



# DCDC Monthly

April 2016

## Letter from the Executive Director

Last week I spent a few days at the Heartland Economic Development Course in Blue Springs, MO. Peers from Midwest communities, both larger and smaller than DeWitt, were impressed with the things I shared about our community. In many regards, we are ahead of the curve. We have many of the jobs and amenities they are working hard to attract, build or improve. Here's what else I had confirmed:



A community's best prospects for growth come from the businesses they already have. This isn't a surprise; we all know it's easier to grow the customers we have than it is to recruit new ones! Supporting our existing businesses and helping them grow is a top priority for the DCDC for this very reason. I want to know your business and be a resource for you. So if we have not yet met, give me a call, I'd welcome the opportunity to visit with you.

The top two reasons a business considers moving to (or leaving) a community is 1<sup>st</sup>, available space for them to do business in and 2<sup>nd</sup>, workforce. We can do a number of things to create space for businesses, but ultimately it comes down to the people they can employ. The Laborshed Analysis completed last month provides details about who works in DeWitt today or who may consider a position in the coming months. The future workforce is just as important; hence our efforts to connect local businesses and schools in meaningful ways, better preparing our students to be outstanding employees and residents.

After a business decides they like a region, they consider the quality of life their employees will have access to. Quality of life is all the things we've highlighted in our DeWitt Delivers Campaign over the last year. ([Click here](#) if you'd like to review the year's worth of articles.)

Quality of life also includes the vibrancy of our retail businesses. I point this out because the first week of May is National Small Business Week. I encourage you to get out and support our small businesses. They are the backbone of a community and most likely where you'll see the next new employee hired. They are also one of the reasons our next major employer may select DeWitt as their new home.

Sincerely,

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# Business Education Coordinator Update

## SUCCESS Roundtable



On March 17<sup>th</sup>, 24 community leaders spent an hour in the CHS atrium discussing SUCCESS with the sophomore class. This roundtable style event allowed community leaders to share their personal stories of SUCCESS in an interactive, networking style setting. Community leaders shared stories ranging from their own high school experiences to opportunities they have explored throughout their careers.

A few student comments after the event included:

*"It showed different ways to succeed. It gave me a different look at high school and my future."*

*"I've learned how to make more connections, and how to create different opportunities for myself."*

*"Success is different to every person, be happy with what you do and you will be successful yourself."*

*"Hearing from a wide variety of people really helped. Different stories and personalities were very cool."*

We hope to make the SUCCESS Roundtable an annual event. It is events like these that facilitate business-education partnerships and leverage the willingness of community leaders to network with area students.



Continued

**A special thank you to these community leaders  
who participated in the SUCCESS Roundtable!**

Shelly Greving, Ag Spectrum Company

Wayne Stuedemann, Ag Spectrum Company

Greg Gannon, DeWitt Bank & Trust

Josh Daniels, Black Cat Blades

Todd Kinney, Clinton County

Shawn Hammerlink, Clinton County Supervisor

Dan Srp, Clinton County Supervisor

Jodee Peters, Farm Credit Services

Ron Zimmer, Custom-Pak

Leo McGarry, First Central State Bank

Michael Ernst, Freeman Tree Farm & Landscaping

Steve Fuglsang, Central Community School Board

Dr. Jacob Cram, Hill Chiropractic Office, P.C.

Brent Rheingans, Iowa Army National Guard

Geoff Blandin, IIW, P.C.

Megan Fuglsang, Farm Bureau

Chelsey Killeen, Genesis - DeWitt, Westwing

Shannon Shadbolt, Genesis - DeWitt

Amber Ernst, New American Funding

Tami Petsche, Quad Cities Chamber

Jen Walker, Scott Drug

Ryan Hackman, Spahn & Rose

Dr. Jen Steines-Wagemester, The Group-Obstetrics  
& Gynecology Specialists, P.C.

Laura Prichard, Whisk Away Café and Bakery

## **Job Shadows**

The first week of April, Mr. Gallagher's CHS Employment Strategies class spent time in the community exploring careers through arranged job shadows. Students in his class completed a career interest survey to identify their areas of interest. From these survey results, opportunities were identified for students to participate in a short job shadow. A special thank you to our members who hosted a student or two!

