

The

PARTNERSHIP

DECEMBER 2020

GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 100 NO. 12





THINK BEFORE YOU CLICK

by Della Schmidt

Local businesses support youth sports teams, school groups, local causes and provide hundreds of thousands of dollars to local families through the jobs they provide. But they cannot do all this without the support of loyal customers. This year more than ever before, shopping local is important. This Holiday Season remember to keep it local!

Check out these Partnership offerings to enhance your holiday shopping:

- Shop Early Shop Safe Facebook group features special offers on unique holiday items from Greater Burlington retailers.
- Follow the Downtown Burlington Facebook page to stay current on downtown business offerings.
- Keep an eye out for GB Petey popping up virtually at several Chamber of Commerce members and enter to win prizes!

The Greater Burlington Partnership encourages all residents to shop early and shop safe while supporting local establishments. Need to shop online? Great news – most local businesses offer products online and via Facebook. Many local retailers are offering curbside pick-up, special shopping hours and of course, shipping. Shopping in person? Mask up and respect social distancing recommendations to keep fellow shoppers safe – the best gift that can be given is the gift of health.

Greater Burlington – Stronger Together.



-  **Barb Gerst**
Director of Finance
319-208-0044
bgerst@greaterburlington.com
-  **Cindy Henry**
Customer Relations Specialist
319-208-0052
chenry@greaterburlington.com
-  **Jeremy Hess**
Dir. of Economic Development
319-208-0050
jhess@greaterburlington.com
-  **Chelsea Lerud**
Convention & Visitors Bureau
Exec. Dir. 319-208-0045
clerud@greaterburlington.com
-  **Brenda Levitt**
Graphic Designer
319-208-0047
blevitt@greaterburlington.com
-  **Rachel Lindeen**
Event Coordinator
319-208-0046
rlindeen@greaterburlington.com
-  **Amy Moyner**
Downtown Partners, Inc.
Exec. Dir. 319-208-0056
amoyner@greaterburlington.com
-  **Emily Pattee**
Program Coordinator & Young Prof.
319-208-0040
epattee@greaterburlington.com
-  **Dustin Roth**
Marketing & Communications Dir.
319-208-0048
droth@greaterburlington.com
-  **Della Schmidt**
President & CEO
319-208-0043
dschmidt@greaterburlington.com



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ON THE COVER

GBPetey is Back!

Find GBPetey at Chamber of Commerce member businesses and shop local this holiday season!

Santa's favorite little helper is back and out making mischief in Greater Burlington. The area's most famous elf on the shelf, GBPetey is up to his old tricks again at local businesses all holiday season to help remind you to shop local!

GBPetey knows the stress of long road trips and overcrowded stores can zap the holiday spirit out of anyone. Keep a jingle in your step and find the perfect gift for everyone just a few minutes from home. From the most popular new toys for the kids, to the coolest new technology for your spouse, or the hottest new fashion trends for your best friend! Greater Burlington has all the stores you love to help Santa track down

the goodies on everyone's wish list.

So, when it's time to start your holiday shopping this season, stay close to home and look for GBPetey. He knows all the best places with perfect gifts for your loved ones and will be making mischief from now until December 18. GBPPetey will be giving out clues to his location on the Greater Burlington Partnership's social media. Guess correctly where he is and you'll be entered to win that week's grand prize! One winner will be chosen each week until GBPetey returns to the North Pole.

Tune in to the Greater Burlington Partnership's social media and keep an eye out. You won't want to miss the shenanigans he gets into this year! Happy Holidays from the members of the Chamber of Commerce. #GBPetey

GET INVOLVED AND SHINE THE SPOTLIGHT ON YOUR BUSINESS

Take advantage of some of the great ways to promote your business in Greater Burlington. The Partnership can help to maximize your marketing dollars for 2021. There's something for every business and budget. See below for some of the awesome ways your business can be showcased.

How can your business logo and recognition be on all YP digital, print and social media promotions throughout the entire year? Support Young Professionals as a Gold Sponsor! Or sponsor a Lunch & Learn or a 505 Social for this ever-growing group of young people from all types of career fields.

Calling all businesses in the Hospitality Industry! Create an eye-catching display for your hotel, restaurant, or community attraction in a premier showcase at the Port of Burlington Welcome Center during the month of your choice (March through October). Showcase your offerings to the many visitors stopping in at a bargain price! The Welcome Center also showcases a number of videos throughout the day to highlight attractions around Greater Burlington. Add your own 30 second or 60 second video to the mix to highlight your business to the guests coming through each month.

