

# The **PARTNERSHIP**

AUGUST 2020

GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 100 NO. 8





## Events Move Forward

by Della Schmidt

Most folks have experienced disappointment to one degree or another as communities and event organizers have been forced to announce 2020 event cancellations due to COVID-19. While placing safety and wellness as the top priority, the Greater Burlington Partnership has also been determined to find creative ways to keep Partnership events moving forward. Everyone could use a little more “normal” in life right now!

Check out this edition of the Partnership Newsletter for more details about these upcoming opportunities:

- **FREE Movie Night at 5 & V** – Pile the kids in the car and head to downtown Burlington on Friday night, August 7. From the safety of a car or lawn chair enjoy *Incredibles 2* on the big screen. Thank you to the movie sponsors 34 Raceway and American Ordnance.
- **Farmers Market** – takes place every Thursday evening from 4:30 - 7 PM along Jefferson Street. Increased space between vendors has been implemented and masks and social distancing are encouraged. Thank you to August's market sponsor Connection Bank & Insurance.
- **Business After Hours** – Chamber members save the date for Business After Hours on Tuesday, August 11 hosted by Farm Bureau Financial Services - Tim Lundgren.
- **Chamber Golf Classic** – Outside in the fresh air, hours of guaranteed fun! Thursday, August 20, golfers and sponsors will enjoy a day of sunshine and socially-distanced camaraderie. Hurry – there are just a few sponsorship opportunities still available!
- **Downtown Exclusive Experience Packages** – Downtown Partners is offering exclusive, small gathering, socially distanced experiences as a Thank You for financial support of the 144 Envelopes Campaign. These Exclusive Experiences will take place in September and October. Don't miss out!

Some of the favorite events of the summer may have been lost, but the Greater Burlington Partnership is committed to safely delivering on 2020 programs, events and services to members and the community alike.

Be safe. Be smart. Be well. Do what can be done as we await the arrival of better days in 2021.



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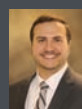
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# ON THE COVER

*Greater Burlington Leadership Class*

Year after year Greater Burlington Leadership continues to build upon its remarkable foundation as a program that allows emerging leaders to enhance their personal and professional skills while learning about the community and their peers. Since the 2011 - 2012 class, 129 individuals have graduated from this intensive program.

While the cover features the class of 2019-2020, Greater Burlington Leadership is a team effort. A volunteer committee develops programming and implements each session with care and expertise. Employers allow participants to take days away from the office. The community has embraced the group projects at a record level. For that, we say thank you.

*Pictured from left to right, top to bottom:*

*Sherry Higdon, 5 Star Community Credit Union; David Kroll, Burlington Riverfront Entertainment; Julie Laue, Guaranteed Clean; Kristy Wellman, Eye Specialists - Great River Medical Center; Sheyenne Phillips, Burlington Community School District; Crystal DeLap, Two Rivers Bank & Trust; Kara Houston, BANK; Jade Sorensen, American Ordnance; Rachel Albrecht, Community Action of Southeast Iowa; Kaci Waddle, CNH Industrial America LLC; Courtney Johnson, Martini's Grille; Sheena Abbott, Great River Health System*



## AND THE SMALL BUSINESS OF THE YEAR GOES TO BURLINGTON VINTAGE & CO.

The 2020 Small Business of the Year is the perfect example, and is the definition of Small Business, with a staff of one. In the past year, this small business has seen growth in sales, retail floor space and online presence with their own merchandise plus 30 artisans' handmade goods. Pre-COVID, sales were up 50% over the last six months.

In the past year, Burlington Vintage & Company has introduced the Wise Owl Paint line which includes a large array of furniture painting products. They have seen customers from an hour radius travel to the shop just for the paints. They have also greatly expanded their product offerings to have not just locally handmade goods, but handmade goods from every corner of America. Congratulations to Chelsea Stevens and Burlington Vintage & Company!



