



**DeWitt
Chamber &
Development
Company**

DCDC Monthly

February 2015

Over the last few months, the DCDC has been working on creating two new publications that will promote DeWitt and our business community. I am excited to share with you that we are near completion on our first-ever DeWitt Visitor Guide and have put the final steps in place to begin work on a new and improved DeWitt Community Brochure.



Marketing our community is one of the easiest AND one of the hardest tasks our organization takes on. I have no problem showing my pride and enthusiasm when someone asks me, "What should I do when I come to DeWitt?" or "Why should I locate my business in DeWitt or move my family to DeWitt?". I share that we are a vibrant community that is welcoming, safe, has excellent healthcare options, a quality education system, a business that will fit almost every need, and plenty of great shops, restaurants, and attractions to visit. The list could go on and on.

This is where the hard part comes in. There are so many wonderful things about DeWitt that it's difficult to wrap them all into a concise message that will resonate with several different targeted audiences. Add in the fact that the message needs to be created in many media forms in order to reach those targeted audiences, i.e. brochures, social media, website presence, direct mail, etc. Admittedly, it can be a slow process, but I've had the pleasure to work with numerous talented community volunteers that have just as much enthusiasm and passion for DeWitt as I do that are helping us take on this task!

I look forward to sharing the new DeWitt Visitor Guide with you in the next month and Community Brochure later this summer. Along with these tools, be on the lookout for other new ways the DCDC will be marketing our community and your business. Go DeWitt!

Wishing You Success,

Jamie Petsche



Recent photo shoot for the new DeWitt Visitor Guide. Everyone pictured graciously took time out of their day to create this cool retail/restaurant shot.

Façade Improvement Grant Applications Due March 13

The Downtown DeWitt Improvement District (DDID) and the City of DeWitt are offering for the first time a Façade Improvement Grant program to property owners located within the Downtown Improvement District. Grants of up to \$2500 in funds can be awarded to property owners (with a 100% match from the property owner) who want to make visible exterior improvements to their commercial buildings. Examples of projects include paint, signage, and awnings. Applications are due by March 13, 2015. To learn more about the Façade Improvement Grant program and for helpful links to improvement ideas, please visit the City of DeWitt's website at www.cityofdewittiowa.org.



eat Lunch & Learn something — A Success!



30 business owners and employees joined the DCDC and presenter TAG Communications at February's "eat Lunch & Learn something" program. The relevant topic of discussion was how to increase digital business presence utilizing YouTube and LinkedIn. Attendees walked away with some great ideas on how to start implementing these social media tools into their own marketing plans.

Be on the lookout for details on the next "eat Lunch & Learn something" on June 16th, co-sponsored by the DCDC and DAC, Inc. Matt Booth, professional motivational speaker and author, will be giving an engaging and insightful presentation on "Be Yourself, Improve Yourself – It's an Attitude Thing!"

IN THIS ISSUE:

Letter from the Executive Director	1	DCDC Board Nominations	6
Façade Improvement Grant Applications Due	2	Member Spotlight	6
Using YouTube & LinkedIn	2	New DCDC Members	7
SBDC Business Counseling Opportunities	3	First Dollar Presentation	8
Revive After Five	4	Spotlight On Success Presentation	8
Save the Date	4	DCDC Mission / Board of Directors / Staff	9
Legislative Coffees	5		



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

What: Free, Confidential and Individualized Counseling Sessions

When: Tuesday, March 17th, Noon — 4 pm (by appointment)

Where: 1010 6th Ave. DeWitt IA

(DeWitt Chamber & Development Company Office)

The DCDC has partnered with Marsha Rinetti, Director of the Eastern Iowa Small Business Development Center, to bring her services to DeWitt on the third Tuesday of each month. Marsha will be available to speak to both existing businesses and 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
- Export assistance
- Cash flow projections
- Business growth and succession strategies
- Strategic planning
- Business continuity planning



To sign up for a free, confidential one-hour session, please contact Kathy at the SBDC at 563-336-3401 by March 10th.

DCDC Revive After Five - DeWitt Eyecare Clinic , P.C.

A big "thank you" to **DeWitt Eyecare Clinic, P.C.** for hosting the January Revive After Five Event!

Plan on joining us for the next Revive After Five this evening at **Ruhl & Ruhl Realtors.**

Mark your calendars for our March 19th Revive After Five at **Necker's Jewelers**

[CLICK HERE TO RSVP.](#)

All DCDC member employees are welcome and encouraged to attend these worthwhile and relaxing networking events!



Save the Date

2.19.15 Revive After Five at Ruhl & Ruhl Realtors

2.21.15 Legislative Coffee

3.17.15 SBDC Counseling Opportunity at the DCDC

3.19.15 Revive After Five at Necker's Jewelers

[Click here to view our Community Events Calendar!](#)

LEGISLATIVE COFFEES



The coffees offer an opportunity for Clinton County residents to weigh in on important legislation under discussion in Des Moines.

