



**DeWitt
Chamber &
Development
Company**

DCDC Monthly

January 2015

This is the time of year when businesses reassess their goals and map out a plan for the months ahead. Perhaps you are currently in plan-making mode to increase your business presence in the community or to be more strategic with your marketing dollars or maybe it is to add that additional employee in order to take your business to the next level. To help you achieve your business goals, be sure you are maximizing your DCDC membership benefits. Here are just a few ways we can assist you....



- **Build Your Network!** The DCDC organizes monthly Revive After Fives and other member and community events, all of which will build and expand your professional network and get you connected with the DCDC's growing network of businesses. Through involvement in any of our task forces and committees, you will begin developing key relationships with other local businesses and professionals while strengthening your organization's ties to the community.
- **Gain More Visibility!** The DCDC can bring exposure to your business through a variety of ways. Utilizing the DCDC website, visually enhance your business directory listing, add your upcoming event to the community calendar, share your news release about a recent business accomplishment, or add your company logo or video. Perhaps now is the time to sponsor an event and get your name engrained into the minds of hundreds of businesses and their employees and thousands of residents and visitors.
- **Lean on Us!** The DCDC works hard to provide focused support to our membership. Allow us to help you make the right connections with the right partners and resources to take your business to the next level. For instance, set an appointment to meet with the SBDC Director (she counsels existing and prospective business owners at no charge at the DCDC office on a monthly basis) or sign up for the next "eat Lunch & Learn something" to become better educated on a hot business topic or share your business challenges and opportunities with elected officials through forums and events organized by the DCDC throughout the year.

Please take a few moments to review your [membership benefits](#) and start maximizing your membership to-day! Or better yet, we personally invite you to join us on January 22nd for the next DCDC 101 session. Network with other business leaders and reacquaint yourself with all the resources the DCDC has to help you reach your 2015 business goals.

Happy New Year and here's to a very successful 2015!

Jami Petsche

QUAD CITIES
COHORT



HAVE A MARKETABLE IDEA?

VENTURE SCHOOL

6-week program designed to accelerate the startup process
while increasing your chance for success.

MAR
03rd
through
APR
09th



"Having owned my own business for twenty years, I had no idea how valuable Venture School would be with our new startup. It is making us do what we need to do, to get to the next stage. The lessons learned will be invaluable as we continue to develop our business and continue to focus on the customer."

Kimm Harris
President, IPC of Iowa

LEARN MORE & APPLY ONLINE:
venture-school.com
(Applications due by Feb. 6th)

Attend an Informational Session

Thursday, Jan. 15, 12:00 pm | Quad Cities Chamber of Commerce
5:30 pm | 130 W 2nd St, Davenport, IA 52801



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

What: Free, Confidential and Individualized Counseling Sessions

When: Tuesday, January 20th, 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 January 13th.



**DeWitt
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DCDC 101

We encourage those interested in joining the DCDC, new members, new company representatives, and existing members who would like to learn more about the DCDC services to join the DCDC staff for coffee as we share ideas and tools on how to make the most of your DCDC membership! This one hour, informal gathering will include a review of member services and perks that will help your business or organization reach its fullest potential.

Join us for DCDC 101

**Who: Prospective, New, and Existing
DCDC Members and All Employees**

**What: DCDC 101 – Discover How to Maximize
Your DCDC Membership**

**When: Thursday, January 22nd
8:30 – 9:30 a.m.**

**Where: DeWitt Chamber & Development
Company Office 1010 6th Avenue**

**RSVP: by Tuesday, January 20th via the
online event page.**

[Click here to register!](#)

Session take aways!