## Jefferson St Farmers Market

Every Thursday 4:30 - 7 PM

The region's best farmers market takes place every Thursday from 4:30 - 7 PM on Jefferson St

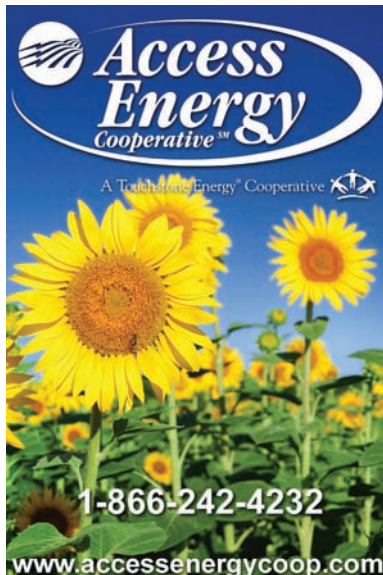
For information about weekly market activities, visit Jefferson St Farmers Market on Facebook or call Downtown Partners, Inc.

A special thank you to the August Market Sponsor:

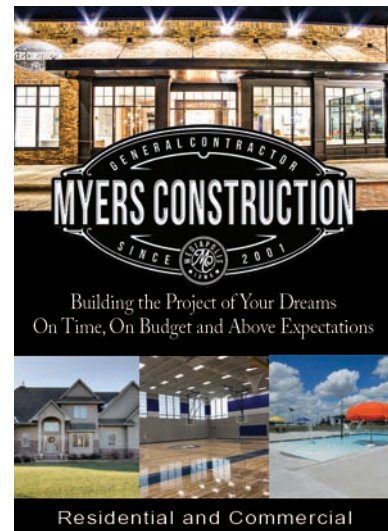


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# Chamber Golf Classic - August 20 @ 10 AM at the Burlington Golf Club

The clubs are coming out for the 21st Annual Chamber Golf Classic.

Golfers and sponsors alike are excited for this year's event!

Play for the day will be a four-person, best shot tourney.

Come to the Burlington Golf Club a little early  
to take advantage of the driving range.

*For additional information, contact Emily Pattee.*

## GOLF CLASSIC SAFETY PROTOCOLS:

- Safety for everyone is the top priority
- Online check-in and complete all fee arrangements in advance
- Golf teams will assemble at assigned golf carts
- Contactless games and activities at each hole
- Individual boxed lunches
- Please practice social distancing

## Thank you to the 2020 sponsors:

**Golf Towel:** Casebine Community Credit Union | **Eagle:** Two Rivers Bank & Trust

**Cart Sponsor:** Iowa Land & Home Specialists | **Cash Cart Sponsor:** Southeastern Community College

**Birdie:** ABC Fire Extinguisher Inc., Afinitas, Aspelmeier, Fisch, Power, Engberg & Helling, P.L.C.;

Big River Resources, LLC; Great River Health System; Great Western Bank; Menke & Company;

Merit Construction; MidWestOne Bank; Rick Buller Financial Services (Berthel Fisher); Silgan Containers;

Southeast Iowa Regional Planning Commission; Summer Street Animal Clinic; U.S. Bank, N.A.

**Hole:** Carl A. Nelson & Company; Century 21 Property Professionals; CPA Associates, P.C.; F&M Bank; L.J. Roth Restoration Service; Pilot Grove Savings Bank; QPS Employment Group; Servpro of Burlington; Sunnybrook Assisted Living; Team Staffing Solutions, Inc.; Titan Broadcasting

## PRESENTED BY:



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**FARM BUREAU FINANCIAL SERVICES - Tim Lundgren**  
 1734 N Roosevelt Ave Ste 116, Burlington  
**August 11, 5 - 7 PM**

COME OVER WITH YOUR CO-WORKERS TO BUILD YOUR NETWORK  
 AT BUSINESS AFTER HOURS AND GROW YOUR BUSINESS!

**Nominate a Manufacturer**

Help honor Des Moines County manufacturers with the 2020 Manufacturer of the Year Award. Nominations are being accepted at [GreaterBurlington.com](http://GreaterBurlington.com) through September 7. This year's Manufacturer Appreciation Luncheon will be held on October 2 at the PZAZZ! Convention & Event Center.