## **Debates**

Last week Ms. Hinkle, CHS Speech instructor, coordinated class debates over the socially relevant and controversial topics: legalization of marijuana, drinking age, acceptance of Syrian refugees, public's use of drones, death penalty and prostitution.

Thank you to the following Sheriff Rick Lincoln, Mayor Don Thiltgen, Lisa Burke-Martin, DeWitt Bank & Trust, Mary Reuter, and Officer Justin Witt for volunteering their time and expertise to judge these debates.

Is your business interested in partnering with area schools to provide students exposure to local career opportunities?

Does your business have workforce needs that could be addressed through a partnership with local high schools, technical schools or community colleges?

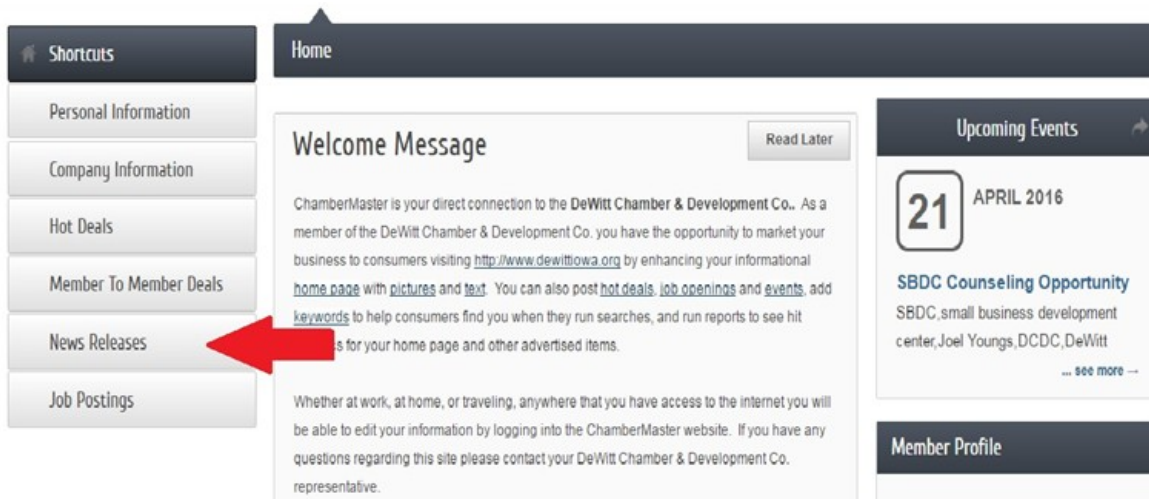
Contact Jenny McGarry, Business Education Coordinator, [becoordinator@dewittiowa.org](mailto:becoordinator@dewittiowa.org).

## Read About It: Enhanced Section on DCDC Website & Newsletter

The DCDC encourages members to utilize this enhanced “Read About It” section on the DCDC website to post your business/organization news directly through the Member Information Center (MIC). This is an excellent tool to utilize and gain additional exposure while informing our membership and the community about what is happening with you!

**Sending us your news is easy! Here are the steps:**

1. Member logs into the Member Information Center (MIC). This is found on the top, right corner of the DCDC website homepage [www.dewittiowa.org](http://www.dewittiowa.org)
2. When in the MIC, select **News Releases** from the left side menu. (See below)
3. Click **Add News Release**.
4. Complete the on-screen form and click **Submit for Approval**.
5. Click **Back to List** at the bottom of the screen.



