallagher Benefit Services now located at 20 West 6th Street with branch manager Jennifer Wilson.

In July the Ambassadors congratulated La Chiesa Restaurant on their deck and building completion and observed the 35th Anniversary of Northwest Aging Association.



Welcome New Members

The Spencer Chamber of Commerce Welcomes Our Newest Members

Gallagher Benefit Services

Spencer Surgery and Laser Center

Modern Woodmen Fraternal Financial (Emmetsburg Branch)

Bobber Down Bait & Tackle (Dickens, Ia.)

ServiceMaster by Rice (serving Clay, Dickinson and Palo Alto counties)

Northwest Printing Company



From the Desk of Mainstreet & Spencer Chamber Executive Director, Bob Rose

Congratulations to all who participated in several outstanding activities during the past few weeks. Flagfest, the National Maine Anjou Show and the annual 4th of July Fireworks display were just three of the many activities that take place each year. Summertime is a very busy time with so many fun things to do it's difficult to find the time to enjoy each one.

Although the National Maine Anjou Show is not an annual event for Spencer, it is held annually somewhere in the country and thanks to Russ Salton, we were able to host it this year. This show, held on the Clay County Fairgrounds and at the Clay County Regional Event Center, was a week long show and competition featuring the Maine Anjou breed. Cattle raisers from across the nation were in Spencer for the entire week. The Chamber Ag Committee worked with Russ and Sue on this very successful project. This could be the first of many similar shows if the success of this one is any indication. All who volunteered are to be congratulated.

Flagfest weekend was threatened by rain but all events took place as scheduled with the exception of the youth golf tournament on Friday morning. The Airport Flight Breakfast and Air Show on Sunday was popular as ever with only a short delay waiting for the cloud cover to move on. Lots and lots of volunteers work nearly year round to make this event possible. A big "thank you" to all who supported this event, now in its 26th year.

The annual 4th of July Fireworks celebration came off without a hitch although somewhat threatened by the possibility of rain. Again, we are so appreciative of all who volunteer their time and also those who support this event financially. This is certainly an appropriate celebration of patriotism and National Pride.

As summer continues we look forward to many more fun activities which include; Crazy Days, Thanks With Franks and the Clay County Fair. Most youth and high School activities are coming to a close and fall will be here before we know it. Thanks again to all who work so hard to make this Community great. We heard many wonderful complements from the Main Anjou visitors who were impressed with the Spencer community. Great people, working together, make this happen.

Spencer Chamber of Commerce Calendar

July 2010

- 17 Summer Clay County Toy Show, Southpark Mall
10am - Arts on Grand WritersqGroup
10:30am - Little Artists in the Garden at Arts on Grand
Spencer Cardinal Baseball at Heron Lake
- 18 Summer Clay County Toy Show, Southpark Mall
2:30pm - Riverview Hands of Harmony Bell Choir & Swinging Seniors at Southpark Mall
- 19 3:45pm - Summer Clay Class w/ Gene Polson at Arts on Grand (repeated at 6:30pm)
- 20 10:30am - Story Time at Spencer Public Library
- 22 CRAZY DAYS on Main Street
1-5pm - Siouxland Community Blood Drive at Southpark Mall
- 23 CRAZY DAYS on Main Street
RELAY FOR LIFE
- 24 CRAZY DAYS on Main Street
Spencer Cardinals at Fort Dodge (vs. Slater)
- 25 Spencer Cardinal Baseball at Sioux City
- 26 3:45pm - Summer Clay Class w/ Gene Polson at Arts on Grand (repeated at 6:30pm)
- 27 10:30am - Story Time at Spencer Public Library
- 29-Aug 1 SCT Production of ~~%~~ Midsummer Night's Dream+

August 2010

- 2 3:45pm - Summer Clay Class w/ Gene Polson at Arts on Grand (repeated at 6:30pm)
- 3 10am - Arts on Grand Writers Group
10:30am - Story Time at Spencer Public Library
- 6 & 7 Iowa TAX FREE Weekend

Coming Soon

August 15 - Old Iron Company Rod Run at Clay County Fairgrounds

August 19th - Thanks with Franks in downtown Spencer

August 23rd - Chamber Annual Golf Outing