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# Welcome Center has reopened with new products

The Port of Burlington Welcome Center has reopened! Stop down to check out the new products available in-store, including Lindon Wines! Ordering online for curbside pick-up or shipping in the U.S. is still available as well as customized brochure packets. Give the team a call at 319-752-8731 to make arrangements.

## Visit the Welcome Center

Thursday – Monday (closed Tuesday & Wednesday), 10 AM - 4 PM  
Or online [GreaterBurlington.com/ShopWC](http://GreaterBurlington.com/ShopWC).

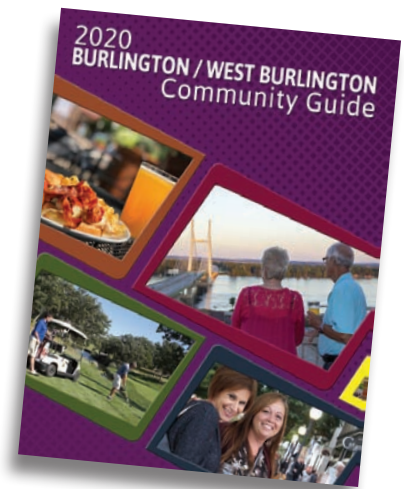


## 2021 Community Events Needed

Now is the time to submit your events to be included in the 2021 Burlington/West Burlington Community Guide. Be sure to include the event date, time, location, contact information, and a brief description. The submission form can be found at [GreaterBurlington.com](http://GreaterBurlington.com) and is due by August 30.

Use this free marketing opportunity to promote your community event! The 30,000 guides are distributed all across the United States, and many other countries, too. You never know who might come to your event because they read about it in the guide!

**For more information, contact Chelsea Lerud.**



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[www.sgconstructco.com](http://www.sgconstructco.com)

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## DPI's Priorities & COVID-19 Statement

Over the past few months, COVID-19 has impacted the community in many ways that could never be imagined. This includes downtown small businesses and their employees; Downtown Partners' neighbors and friends. The Downtown Partners, Inc. Board of Directors would like the community to know DPI is here to help downtown constituents navigate these tough times and will be focusing on the following items in the months ahead:

### **Listening to Business Needs**

DPI will be sure to provide a regular check-in with downtown businesses to ensure owners and employee concerns are heard. DPI wants to listen to the needs of the downtown community to gather multiple points of view for how to move through the pandemic and solve issues that downtown is facing together.

### **Being a Resource**

DPI wants to be a strong partner in developing strategies to safely return business to a new normal by providing resources. This may come in the form of notification of funding opportunities, hosting in speakers on current topics, assisting in transition to digital sales, such as "Shop Where I Live", or providing materials, such as safety messaging throughout downtown. The team will provide a number of resources to assist businesses through this pandemic.

### **Promotion of Events, Business, and all Downtown Benefits**

DPI will do everything possible to promote all aspects of downtown Burlington, so that the community doesn't forget about all of the great local things offered. This includes promoting events or innovative/creative ways to provide safe alternatives to an event. Some alternatives might include highlighting individual downtown businesses, providing updates on new projects, and showcasing all of the other amazing things about downtown.

### **Re-emphasize the 4 Point Main Street Approach**

As a Main Street Iowa Community, DPI must abide by the Main Street Approach which focuses on economic vitality, design, organization, and promotion. The team will take this time to revisit and re-emphasize the 4 Points of the Main Street approach with the Board of Directors, each of the committees, and downtown businesses to create a path for the future. This plan will help to create an atmosphere of partnership and collaboration with all of the downtown partners to ensure the downtown community comes out of this pandemic stronger than before.

# Downtown Partners, Inc., 144 Envelopes



Making an investment in Downtown Burlington has never been easier! The Annual 144 Envelopes Campaign has begun, with a fun new twist. Downtown Partners' Board of Directors members are "selling" 144 Envelopes to solicit contributions corresponding to a dollar amount on an envelope, from \$1 to \$144. The unique fundraising campaign encourages individuals and businesses to invest in the downtown Burlington Main Street Program. This enables Downtown Partners, Inc. to continue its work facilitating building and business improvements, presenting special events, and beautifying and marketing the city center.

