

*The*  
**PARTNERSHIP**

SEPTMBER 2020  
GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 100 NO. 9



**FUNDING POSITIVE CHANGE  
IN OUR COMMUNITY**



**Transform the Talent Pipeline**

**Facilitate Job Growth & Capital Investment**

**Community Enhancement**

**Visitor Attraction**

**Downtown Redevelopment**





## NEW TOOLBOX

by Della Schmidt

The Greater Burlington Partnership is like a toolbox. The programs, initiatives and events of the Partnership are all designed to be tools that meet the needs of the community and businesses.

COVID-19 has had impacts on virtually everything and the organization has been adjusting accordingly. Many of the business-as-usual programs and events have been paused and the focus changed towards building new tools for members and the community. Initially the emphasis was on meeting immediate and short-term needs for resources and information in the midst of the shutdown, followed by the business Reopening Tool Kit and revamping of programs and events on the fly to assure safety and compliance with COVID-19 protocols. Now, the Partnership is poised to take a longer view on meeting the needs of business recovery in the midst of the ongoing pandemic. The priorities at the Greater Burlington Partnership have not changed, but the tools in the toolbox must.

For example, skilled workforce remains a significant need for area employers. Much of the Partnership emerging workforce development initiatives (tools in the toolbox) are dependent on access to students – access that is no longer available for the foreseeable future. But workforce development remains a top priority, so new tools are needed. Networking and training programs have been the cornerstone of Chamber membership benefits for decades, but due to the pandemic those offerings have almost been eradicated. A new toolbox is needed with benefits that meet the present needs of Chamber members. Small retail establishments from downtown and throughout the community are still reeling from the impacts of the shutdown. Consumers are shopping in dramatically different ways. Rather than trying to figure out how to simply put a new spin on a retail promotion, the focus has now shifted to what new tools need to be put in place to help these small businesses survive and recover during the months ahead.

Planning is underway to identify and implement these new tools across the Partnership divisions as quickly as possible. The old tools will still be there, and when the time is right, they will be picked back up and polished to put right back to work. In the meantime, keep an eye out for new announcements regarding some exciting new tools in the Greater Burlington Partnership toolbox.

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Represents a Partnering for the Future III Initiative.

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# The PARTNERSHIP



**FUNDING POSITIVE CHANGE  
IN OUR COMMUNITY**



## ON THE COVER

*Partnering for the Future III*

Partnering for The Future III is the Greater Burlington Partnership's five year plan to address challenges and opportunities facing Greater Burlington with well-conceived strategies and clear metrics. Initiatives in PFFIII include Transforming the Talent Pipeline, Economic Development, Community Enhancement, and Visitor Attraction. Each initiative is geared toward tackling a different aspect of our community while working to ensure Greater Burlington is a growing regional center of commerce, industry, education, health care, entertainment and culture.

In the following month, the Greater Burlington Partnership will be releasing an update on Partnering for the Future III. This update will highlight initiatives on what is being planned, what is in progress, and what has been accomplished. This update will be sent to all Partnering for the Future III investors.

To learn more about Partnering for the Future III and its initiatives visit [GreaterBurlington.com/PFF3](http://GreaterBurlington.com/PFF3).

# Greater Burlington RESTAURANT WEEK SEPT. 17-27 2020

Sponsored by Titan Broadcasting



The fourth annual Greater Burlington Restaurant Week will be held September 17-27, organized by Titan Broadcasting, The New Mix 107.3 KGRS and 101.7 The Bull KBKB and sponsored by the Greater Burlington Partnership.

During Restaurant Week area residents are encouraged to support local restaurants and dine out or pick up takeout daily at one of the participating restaurants while helping vote for the best places to eat in Greater Burlington.

Diners will enjoy \$8 lunch options and \$15 dinner options in addition to some specialty desserts and drinks. Many area restaurants are planning limited time offerings created especially for restaurant week, whereas others are offering existing favorites at discounted pricing.

This year, in light of COVID-19, a Takeout Option has been added to allow residents the ability to support local businesses while still participating in the contest.

After eating or picking up takeout at a participating restaurant, diners are invited to log on to [GreaterBurlingtonRestaurantWeek.com](http://GreaterBurlingtonRestaurantWeek.com) to vote for their favorites. Once a diner votes, they will be entered to win a prize package containing a \$25 gift certificate to every participating restaurant.

Participating restaurants are competing to win Best Pork Dish, Best Beef Dish, Best Value, Best Service, Best Beverage, Best Date Night Location, Best Takeout Option, and Most Super Restaurant.

As a benefit of membership, participating Chamber of Commerce members will have specialty menus produced and printed by the Greater Burlington Partnership. In addition, winning restaurants will receive an enhanced listing in the 2021 Community Guide showcasing the business as a Restaurant Week winner and a custom wall plaque.