Support community and family-based events by sponsoring a month of the Jefferson Street Farmers Market or a summer evening outdoor movie at the S & V. As a Farmers Market sponsor, you receive a huge array of advertising and marketing benefits to make the very most of your sponsorship dollars. S & V Outdoor Cinema sponsors not only receive marketing benefits, they serve the families in the community who attend these free-to-them summer fun events.

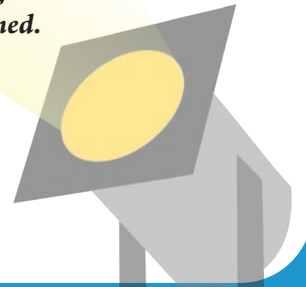
The popular *The Partnership* newsletter is widely distributed within the business community and is often displayed in business lobbies around town. Print readers don't usually multi-task when they read making them receptive to the ads within the publication. Choose from a 12, 6, 3 or 1-month ad run to suit your marketing needs. Annual ads are the best value and the time to plan for 2021 newsletters advertising is now!

Greater Burlington Leadership 2020/2021 is in full swing. There is still time to sponsor a session or the Graduation Ceremony. Find out how to support this professional development program designed for developing leaders in the community and promote your business while doing so.

Promote your business in the newsletter, Friday Facts, social media, verbal recognition and more by sponsoring one of the Eggs & Issues sessions. During the 2021 State Legislation session Eggs and Issues will be held live virtually with recordings published after the event.

To discuss your marketing needs or get more details on any sponsorship benefit, contact Cindy Henry.

*****More information to come on your opportunities to participate in other Partnership programs as programming and dates are determined.***



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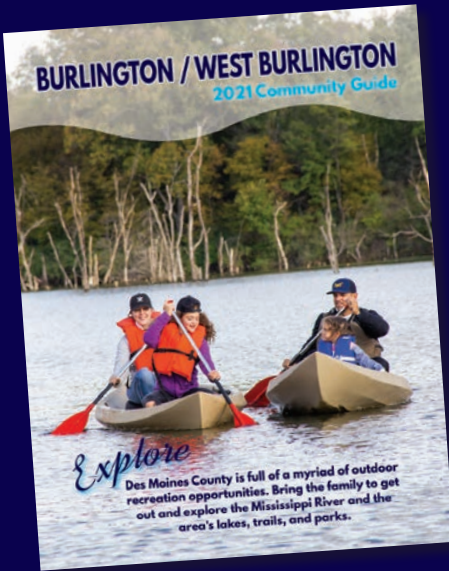
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GREATER BURLINGTON COMMUNITY GUIDE READY TO DISTRIBUTE IN JANUARY

A big THANK YOU to all of the advertisers who help to make the guide a success!

The annual Community Guide is distributed not only to visitors, but is also used by residents, prospective employees, and potential businesses of Greater Burlington. The guide is a great resource for anyone seeking information about Greater Burlington. The guide also serves as the printed membership directory of the Chamber of Commerce. Members in good standing are featured in the guide as a benefit to membership.

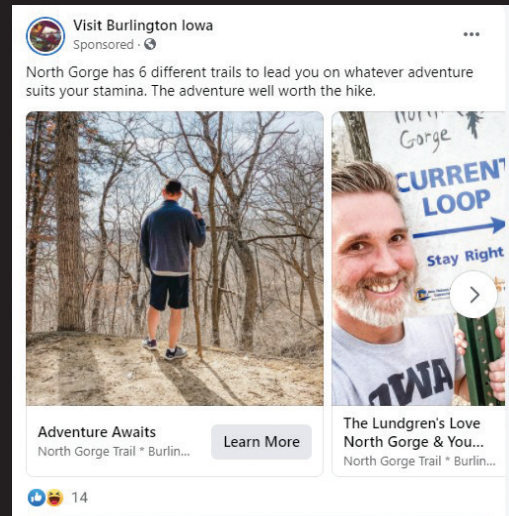
A total of 30,000 guides are being printed and will be distributed all over the world during 2021. The digital version will soon be available at GreaterBurlington.com. In 2020, visitors spent an average of over 6 minutes viewing the guide.

WE LIVE IT. YOU'LL LOVE IT.

The Influencer Campaign is a new social media marketing campaign that launched early October. The goal of the campaign is to assist with local workforce efforts by enticing visitors to also consider moving to the area. Two local families are out exploring the community and documenting their experiences, which are then transformed into ad placements on Facebook and Instagram. When a user clicks on the ad, they are taken to a blog on GreaterBurlington.com describing the experience in more detail and encouraging the user to request additional information about the community. Once the user has requested the additional materials, they are

retargeted with two additional sets of ads encouraging them to book a trip to live the experience for themselves.