As a thank you for all donors and their guest, those who purchase envelopes can select an Exclusive Experience from a variety of packages. Each Exclusive Experience will be limited capacity, on a first reserved basis. Many of the packages offer outdoor, social distancing environments. Envelopes may be purchased directly from the Greater Burlington Partnership / Downtown Partners, Inc. office by phoning 319-752-6365 or by contacting one of the DPI Board Members.

## Downtown Partners, Inc. Board of Directors

Laura Beckman	Jim Ferneau	Della Schmidt
Megan Bell	Zach James	Stephanie Brakeville
Jon Billups	Jerry Johnson	Vanessa Watson
Tom Burch	Julie Lehman	Suann Wells
Janine Clover	Ryan Nagrocki	

Downtown Partners, a Main Street Iowa program, is a division of the Greater Burlington Partnership. The mission of Downtown Partners is to preserve and revitalize downtown Burlington by enhancing its economy, infrastructure, and historical and cultural features

## 2020 Exclusive Experiences

Each envelope purchased grants you access to one exclusive experience for you and a guest.

- **Classic Movie Night at the Capitol Theater** – 18 people per event – Friday - Saturday, September 18 & 19 at 7 PM, Classic Movie – *Casablanca*  
*Experience Includes: movie, popcorn, and soda/beer/wine*
- **Mississippi River Cruise** – 12 people – Saturday, September 26 at 4 PM & 7 PM  
*Experience Includes: 1.5-hour pontoon ride, with narration of historic elements of downtown, wine and snacks*
- **Historic Downtown Church Tour** – 12 each tour, 3 tours available – Sunday, September 27 at 3 PM, 3:30 PM and 4 PM  
*Experience Includes: tour the beautiful and historic downtown churches*
- **An Intimate Evening of Country Tunes** – 12 people – Tuesday, September 29 at 7 PM  
*Experience Includes: a private one-hour performance by David Kroll at Corked 101 – includes wine and charcuterie*
- **Private Painting Party @ Art Center of Burlington** – 12 people – October 9 at 7 PM  
*Experience Includes: step-by-step painting experience with wine and snacks*
- **Cocktail Class at Good Restaurant + Lounge** – 12 people – Date Pending  
*Experience Includes: charcuterie and wine while taking part in a Cocktail Class hosted on Good's outdoor patio*
- **McConnell Lofts** – 12 people – Date Pending  
*Experience Includes: behind the scenes tour of the unique condos in the historic building, capped with wine, hors d'oeuvres and dessert on the rooftop.*
- **Smooth Live Jazz @ Des Moines County Historical Society** – 12 people – Date Pending  
*Experience Includes: private jazz performance in the "Fly Me to The Moon" Bart Howard Lounge, with wine and snacks*

The list of experiences is current as of 07/22/2020. Please check [GreaterBurlington.com](http://GreaterBurlington.com) to confirm dates and for a complete list of all available experiences.

## Main Street Challenge Grant for Downtown

Downtown Partners is seeking project proposals for the 2020 Main Street Challenge Grant, funded through the Iowa Economic Development Authority. Each of the state's Main Street organizations can apply on behalf of one bricks and mortar project. The maximum grant award is \$75,000 with a minimum 1:1 cash match required. The project must be located in the downtown district, and work already begun is not eligible for funding.

"We've been fortunate to receive Main Street Challenge Grants for the past three years to assist a variety of building projects," said Downtown Partners Economic Vitality Committee Chair Julie Lehman. "There is a lot of competition for this money, and we're not guaranteed funding. A strong project proposal will benefit both the property and the downtown – for instance, creating a commercial space, adding housing, or restoring a significant façade."

For application information, go to [GreaterBurlington.com/downtown/downtown-development/building-assistance](http://GreaterBurlington.com/downtown/downtown-development/building-assistance).

**The project summary deadline is Monday, August 3.**



**COMMUNITY  
FOUNDATION  
OF DES MOINES COUNTY**

## CHOOSE YOUR PASSION

The Community Foundation of Des Moines County 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.

**CFDMC.org**



## TEACHERS Appreciation Reception *August 26, 4 - 5:30 PM*

Celebrate the kick off to a new year and honor educators with the Teachers Appreciation Reception. All Des Moines County educators are invited and encouraged to attend. Watch your inbox for more information.