**Some examples of news to share:**

- Employee activities and service
- New business ventures and partnerships
- New product lines
- Events overview

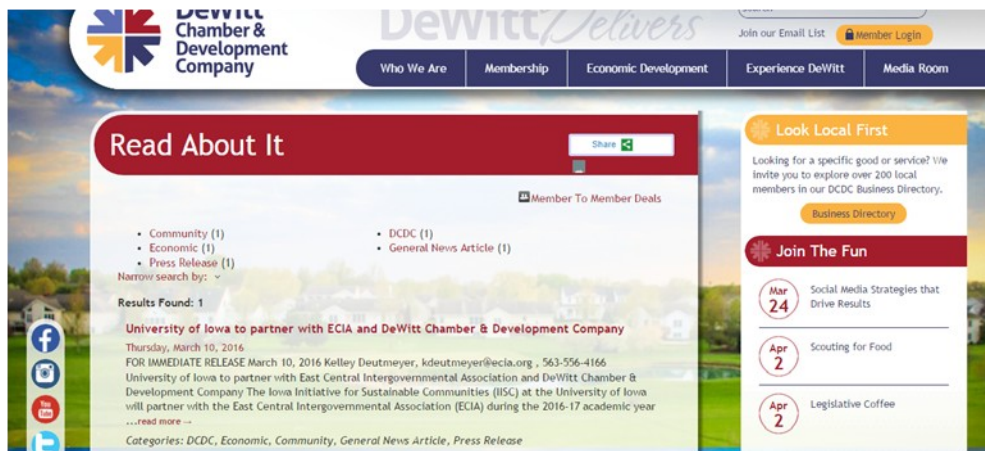
Please review our [Member New Release Guidelines](#)

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The Read About It section is found under the Media Room tab and also on the sidebar found on the right side of every page. Additionally, a headline and link to the online "Read About It" will be published in the monthly DCDC newsletter. (See this month's example below).



## Read About It

### [FIRST CENTRAL STATE BANK ANNOUNCES TRANSITION TO .BANK DOMAIN](#)

>>Brigham L. Tubbs, CEO, announces that First Central State Bank recently transitioned from [www.firstcentralsb.com](http://www.firstcentralsb.com) to [www.firstcentralsb.bank](http://www.firstcentralsb.bank). "We pride ourselves on being a safe, sound and secure community financial institution. This new domain...

### [University of Iowa to partner with East Central Intergovernmental Association and DeWitt Chamber & Development Company March 2016](#)

>> The Iowa Initiative for Sustainable Communities (IISC) at the University of Iowa will partner with the East Central Intergovernmental Association (ECIA) during the 2016-17 academic year to work on sustainability projects. ECIA is one of two communities selected from a pool...



## DeWitt Delivers Campaign

Over the course of the year, a specific DeWitt sector/topic/asset will be highlighted each month on the [DCDC website](#), [community blog](#), social media, in [the Observer](#), and throughout the community. The goal of this community-wide DeWitt Delivers Marketing Campaign is to educate our local residents and businesses about these assets and instill a sense to LIVE LOCAL, GET INVOLVED, and BE PROUD of our progressive, vibrant community.

## Monthly topics:

## July – Community Overview

## August -- Education

## Sept – Housing

## October -- Manufacturing

## Nov -- Shopping & Dining

Dec -- Civic organizations / non-profits /  
volunteer opportunities

## Jan – Healthcare

## Feb – Services

## March – Agriculture

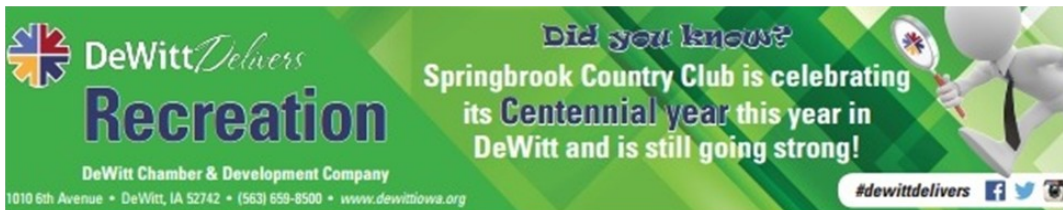
## April -- Recreation

May – Civil Servants (fire, police, city gov't)

## June -- Attractions



[See the full April article here](#)



[Click here to see all the "Did you know?" facts about Recreation](#)

Visit our [DeWitt Delivers Community Blog](#) and see what the buzz is about in Westbrook Park! #dewittdelivers

## Member Spotlight: Paul Skeffington Memorial Race

The first running of the Paul Skeffington Memorial Race (PSMR) took place on June 11th, 1988 with seed money provided by the family of Paul Skeffington, a local businessman, who passed away suddenly earlier that year. The first race consisted of 330 participants in the 2 and 5 mile races as well as a free fun run that is to participants of all ages. The family originally planned for this community event to run for one year, but is now in its 29th year! This year's event is set for Saturday, June 18, 2016. Fun Run @ 5:30 PM, Race @ 6 PM. Along with these races, other special challenging opportunities include

**Corporate Challenge.** All area businesses can enter a team in our Corporate Challenge. A special trophy, donated by Irwin Inc., will be given to the first place team in each category. Please visit [skeffrace.com](http://skeffrace.com) for more information.