One ad set is targeting the young family demographic; ages 25 - 39. The second ad set is targeting the middle age adult demographic; ages 40 - 55. Since the campaign launch, the campaign has reached over 1 M viewers. These viewers have been served the ad 1.6 times. Both campaigns are targeting Madison, WI and Chicago, IL due to past website engagement of these geographic regions. The campaign will continue into 2021, swapping out family experiences on a regular basis.



Shop Local This Holiday Season

Come in We're
LOCAL!

Have you made a gift list for your holiday shopping? Checked it twice? Make sure to include your community and shop the Greater Burlington area for a wide range

of unique gifts. Enjoy the personal attention given by shops while supporting the community you live in. These businesses are owned by your neighbors - the people who have personally made investments in our community. Save a few dollars on gas and take a shopping "trip" in our hometown.

Visit GreaterBurlington.com for a local business directory!



Slate of Nominees for Downtown Partners, Inc. Board of Directors

The Nominating Committee of Downtown Partners, Inc., composed of Suann Wells, Tammy McCoy, Eric Lee, Mike Shinn, Zach James, Julie Lehman, and Amy Moyner, have met and nominated the following persons to serve a 2 or 3 year term on the Downtown Partners Board of Directors commencing January, 2021.

- The Slate of Nominees are:**
- Alec Cornick, Universal Fitness -- 3 Yr, At-Large
 - Angie Hedges, Corked 101 --3 Yr, SSMID
 - Chelsea Stevens, Burlington Vintage & Co. -- 3 Yr, SSMID
 - Brandy Swartz, Photography & Gallery -- 2 Yr, At-Large
 - Mercedes Young, Titan Broadcasting -- 3 yr, At-Large

In accordance with Article II, Section 3 of the bylaws of Downtown Partners, Inc., owners of property in the Self Supporting Municipal Improvement District (SSMID) may, if they so choose, nominate other persons by submitting a petition to the DPI office with the signature of fifteen (15) SSMID property owners, nominating such person to such Directorship.

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NEW MERCH AT THE WELCOME CENTER

When you are out checking things off your shopping local Christmas list, don't forget about the Port of Burlington Welcome Center. The team has worked hard over the last few months to add lots of new product. The shelves are full of fun Greater Burlington and Iowa specific gifts. These gifts are great for someone that doesn't live in the area anymore, but is looking to add a piece of their hometown to their home far away.

Stop in Thursday - Monday, 10 AM - 4 PM or shop online at GreaterBurlington.com/shopwc

DOWNTOWN *for the Holidays*

Appropriate health measures will be followed according to current guidelines.

Holiday Lighted Window Display & Contest Sponsored by The Views of Burlington

In lieu of the Lighted Holiday Parade, downtown businesses have partnered with parade entries to decorate downtown windows for the holiday season. The community is invited to stroll downtown before December 25 to vote for their favorite window display.





Holiday Shop, Wine and Dine

Downtown Merchants Extend Friday Hours

December 4, 11, 18

To make holiday shopping a little easier and a little more fun, your favorite downtown merchants are open late until 8 PM on Fridays until Christmas. Follow Downtown Burlington, Iowa on Facebook to get updated information on each week.



Here Comes Santa Claus!

Children have the opportunity to drop off a letter to Santa Clause at Santa's Cottage in Nancy Neafie Park, 6th and Jefferson Sts. Each week Santa will read Holiday Stories on Facebook! You won't want to miss the opportunity to see your child shine as they hear from Santa.

Sponsored by:

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Celebrating BUSINESS SUCCESSSES

WELCOMING NEW MEMBERS

Please welcome these new members by sending an email, liking their Facebook page or visiting their website. Even better, stop by to introduce yourself, exchange business cards and help grow their network as well as your own!

Bella-Rhys Company LLC

521 N 7th, Burlington, 319-576-5758

Richard McEntyre Herron, President

Bella-Rhys, L.L.C. is a commercial and residential real estate company focusing on rentals and historic preservation in Burlington and the surrounding area.

City Hope Foundation

550 Division St, Burlington, 319-759-2455, cityhopefoundation.org

Matt Shinn, Director, info@cityhopefoundation.org

City Hope exists to advance the flourishing of individuals, families, and communities by building relationships, doing justice, and sharing hope.

FORK Catering Company

Burlington, 800-674-6368

Chase Gibb, Owner

FORK Catering Company was created with the idea that the food options for an event should be virtually limitless. If the team can get it, so can you!