Looking for a fun way to spend a summer evening with friends and family? Then head down to the updated 5 & V experience – downtown Burlington’s outdoor theater! There’s no admission for the event, though donations are accepted. The movie will start at dusk. Follow Downtown Burlington on Facebook for updates and safety protocol.

### MOVIE SPONSORS



**34 Raceway & American Ordnance  
Friday, August 7 - *Incredibles 2***

## A Look Back

### June YP 505 Social/Cookout, Hunt Woods

The Young Professional got some fresh air, grilled out, roasted marshmallows and saw familiar faces at the June cookout. Thank you to Fareway Food Stores for helping sponsor this event.

### July SNAFF YP Lunch & Learn, Capitol Theater

The Snake Alley Festival of Film showcases the best short films from around the world. YP's were granted the opportunity to get a sneak peek at some of those wonderful films. Thank you to Julie Andrews Allstate Agency for sponsoring this event.



## YP 505 Cookout

August 12 @ 5:05 PM  
Starr's Cave Nature Center & Preserve

## YP 505 Social

August 27 @ 5:05 PM, Wake N Bake Patio

Enjoy live music on the patio!  
Sponsored by Wake N Bake Breakfast Co.



## YP of the Month Jessica Gerling

Employer: City of Burlington  
Hometown: Burlington  
YP Member: 1 year

**Why did you join YP?** I joined YP to meet new people and learn more about how to give back to our community.

**Which community organizations do you volunteer for?** Bridges Out of Poverty, Lend a Paw Pantry, and help coordinate the Great River Bridge Race, Earth Day and City Day.

**What do you enjoy most about the area?** I was born and raised in Burlington and am now raising two kids here with my husband. Burlington has had something to offer for every stage of our lives and we now love getting to share that with our kids!

**Unique about me:** I enjoy woodworking as a hobby and make furniture and outdoor items under "Waterwheel Builders". I have always enjoyed creating, but the more I learn and work on things, the more I love it. I've made close to 60 Adirondack chairs to date and finally made the first set for ourselves about a month ago!

Follow the Greater Burlington YP Facebook group page for event updates.  
Questions? Email [youngprofessionals@greaterburlington.com](mailto:youngprofessionals@greaterburlington.com)

2020 Gold Sponsor: CNH Industrial

### Thinking of joining YP?

Email [youngprofessionals@greaterburlington.com](mailto:youngprofessionals@greaterburlington.com) for more information.



1 - 4 – Des Moines County Fair  
Des Moines County Fairgrounds  
DesMoinesCountyFair.com

1 – Weekly Dirt Track Racing  
34 Raceway, 5 - 10 PM  
34Raceway.com

6 – Jefferson St Farmers Market  
Downtown Burlington  
4:30 - 7 PM  
GreaterBurlington.com

7 – 5&V Outdoor Cinema – *Incredibles 2*  
5th & Valley Streets  
7:30 - 10:30 PM  
GreaterBurlington.com

8 – DMCC Summer Celebration  
Starr's Cave Park & Preserve  
11 AM - 4 PM  
DMCCConservation.com

8 – High 5 for Kids Night  
34 Raceway, 5 - 10 PM  
34Raceway.com

11 – Business After Hours  
Farm Bureau Financial Services  
Tim Lundgren, 5 PM  
GreaterBurlington.com

12 – Young Professionals 5:05 Cookout  
Starr's Cave Nature Center & Preserve  
1 - 4 PM  
GreaterBurlington.com

13 – Jefferson St Farmers Market  
Downtown Burlington  
4:30 - 7 PM  
GreaterBurlington.com

15 – Paddle in the Park  
Big Hollow Kayak Launch  
9 AM - 12 PM  
DMCCConservation.com

15 – Southeast IA Pagen Fest  
Dankwardt Park  
10 AM - 5 PM  
Facebook.com/events/1002714300131060

20 – Jefferson St Farmers Market  
Downtown Burlington  
4:30 - 7 PM  
GreaterBurlington.com