**SPONSORSHIPS:** Skeff Race is committed to making improvements in our community. The registration fee covers the costs of the runner but it is our sponsors that allow us to contribute to improvement projects for the DeWitt Parks and Recreation and scholarships for Central High School seniors. There are three levels of Sponsorship, GOLD \$500, SILVER \$250, and BRONZE \$100.

The PSMR provides a fun community event for family and friends. After the exciting race and fun run, participants, family, friends, sponsors, anyone who wants to bring lawn chairs and beverages are invited to Lincoln Park for an evening of music and relaxation! Join as a runner, walker, sponsor, music enthusiast... your support and participation is appreciated!

## Save the Date

**5.17.16** "eat Lunch & Learn something" Your Personal Assessment of the Traits and Habits to Success [Register Now](#)

**5.19.16** SBDC Counseling Opportunity at the DCDC

**5.19.16** Revive After Five - Black Cat Blades [Register Now](#)

**6.30.16** DCDC Year in Review-Annual Meeting at TYCOGA Vineyard & Winery (evening program).  
Invitation coming to you in May via email!

**CLICK HERE**  
to view our entire  
Events Calendar or  
to submit an event.







**DeWitt  
Chamber &  
Development  
Company**

## **Looking to Start a Business or Need Some Existing Business Advice?**

**What: Free, Confidential and Individualized Counseling Sessions**

**When: Third Thursday each month**

**(Appointments are available at 9 & 10:30 am, 1:00 & 2:30 pm)**

**Where: 1010 6<sup>th</sup> Ave. DeWitt, IA**

**(DeWitt Chamber & Development Company Office)**

The DCDC has partnered with Joel Youngs, Director of the Eastern Iowa Small Business Development Center, to bring his services to DeWitt on the third Thursday of each month. Joel will be available to meet either existing businesses or individuals looking to start their own business and provide counseling on a variety of topics, including but not limited to:

- New business guidance
- Business planning and modeling
- Loan proposal assistance
- Financing opportunities
- Market research services
- Profitability analysis
- Cash flow projections
- Business growth and succession strategies
- Strategic planning
- Business continuity planning



**To sign up for a free, confidential one-hour session,  
please call the SBDC at 563-336-3401 or email  
[jeyoungs@eicc.edu](mailto:jeyoungs@eicc.edu)**



# Revive After Five

A big "thank you" to The Paul Skeffington Memorial Race Committee for putting on a wonderful April Revive after Five!! We are privileged to have this event in DeWitt for the past 29 years. All the proceeds from the race are put back into the community! For additional information about the Skeff Race, please see the Member Spotlight section.

Plan on joining us for the last Revive After Five before our summer hiatus at Black Cat Blades on May 19th [CLICK HERE TO RSVP](#) All DCDC member employees are welcome and encouraged to attend these worthwhile and relaxing networking events! So join us and bring along your co-workers!



[Check out more 2016 Revive pictures!](#)



## 2016 Revive After Five Schedule

Revive anytime between 5-7PM on the 3<sup>rd</sup> Thursday of the month and join other professionals for these "open house" style networking events! Enjoy a variety of great food, beverages and prizes in a laidback setting while getting to know other DCDC members and learning about the hosting business. *All DCDC member employees are welcome and encouraged to attend!*

May 19th - Black Cat Blades

June, July, August - Summer Break

September 15th - THE CROSSROADS Inspired Living

October 20th - Family Resources Inc.

