



**DeWitt  
Chamber &  
Development  
Company**

#### Our Mission

The DeWitt Chamber & Development Company's mission is to lead, inform, advocate and advance business interests and promote community growth. Our core focus is to support existing businesses, attract new businesses, and assist in enhancing the quality of life for our community.



# lead. inform. advocate. advance.

## DeWitt Chamber & Development Company Newsletter

### Member Spotlight



Floratine Central Turf Products provides the most advanced diagnostic services and highest quality turf technologies available to Golf, Sports Turf, and Professional Lawn Care. [Read More](#)

### Save the Date

\*

[4.27.17 DCDC 101](#)

[Register Here!](#)

\*

[5.9.17 "eat Lunch & Learn something" - Understanding The Meaning Of Your Brand](#)

[Register Here!](#)

\*

[5.10.17 Small Business Start-Up Workshop](#)

\*

[5.18.17 SBDC Business Counseling](#)

\*

[5.18.17 Revive After Five - Emma Rae's Antiques & Uniques](#)

[Register Here!](#)

### Welcome New Members!

April 2017

### Letter from the Executive Director: "A small change"



Last week I attended a one-day conference that talked a lot about change. I was reminded that everything changes, sometimes in small unnoticeable ways, others in much more significant ways.

So here's a heads up that the DCDC is making a small, but hopefully noticeable change. Within the next week **we'll be EMAILING all our primary member contacts asking for their Annual Membership Renewal.** This is the first time we've opted for email vs "snail mail" for our membership renewals, but we're looking forward to a (hopefully) easier process for our members as well as saving a few trees. The email will include a membership invoice based on last year's dues, a renewal form, dues structure, list of member benefits and a listing of all sponsorship opportunities with the DCDC in the coming year. Some important dates to note, membership renewals are due June 1st and there is a discount for all sponsorship commitments received by July 7th (see the sponsorship document we'll be sending out for details).

If you would prefer to receive your renewal in the mail, let me know. I'm happy to send it to you or better yet, drop it off if you have time for a chat. I welcome the opportunity for a one-on-one conversation about the value and importance of your DeWitt Chamber & Development Company membership. Your membership truly does make a difference, that will never change!

### Mi Mi Nail and Spa

609 8th St.  
DeWitt, IA 52742  
(563) 508-4424

### Arborite

819 5th St.  
DeWitt, IA 52742  
(563) 212-1624

### Coming Soon!



Save the date and celebrate with your fellow members and friends at the [DCDC Year In Review - Annual Meeting](#) on **Thursday, June 22nd**. This will be an evening event at [TYCOGO Vinyard & Winery](#). Please watch for your invite to come via email in May! [Check out pictures from last years Year In Review!](#)



The [DCDC Golf Bash Fundraiser](#) never disappoints when it comes to having fun! Save the date and golf with us at [Springbrook Country Club](#) on **Thursday, July 27th**. In the upcoming months watch for information to come to you via email about our Early Bird Registration discount. [Check out photos from last years Golf Bash here!](#)

Angela Beitzinger

### Look Local First Update

***Thank you to all that have supported and participated in the Look Local First Initiative!***



Senator Rita Hart (pictured on right with Angela) did the honors of drawing for our March Look Local First winner. Congrats to Barb Sloan, who won \$50 in Chamber Bucks. Barb lives in Galena and was on a girl's shopping trip to DeWitt when she completed her entire Loyalty Card. She shared that she was very impressed with DeWitt and is excited to come back and spend her Chamber Bucks!



615 LLF Loyalty Cards were turned in throughout March, representing \$123,000 of local spending! Loyalty Cards can be turned in at the DCDC office, Scott Drug and Barnes Foodland. Monthly drawings are held at noon on the last business day of the month. The next drawing will be April 28th.

Watch for details to come out soon regarding a special Summer LLF promotion and keep LOOKING LOCAL FIRST DeWitt!

### "eat Lunch & Learn something" Understanding The Meaning Of Your Brand





## Revive After Five



Thank you to [Floratine Central Turf Products](#) and [Arborite](#) for hosting the April Revive.



Join us for the MAY Revive After Five hosted by [Emma Rae's Antiques & Uniques](#) on 5.18.17  
[RSVP here!](#)

All employees of a DCDC member are welcome and encouraged to attend these worthwhile and relaxing networking events! Join us and bring along your co-workers!  
[Check out more photos from the 2017 Revives!](#)

[View the 2017 Revive schedule!](#)

## Exclusive Member Benefit: Member Information Center

Have you accessed the Member Information Center (MIC)? Your membership gives you exclusive access to specialized tools to promote your organization via the online Member Information Center (MIC). In the MIC, you can:

[Manage Your Company Profile](#) - Update your listing to ensure everyone has access to



It's time to understand the power of your brand! Join us for the next "eat Lunch & Learn something" program on **May 9th** for an interactive session as [TAG](#) presents information about defining and developing your business' brand.

In this session you will learn:

- What is a brand?
- How do you build a brand?
- Why does a brand matter?
- Why is a brand strategy important for your marketing plan?

Brand strategy experts from TAG will be on hand to answer your questions. At the end of the program, participants will receive access to take-aways to use in your own brand strategy.

[Learn more about the session here.](#)

[REGISTER HERE BEFORE May 4th if you plan to attend!](#)

Thank you to our program sponsor



## Business Education Coordinator Update



In March and April, community leaders volunteered at Northeast, Central DeWitt and Calamus-Wheatland schools to discuss SUCCESS with the sophomore classes. These one hour, roundtable-style events allowed community leaders to share their personal stories of SUCCESS in an interactive,

network-style setting. These stories included high school experiences, initial post high school steps and opportunities they have explored throughout their careers. Many of these successful community members are alumni from each district. The feedback from the students was outstanding, many expressed it was an overall positive experience that made an impact on their plans for the rest of high school and their post-high school plans.