Hawkeye Welding Service

717 S 10th St, Burlington, 319-572-4423

burlingtonmobileweldingservice.com

Levi Figert, Owner, hawkeyewelding@yahoo.com

Specializing in fabrication, repairs and more, Hawkeye Welding Service is a mobile welding service. Services range from erecting steel for new buildings to handrails, ladder racks, and custom furniture frames.

McAlister's Deli

3180 E Agency St Ste 120, Burlington, 319-576-5511

Tracey Watts, General Manager, burlingtonmcalisters@gmail.com

Whether you're looking for a homestyle soup, flavorful sandwich, a hearty spud, or a sweet treat, you're sure to find something made-to-order with the finest ingredients. Same day catering available.

Mississippi Valley Workforce Development Board

550 S Gear Ave Ste 35, West Burlington, 319-759-8980

mississippivalleyworkforce.org

Miranda Swafford, Executive Director, director@mississippivalleyworkforce.org

Mississippi Valley Workforce Development Board oversees the workforce system in an eight county area. They provide services to businesses and job seekers through the IowaWORKS offices in Burlington and Davenport.

For information on membership, contact Cindy Henry.



MCALISTER'S DELI

McAlister's Deli celebrates their grand opening.
Located at 3180 E Agency St, Ste 120.



THE BARK SPA

A sister business to Bark & Play Daycare and Suites,
The Bark Spa celebrates their opening.
Located at 1200 N 7th St, Burlington.

December events to be determined. Follow the Greater Burlington YP Facebook group page for updates. Questions? Email youngprofessionals@greaterburlington.com

The Perfect Time to Join Young Professionals

Young Professionals is made up of members ages 21-40 from all types of career fields. Whether your employee wears a shirt and tie or boots and jeans, this is the group for them! Employers have found that Young Professionals has been a wonderful tool for retention, especially with employees who are new to the community. Events include Lunch & Learns, Socials, and Business Tours. Encourage your employee to join now and get 13 months for the price of 12!

For More Information: Contact Emily or visit GreaterBurlington.com/YP

YP Littles/Pets Halloween Costume Contest Winners:



YP Pet Winner: Rachel Westfall's (Two Rivers Bank & Trust) dog, Chief

All other entries also won a gift card thanks to Horse & Hound Country Store.



YP Little Winner: Ashlee Darley's (SunnyBrook) daughter, Alee

All other entries also won a gift card thanks to Burlington by the Book.



YP of the Month Brandi Mullen

Employer: Iowa Vocational Rehabilitation Services
Hometown: Fort Madison, IA
YP Member: 1 year

Why did you join YP? When I moved back, I decided to join YP to meet new people and get to know about the businesses in the area.

What organizations have you volunteered for? I have been a co-leader of my church's youth group and served on the leadership committee. My office started a new tradition of serving the holiday meal at the Salvation Army. I hope we can assist with it again this year. I also assist with my daughter's school/PTO when I can.

What do you enjoy most about the area?

I like that Burlington has the big box stores and chain restaurants giving it the city feel, but also has the small locally owned shops and restaurants that give it the small-town feel. I enjoy the events and social gatherings the Chamber puts on to help those local businesses thrive.

Unique about me: I love being outdoors and playing sports. I am a certified Scuba diver, and one of the items on my bucket list is a shark dive.

2020 Gold Sponsor: CNH Industrial

Thinking of joining YP?

Email youngprofessionals@greaterburlington.com for more information.

Greater Burlington Young Professionals

A professional and social group for individuals between the ages of 21 - 40.

SAVE the DATE

To find the latest information on upcoming events in the Greater Burlington area visit GreaterBurlington.com/Events.

MEMBER SPOTLIGHT

DECEMBER

Civic Music - A Country Christmas with David Kroll

On December 19 from 7 - 9 PM, Burlington Civic Music welcomes back hometown favorite country star, David Kroll. Kroll's Christmas concert is always a holiday favorite.

Visit BurlCivicMusic.com for more information and to purchase tickets.

JANUARY 2021

Civic Music - Sultans of String

Burlington Civic Music presents an evening of Sultans of String, January 16 from 7 - 9 PM. Musical synergy with playful relationships between violin and guitar as their sonic tapestry of Spanish Flamenco, Arabic folk, Cuban rhythms and gypsy-jazz fill the hall.

Visit BurlCivicMusic.com for more information and to purchase tickets.

To submit member information, contact Brenda Levitt



CHOOSE YOUR PASSION

The Foundation can work with any non-profit organization, like Hope Haven for example, to establish an endowed fund for the benefit of the organization. Donors can contribute to an existing fund or start one of their own. Contributions go into the fund, are invested according to strict policies, and the earning growth is distributed via grants to the organization on an annual basis.