22 – Weekly Dirt Track Racing  
34 Raceway, 5 - 10 PM  
34Raceway.com

26 – Teacher Appreciation Reception  
4 - 5:30 PM  
GreaterBurlington.com

27 – Jefferson St Farmers Market  
Downtown Burlington  
4:30 - 7 PM  
GreaterBurlington.com

27 – Young Professionals 5:05 Social  
Wake N Bake Patio  
5:05 PM  
GreaterBurlington.com

27 – Comedian Matt Bellasai  
PZAZZ! Convention & Event Center  
7:30 - 9 PM  
Tickets.ThePzazz.com

29 – Record Store Day  
Weird Harold's Records  
9:30 AM - 5 PM  
Facebook.com/weirdharolds

29 – Weekly Dirt Track Racing  
34 Raceway, 5 - 10 PM  
34Raceway.com

# SAVE the DATE

## SEPTEMBER

3, 10, 17, & 24 – Jefferson St  
Farmers Market  
Jefferson St  
4:30 PM

10 – Young Professionals Leadership  
Conference  
PZAZZ! Convention & Event Center  
1 PM

16 – State of the Economy Luncheon  
G. G. Conn Pavilion at Spirit Hollow  
11:30 AM - 1 PM

## OCTOBER

9 – Manufacturer Appreciation  
Luncheon  
PZAZZ! Convention & Event Center  
11 AM

15 – Business After Hours  
Two Rivers Financial Group  
5 PM

23 – Greater Burlington Leadership  
Alumni Professional  
Development Seminar  
1 - 6 PM

23 – Witches Night Out  
Downtown Burlington  
5 - 8 PM

30 – Downtown Trick or Treat  
Downtown Burlington  
4 - 6 PM

Port of Burlington  
Welcome Center

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## REFER A BUSINESS

Contact Cindy Henry

## The Chamber of Commerce – Doing the things other people think just happen!

Those “invisible” things that are vital to a healthy community really don’t just happen. Supporting the Chamber of Commerce through membership means supporting the only organization in the entire Greater Burlington area that monitors government affairs on a local, state, and national level. The Chamber advocates for the issues that affect Southeast Iowa businesses and the local economy. The Chamber also promotes shopping local on a variety of platforms and through various initiatives to stimulate spending local. A business-friendly, healthy economy brings more customers to your doors! Chamber of Commerce membership also provides benefits like referrals for your business, educational, professional and training opportunities, marketing and visibility, one-on-one assistance, networking opportunities and keeps you “in the know”.

The Chamber is focused on continuing to serve Greater Burlington and provide business benefits to members. Maintaining your membership and encouraging others to join, helps things “just happen” that wouldn’t otherwise.

# WELCOME 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!

## Primerica - Lamar Barron

Burlington, 319-671-1027, [primerica.com](http://primerica.com)

Lamar Barron, District Leader, [lamarbarron2115@gmail.com](mailto:lamarbarron2115@gmail.com)

The mission is to help families become financially independent, properly protected and debt-free through a variety of financial and investment products and programs.

## Celebrating BUSINESS SUCCESSES



### FARMERS & MERCHANTS BANK & TRUST – SHOE SHINE STAND

F&M Bank celebrated 30 years and the remodel of Jesse's Shoe Shine Stand

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319-753-6580

## ITC Midwest Continues to Support Greater Burlington with Disaster Relief Funding

After collaborating with the Chamber of Commerce earlier in the pandemic to identify local organizations providing food pantries, ITC Midwest reached out again to identify organizations providing mental health and substance abuse services in the area for a second round of giving.

“ITC Midwest has always taken an active role in the communities we serve by offering support beyond providing reliable energy,” said ITC Midwest President Dusky Terry. “During this extraordinary time, there are tremendous humanitarian needs across the Midwest. For our second round of contributions, we felt it was important to support organizations that are focused on improving the mental health and well-being of people throughout our region.” While nearly one in five U.S. adults will experience mental illness during their lifetime, many people are currently facing unique challenges that are impacting their mental health.”