**February 21st 11am-Noon
DeWitt Community Center (large room)
512 10th St., DeWitt**

**March 21st 11am-Noon
DeWitt Community Center (large room),
512 10th St., DeWitt**

**April 18th 11am-Noon
DeWitt City Hall, 510 9th St., DeWitt**

The 2015 Legislative Coffee Program is sponsored by the DeWitt Chamber & Development Company and Clinton County Farm Bureau.



Interested in Being a DCDC Board Member?

Are you a DCDC member that has a strong desire to make DeWitt a better place to live, work, play and do business? Have you ever considered making that happen through your participation as a DCDC board member? If so, now is the time to contact Tami Petsche to learn more about this role and/or to express your interest in a position.

Please contact Tami at 659-8500 by **March 1** to discuss this opportunity in more detail.

Member Spotlight: DeWitt Eyecare Clinic, P.C.

Established in 1978, DeWitt Eyecare Clinic specializes in caring for all your vision needs. We handle everything from comprehensive eye exams and hard-to-fit contact lenses, to computer vision problems, specialty lenses and eye surgery.

By staying current with the latest developments in eye care, prescription lenses and advances in contact lens technology our vision center can provide you with the best vision, advice and fit today—and in the years to come. We take pride in building lasting relationships with our patients, which is why we take the time to get to know you, your vision requirements and your life-style needs.



We currently serve a multitude of citizens from Clinton County and the surrounding communities. Dr. Mervin Hassebrock has been serving these communities for 35 years. After 17 years elapsed, Dr. Scott Palmer joined the practice to provide more immediate examinations and serve a greater quantity of citizens. Just 6 months ago, Dr. Jacob Hayward was welcomed to the practice to further help expand its medical and marketing presence within the community.



Welcome New DCDC Members!

Stress Solutions Unlimited

306 11th Street,
DeWitt, IA 52742
(563) 659-5582

Stress Solutions Unlimited has advanced technology to support you in transforming your health and vitality:

Weight Loss, Stress Reduction, Mental Focus, Neuropathy, Insomnia and beyond. A new way to get you the body, the life and the mind you have always wanted.



TYCOGA Vineyard & Winery

2585 195th Street,
DeWitt, IA 52745
(563) 249-2704

TYCOGA Vineyard & Winery opened in December 2014! TYCOGA has an event center, tasting room & production room.



Blondie's Coffee Out Back

810 6th Ave, Suite A
DeWitt, Iowa 52742
(563) 349-6640



Blondie's offers a wide variety of hot and blended drinks from espresso to fruit smoothies and daily breakfast and lunch specials. Use the convenient drive thru or come in to enjoy

your food and drink from 6:00am -2:00pm Monday-Friday or Saturdays from 7:00-11:00am .

Homeowners Financial Group

520 8th St
DeWitt, IA 52742
(563) 221-8062

Homeowners Financial Group is an award winning



Mortgage company founded in 2004. HFG strives to make a positive impact on its local communities while always placing its customers and employees first.

Women's Health Services

2635 Lincolnway, Suite A
Clinton, IA 52732
(563) 243-1413

Women's Health Services has been proudly serving Clinton and Jackson counties since 1974 – providing family planning services, health education, obstetric care, and more. Let our OB-GYN physician and nurse practitioners work for you. They are prepared to meet and exceed your expectations .



First Dollar Presentation

In January, the DeWitt Ambassadors welcomed TYCOGA Vineyard & Winery with a First Dollar presentation. Congratulations on your new business! We wish you years of success!



Spotlight on Success Award

In February, the DeWitt Ambassadors presented Iowa Mutual Insurance Company a Spotlight on Success Award, celebrating their 115 years in the DeWitt community! Congratulations, and thank you for your investment in our community!



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
Wayne Stuedemann, Ag Spectrum, Vice-Chair
Brian Volkens, First Central State Bank, Treasurer
Don Thiltgen, DeWitt Mayor
Mary Rueter, The Observer
Dave Deke, Deke Insurance
Dawn Marcus, City Council Representative
Merle Ocken, DeWitt Resident
Dan Peterson, Central Community School District
Steve Lindner, DeWitt City Administrator
Tina Lively, DeWitt Bank Tax & Accounting Services
Garey Chrones, Office Machine Consultants
Luanne Smith, City Council Representative
Joe Tabor, ITW Fluids North America
Kasey Kleinsmith, Flowers on the Side
Kim Broders, Ruhl & Ruhl Realtors

DCDC Staff

Tami Petsche, Executive Director
Emily Schmitt, Programs & Events Coordinator
Stephanie Sagers, Administrative Assistant
Madeleine Blandin, Marketing Intern

DeWitt Chamber & Development Company

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Email: info@dewittiowa.org
Website: www.dewittiowa.org
Hours: M-F, 9-4



Connect with the DCDC



www.dewittiowa.org