Endowed funds are not limited just to organizations, they can also be used for causes. For example, 100+ Like Minds collects \$100 a year from 100+ women living in Des Moines County to build the Margaret Hanson Community Impact Fund. Adding over \$10,000 to the Community Impact Fund each year enables that fund to continue growing while also giving out grants to various community and non-profit projects to better the community.

Individuals can also make a difference. Families have the opportunity to make a lasting impact on the community for generations to come by establishing a Family Legacy Fund. A great example would be the Dr. Jerry and Debra Jochims Education Endowment. This fund was created to provide scholarships in medical and education related fields of study.

Reach out to a Community Foundation board member to learn more and begin your foundation.

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Welcome Center Holiday Hours



**The Port of Burlington
Welcome Center will be
closed on Christmas Eve,
Christmas Day, and New
Year's Day to allow our
staff and volunteers time
to celebrate the holiday
season with their family
and friends.**

EGGS & ISSUES

Join us for a **VIRTUAL**
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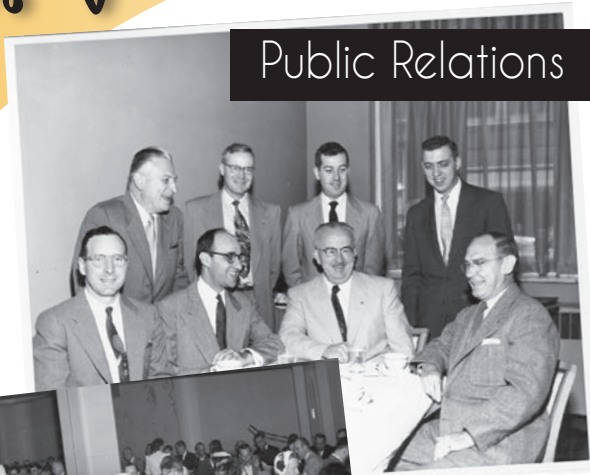
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Santa's Visits

by Kay Weiss

Beginning in 1929, the Gazette and local merchants worked together to bring "Kris Kringle and his famous six reindeer" to Burlington to "officially open the Christmas shopping season." That first parade was on Wednesday, December 11, at 1:30 PM, and school was dismissed early so that "the younger generation would not miss such a golden opportunity." The parade began at the Union Station, moving north on Main Street, west on Washington and "back down the full length of Jefferson Street." Following the parade, Santa visited children in the local hospitals, and the day was considered a tremendous success with thousands in attendance.

Following the initial triumph, Santa parades, co-sponsored by the newspaper and the Chamber of Commerce, became a city tradition. There were some hiccups along the way. On November 30, 1935, the seaplane bringing Santa to the Naval Reserve unit barracks on the riverfront turned over into the water just north of the railroad bridge "in the sight of several thousand children and grownups." Santa was unhurt, and the parade proceeded as planned, featuring the Municipal Band, ponies, clowns, storybook characters such as Red Riding Hood, and new automobiles shown by local dealers.

In 1941, members of the Retail Merchants Bureau of the Chamber of Commerce hired a "professional parade" with floats designed by Stanbury Parade Productions of Fort Dodge (Iowa) to bring Santa to the community. "This Wednesday afternoon the parade began at Central and Jefferson and public schools [were] dismissed early in order that children will have an opportunity to see the parade."

In 1948, Santa arrived at the airport, and the parade, featuring Santa in an airplane float, was joined by a bevy of citizens who followed Santa to the Jefferson Street shopping district. In addition to local bands, 62 riders decorated their bicycles and rode the length of the parade route that year. In 1952 the Chamber of Commerce's Parade Committee disbursed \$4.80 for "Cigars for Police and Traffic Engineers" and \$1.78 for "Coffee and rolls for Judges." Santa went to his house at Fourth and Washington to hear requests for Christmas gifts after arriving by helicopter in 1953 at "the city park north of Memorial Auditorium." In 1958, a local citizen wrote to the editor of the newspaper complaining about the difficulty of explaining to small children why Santa was riding in a fire truck; so, within a few years, Santa's official float incorporated a sleigh and reindeer.

Taking advantage of advances in technology, the time of the parade was changed to early evening in 1992, and participants were encouraged to use "lighting" to enhance their entries. After 90 years, the Santa parade remains a symbol of the commitment of the Chamber of Commerce and the Greater Burlington Partnership to the community.

A special thank you to Kay Weiss for her "Looking Back" columns to celebrate each month of 2020 in recognition of the 100th anniversary of the Chamber of Commerce.



Courtesy of The Hawk Eye



*Merry Christmas
and Happy New Year*
From our team to yours!



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