As a result of this round of giving two local organizations received donations. Optimae Life Services and ADDS (Alcohol & Dependency Services of SE Iowa) received funding to help them continue their efforts to help our friends and neighbors suffering from substance abuse and mental health issues. Thank you, ITC Midwest, for supporting other Chamber members working for the health and well-being of our community!

ITC Midwest operates nearly 6,700 circuit miles of electrical transmission lines in Iowa, Minnesota, Illinois and Missouri, and holds utility status in Wisconsin. ITC Midwest is headquartered in Cedar Rapids, Iowa, and maintains regional operating facilities in Dubuque, Iowa City and Perry, Iowa; and Albert Lea and Lakefield, Minnesota.

## Car Show and Shine Presented by Detailing Solutions, LLC

Join Detailing Solutions on September 5 from 10 AM to 3 PM for the 1st Annual Car Show and Shine. It is sure to be a fun filled day at Westland Mall.

For more information on the event, call Matt or Travis at 319-209-2002, or visit their website: [DetailingSolutions.net](http://DetailingSolutions.net).

To submit member information, contact Brenda Levitt

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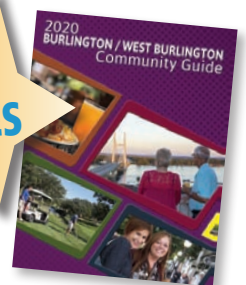
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Greater BURLINGTON Partnership

## BACK TO SCHOOL

by Kay Weiss

Following the end of World War II, Chamber of Commerce members learned of a program begun in Michigan that fostered greater communication between business people and teachers. Believing that it would benefit the community as it had in 50 other cities, H. A. Parmalee, secretary of the Burlington Chamber of Commerce, and Ray H. Bracewell, Superintendent of Schools, cooperated to plan for the first B-E (Business-Education) Day in February, 1951.

The stated purpose of the day in Burlington was to “increase teachers’ understanding of America’s economic system – how it functions and how they contribute to and depend upon its expanding productivity” by giving teachers tours of local businesses in the afternoon and honoring them at a dinner at Hotel Burlington in the evening. 230 teachers and administrators were guests of thirty-three local firms in that first year. The educators had the opportunity to get first-hand looks at Burlington work sites and to exchange views about policies, methods, and problems.

The program continued for a decade or so in order that teachers might “study the part that Burlington’s industries and offices take in establishing the American way of life.” It appears that B-E Days came to an end after it was discovered that some of the teachers “played hooky” and took unauthorized afternoons off instead of going to the businesses that were expecting their visits in 1963.

Beginning in 1997, a “Back to School” reception for all area teachers was created to introduce school personnel (those returning to their classrooms as well as those new to the districts) to the variety of community resources available to support their efforts in the classrooms. Themed booths by community service providers and food and drink contribute to the festive atmosphere.

As early as 1930 members of the Chamber of Commerce realized the value of providing informational materials to teachers for use in their classrooms. C. W. Bond, then secretary of the Chamber of Commerce, prepared a “history” of Burlington which included a list of “factories, parks, businesses, etc. to be distributed among Iowa schools.” 5,000 copies of this booklet were distributed to sixth graders in the area. Two years later, sixth graders were invited to enter an essay contest, sponsored by the Women’s Bureau; the topic, “Why we should use Burlington made products.”

During World War II students were actively discouraged from “congesting the downtown” after school, a rather short-sighted attitude that resulted years later in young families’ lack of interest in the downtown and its businesses. Today’s businesses are again actively seeking to build good memories and emotional ties to the downtown for young people through targeted events and learning experiences.





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# GREATER BURLINGTON YOUNG PROFESSIONALS



KEYNOTE SPEAKER  
**Randy Wehofer**  
*Voice of the Iowa Cubs*

## 2020 YP Conference

### PZAZZ! Convention & Event Center

#### Thursday, September 10, 1 - 4 PM

The Greater Burlington Young Professionals will host the 5th Annual YP Leadership Conference. Spend the afternoon with fellow YPs to focus on leadership topics that will help you grow professionally.

\$35 Members, \$45 Non YP Members

**Register by September 6  
 to secure your spot!**

**Register at:**  
[GreaterBurlington.com/YPConference](http://GreaterBurlington.com/YPConference)

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