- How to take advantage of DCDC networking opportunities to grow your business
- How the DCDC can help you gain visibility and exposure among your customers
- How you can benefit from the DCDC's economic development activities and growth in our region
 - How you can get involved in community events and projects
to keep DeWitt a great place to live, work and play

DCDC Revive After Five

Plan on joining us this Thursday, January 15th for the first Revive of the new year at **DeWitt Eyecare Clinic, P.C.** All DCDC member employees are welcome and encouraged to attend these worthwhile and relaxing networking events! [CLICK HERE TO RSVP NOW!](#)



2015 Revive After Five Schedule

Revive anytime between 5-7PM on the 3rd 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!*

January 15th - DeWitt Eye Care Clinic

February 19th - Ruhl & Ruhl Realtors

March 19th - Necker's Jewelers

April 16th - Friends of Frances

May 21st - IH Mississippi Valley Credit Union

June, July, August - Summer Break

September 17th - Springbrook Country Club

October 15th - Iowa Mutual Insurance Company

November 19th - DeWitt Memorial Company

December - Holiday Break



Community Welcomes Iowa Downtown Resource Center

Over 30 interested business owners, property owners, and community leaders ventured out on a sub-zero evening to listen to Iowa Downtown Resource Center's Director Jim Engle and Design Specialist Tim Reinders give their thoughts on ways Downtown DeWitt could enhance its building appearances.

Sponsored by the DeWitt Downtown Improvement District (DDID) and the City of DeWitt, this presentation was preceded by a downtown tour that was given to Engle and Reinders earlier in the day. Both gentlemen provided positive comments on the overall look and feel of the downtown district but also shared specific local building examples that could be improved upon.

The DDID and City of DeWitt also shared information on a first-time local Facade Improvement Grant program available to the property owners located with 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 Facade Improvement Grant program, please visit the City of DeWitt's website at www.cityofdewittiowa.org.



Save the Date

- 1.15.15** Revive After Five at DeWitt Eyecare Clinic, P.C.
- 1.20.15** SBDC Business Counseling Opportunity at the DCDC
- 1.22.15** DCDC 101 at the DCDC
- 2.5.15** Clinton County Day at the Capitol
- 2.10.15** "eat Lunch & Learn something"

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

First Dollar Presentation

This month the DCDC Ambassadors welcomed Stress Solutions Unlimited with a First Dollar presentation. Congratulations to Dr. Bonnie Bauer and her new business! We wish you years of success!



Clinton County Day at the Capitol

Interested in joining a group of Clinton County community leaders, businesses, and citizens to discuss local issues with key legislative leaders at the State Capitol? Join us on February 5th in Des Moines for a full day of meet-and-greets with legislators and Governor Branstad. Contact the DCDC office at 563-659-8500 to learn more.



2014 Clinton County Day at the Capitol



"eat Lunch & Learn something" Watch Your Business Presence Grow Digitally

Tuesday, February 10th



**Clinton County Satellite Office
226 11th Street, DeWitt**



**Check-in & lunch available between 11:30am & 12pm.
Program will run from 12 - 1pm.**

Cost:

**\$12 for DCDC Members (discounts applied for specific DCDC membership levels)
\$20 Not Yet Members**

Did you know that websites are 52 times more likely to be found when a YouTube video is embedded in it, or that LinkedIn sends nearly four times more people to your homepage than Twitter and Facebook?

Join TAG Communications for an interactive presentation about LinkedIn and YouTube that will showcase real-world examples, show you the steps to succeed on these platforms and provide key takeaways including:

- Statistics on using these social platforms to increase your digital footprint
- Specific examples of how to leverage each platform for success
 - Tips for utilizing each platform to meet your business' goals
 - Ways to leverage your DCDC membership with social media



Lunch will be provided. Please RSVP for this session through the DCDC website by following this link. RSVP before January 27th.

<http://dewitt.chambermaster.com/events/details/eat-lunch-and-learn-something-238>

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

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

1010 6th Ave

DeWitt, IA 52742

Phone: 563-659-8500

Email: info@dewittiowa.org

Website: www.dewittiowa.org

Hours: M-F, 9-4



Connect with the DCDC



www.dewittiowa.org