**A special THANK YOU to these [community leaders who participated!](#) Your time is appreciated! If you are**

complete, up-to-date information. Completing your profile is critical to gaining increased visibility and exposure!

## [Update Your Personal Profile](#)

### [Manage and Post Events](#) -

Add your events to our online [event calendar](#) displayed with quick links; use these links to share in your social media, text to mobile devices, add to calendar, or email to others.

[Post Hot Deals](#) - Offer coupons and special [deals](#); fellow members may well be your best customers!

[Post Jobs and Volunteer Opportunities](#) - Submit your own [job openings](#) or [volunteer opportunities](#).

You can also network with other members and check out other member listings, jobs, deals, and community events.

To access the MIC, click on the [Member Login](#) icon on the upper right portion of the DCDC website homepage. On that page, there is also a link to create a login and password if you do not already have one, or reset your password if you have forgotten it.

Please contact us with questions or for more information.

## Get Involved!



Are you a DCDC member that has a desire to **help the DCDC lead, inform, advocate and advance business interests and promote community growth?**

interested in participating in future events, please email Erin Niemann, DCDC Business Education Coordinator at [becoordinator@dewittiowa.org](mailto:becoordinator@dewittiowa.org).

## Small Business Start Up Workshop Offered in DeWitt

Have you been laid off recently? Are interested in starting your own business? Then attend the business start-up workshop on May 10th.



Learn how to start your own business, part-time business or home based business. You will receive help developing a successful start up strategy built upon best practices. "This is great opportunity for individuals who are interested in learning what it takes to start their own business, but are looking for additional tools to guide them." noted Angela Rheingans, DCDC Executive Director. The presentation and follow up one-on-one counseling for those who are interested is free. The Eastern Iowa Small Business Development Center, Iowa Works Eastern Iowa, and Thames Management Resources, Ltd. are presenting the workshop which is sponsored in part by the DeWitt Chamber & Development Company. [Click here for more information regarding the workshop](#), or contact Joel Youngs, SBDC Regional Director, (563) 336-3401, [jeyoungs@eicc.edu](mailto:jeyoungs@eicc.edu).

## DeWitt Ambassadors Present First Dollars

The DeWitt Ambassadors recently presented a First Dollar to the following businesses.

[Tack and Hammer Studios](#) can help you rejuvenate and refresh your worn out furniture pieces. See them for your upholstery and caning needs.

DeWitt, IA  
(563) 223-8421





Have you ever considered making that happen through your participation as a DCDC board volunteer?

If so, now is the time to express your interest and learn more about becoming a volunteer.

Please contact Angela at 659-8500.

### Clinton LumberKings DeWitt Day



The DCDC is again partnering with the Clinton LumberKings for "[DeWitt Day](#)"

Sunday, June 4th  
Ashford University Field

More information to come!

Check out the entire LumberKings schedule on the [LumberKings website](#)



**Brook's Bistro** is a great place to enjoy food, drinks, music and time with family and friends. The Bistro features lunch, dinner, and cocktail menus which may also be enjoyed from the deck

overlooking the golf

course. The venue may be rented for private parties of any kind, up to 200 guests. [www.sbccgolf.club](http://www.sbccgolf.club)

2122 17th Ave.  
DeWitt, IA 52742  
(563) 659-3187

### Urbanity Boutique

specializes in young, contemporary styles that woman will love wearing.

Urbanity buyers travel across the U.S. looking for unique fashions to fill your closet at affordable prices. The newly remodeled store



features casual dresses, tops, sweaters, jeans, shorts, shoes, jewelry as well as other seasonal items. The owner, Crystal Gray, has also owned A Storybook Ending Bridal Shop for 28 years. People like being able to shop both Urbanity and Storybook, as they are in the same building. New merchandise arrives weekly so there are always new things to see and you can shop their online store [www.UrbanityOnline.com](http://www.UrbanityOnline.com).

702 6th Ave.  
DeWitt, IA 52742  
(563) 659-3986



**Urbanity Coffee and Wine House**, located in the Urbanity Clothing Boutique, features hot and cold lattes, smoothies, native wines by the glass, sodas and their signature lattes such as Snickers Latte and Cinnamon Roll Latte.

Baked items are available on Saturdays. Urbanity Coffee and Wine House is a place to relax and have a beverage

after a day of shopping or sip on your favorite drink while chatting with friends, doing homework or just hanging out after school.

702 6th Ave.  
DeWitt, IA 52742  
(563) 659-3986

Read the latest DeWitt Delivers Community Blog entry!

### [Salute to Volunteers](#)

Each year, thousands of volunteers in Iowa donate their time and energy to make their communities a better place to live. Thirty-three percent (33%) of Iowans volunteer, ranking Iowa tenth among the 50 states (Source Corporation for National Community Service). These volunteers will be among the millions across the country who will be spotlighted during National Volunteer [...][...>>](#)



Subscribe to the [DeWitt Delivers Community Blog](#) and stay connected with the voices of the community.

Stay Connected



DeWitt  
Chamber &  
Development  
Company

1010 6th Avenue | DeWitt, Iowa 52742 | (563) 659-8500 | [www.dewittiowa.org](http://www.dewittiowa.org)

✱ DCDC Member Challenge: How will you lead, inform or advocate to advance DeWitt?

Copyright © 2017. All Rights Reserved.