November - LincolnWay Foundation

December - Holiday Break



## DeWitt Day - Clinton LumberKings



The DCDC is partnering with the Clinton LumberKings for "DeWitt Day" on Sunday, June 12th at Ashford University Field. The DCDC office will have 100 FREE General Admissions tickets, available for pick up in mid to late May (please limit 4 tickets per person). The June 12th game will begin at 2pm, with gates opening at 12:30pm. To see the entire LumberKings schedule, visit the [Clinton LumberKings website](http://ClintonLumberKings.com).



## Welcome Your New Employees to the Community!

Do you have new employees (within the last 6 months) that are commuting to DeWitt from another community? Introduce them to the community by giving them a **Welcome To DeWitt Employee Kit!** This kit is full of great resources for your employees to better get to know DeWitt! Including are a Welcome DeWitt Delivers Booklet, Community Guide and Business Showcase that includes info, special offers and coupons from over 50 plus DCDC members and more!

The Welcome To DeWitt New Employee Kits are available to all DCDC Members to distribute to their new commuter employees to encourage them to get out and about in our community. Please connect with the DCDC if you are in need of kits for new employees by going to our [Welcome Kit page](#) on our site and requesting kits.



## **"eat Lunch & Learn something"**

### **Your Personal Assessment of the Traits and Habits to Success**

Successful people and organizations share similar traits, habits and experiences. This 90 minute workshop will help you better understand your Personal Assessment of the Traits and Habits (PATH) to Success through a variety of questions, exercises, and assessments. This program will be presented by Michael Edmondson, Ph.D. Associate Vice President in Career Development at Augustana College. Lunch at Springbrook with also be provided.

**Date:** May 17, 2016

**Time:** Check-in between 11:00-11:30am. This is a **90 minute program** that will run from 11:30am - 1:00pm

**Location:** Springbrook Country Club  
2122 17th Avenue  
DeWitt, IA

**Admission:** \$20 for DCDC Members. Discounts will be applied for specific DCDC Membership Tiers. You will be notified after registration if you receive a discount. Not Yet Members are \$25. [RSVP HERE](#)



(2015 eat Lunch & Learn something session)

**Thank you to our program sponsor!**







### **Coming Soon!!**

#### **The 3<sup>rd</sup> Annual, DCDC Member's Choice Awards!**

**Look for your opportunity to vote for your favorite DCDC Members in May!**

The Member's Choice Awards were initiated to honor and bring awareness to DCDC members for their successes and overall support of our community's vitality! The category winners will be announced on June 30th at our DCDC Year In Review celebration at TYCOGA. (Save the date, more info to come.)

[Revisit our 2015 and 2014 category nominees and winners!](#)



# Thank You!

## Mission Statement

The DCDC'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.

## DCDC Board of Directors

Greg Gannon, DeWitt Bank & Trust, Chair

Dan Peterson, Central DeWitt Community School District, Vice Chair

Brian Volkens, First Central State Bank, Treasurer

Wayne Stuedemann, Ag Spectrum

Don Thiltgen, DeWitt Mayor

Dave Deke, Deke Insurance

Merle Ocken, DeWitt Resident

Steve Lindner, DeWitt City Administrator

Tina Lively, DeWitt Bank Tax & Accounting Services

Garey Chrones, City Council Representative

Luanne Smith, City Council Representative

Kasey Kleinsmith, Flowers on the Side

Kim Broders, Ruhl & Ruhl Realtors

Kevin Jansen, Jansen Electric

Roddy Greig, Guardian Industries Corp

Steve Shupp, Alliant Energy—Ex-Officio Member

## DCDC Staff

Angela Rheingans, Executive Director

Emily Schmitt, Programs & Events Coordinator

Jenny McGarry, Business Education Coordinator

Stephanie Sagers, Administrative Assistant

Sara Hasenmiller, Marketing Intern

## DeWitt Chamber & Development Company

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DeWitt, IA 52742

Phone: 563-659-8500

Email: [info@dewittiowa.org](mailto:info@dewittiowa.org)

Website: [www.dewittiowa.org](http://www.dewittiowa.org)

Hours: M-F, 9-4



**DeWitt  
Chamber &  
Development  
Company**

Connect with the DCDC



[www.dewittiowa.org](http://www.dewittiowa.org)