For a complete list of participating locations and restaurant week menus, visit [GreaterBurlingtonRestaurantWeek.com](http://GreaterBurlingtonRestaurantWeek.com).

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# ADVERTISING

## GREATER BURLINGTON COMMUNITY GUIDE

Advertise in the #1 publication promoting Greater Burlington (Des Moines County). The 80-page full color magazine is used by visitors and residents alike to explore the area. The publication is the first resource new residents look for upon moving to the area.

Around 30,000 copies are printed each year and distributed all around the world as well as over 3,500 unique views of the online digital guide. Videos can also be embedded into the digital guide where each one is viewed over 100 unique times. The Community Guide is hosted on GreaterBurlington.com, which experiences over 40,000 annual visitors viewing over 150,000 pages.

### Value Adds:

- Photo selection priority given to Community Guide advertisers
- Advertisers for sixth page or larger also receives post on Visit Burlington Iowa social channels (Facebook, Twitter, Instagram)
- Full Page and Back Cover advertisers also receive Display Case of the Month at Welcome Center

**Contracts must be secured by October 9 to guarantee space. Contact Cindy Henry.**

## PORT OF BURLINGTON WELCOME CENTER

**DISPLAY OF THE MONTH** Promote your business in the premier display case at the Port of Burlington Welcome Center. Help staff and volunteers provide suggestions of places for the 1,000+ monthly visitors to experience while in the area.

**VIDEO ADS** The Welcome Center showcases a number of videos throughout the day to highlight attractions and things to do around Greater Burlington. Add your own 30-second or 60-second video to the mix to showcase your business to the guests coming through each month.

**MONTHLY NEWSLETTER** The premier communication tool of the Greater Burlington Partnership, *The Partnership* monthly newsletter is distributed to over 2,500 business contacts. The newsletter is a 16 page full color magazine featuring news, Partnership event listings, community events, member information and new member features.

**MEMBER VIDEO SPOTLIGHT** Tell your customers, neighbors and friends about your business with a video! The Greater Burlington Partnership will work with you to shoot, edit, and publish a 60-second video showcasing the work of your company and employees in the community.



Advertise your business in the 2021 Community Guide and The Partnership 2021 monthly newsletter. Printed copies of the premiere guide for Southeast Iowa are mailed to visitors from around the world, distributed at the Port of Burlington Welcome Center, area hotels, regional Welcome Centers, and welcome new residents and new employees in Relocation Packets. You've probably seen guides in any number of Chamber member business offices or lobbies. The online edition is viewed by thousands of people and your business video can be embedded with your ad.

Newsletter ads are available for 12, 6, 3 or 1 month runs. Provide your own or have our GBP Graphic Designer create your ad. Choose the size that best fits your business's marketing plan. As a Chamber of Commerce member, advertising through the Greater Burlington Partnership outlets gives great bang for your advertising buck!

**Contact Cindy Henry to secure your advertising benefits.**



## Meet the New Downtown Partners, Inc. Executive Director

Amy Moyner has accepted the position of Executive Director Downtown Partners, Inc. Amy began her role on August 24.

Amy brings to the position significant experience in communication, public relations and management with emphasis on retail, marketing, sales and training.

Amy grew up in Burlington, graduated from Burlington High School, earned her A.A. from SCC and her B.A. from the University of Iowa. Amy's credentials include Project Management Professional, Six Sigma Greenbelt, Scrum Master and Agile for Business Analysis. She and her family have been living in the Chicago area for many years and are now in the process of moving back to Burlington.

In addition to her strong professional background and excellent references, Amy has an outgoing and energetic personality that will serve downtown Burlington constituents well.

## Downtown Partners, Inc. - 144 Envelopes

The DPI 144 Envelopes Fundraiser is still in full swing! If you haven't picked up your envelope yet be sure to purchase one online by visiting [GreaterBurlington.com/144Envelopes](http://GreaterBurlington.com/144Envelopes). You will also find a list of board members who have envelopes available.

When you purchase an envelope you not only help support downtown initiatives and events but you also gain access for you and a guest to an exclusive downtown experience FREE as a thank you!



### Thank you to the following donors for contributing to the Exclusive Experiences:

Art Center of Burlington  
Bluff Harbor Marina  
Burlington Capitol Theater  
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# Sip, Taste, & Take Home



The Convention & Visitors Bureau and Downtown Partners teams have come together on a new promotion. Sip, Taste, & Take Home, the Wine Down baskets complete with 2 stemless wine glasses, your choice of bottle of Lindon Wines, and a wine bottle opener/stopper. The baskets will be available for purchase at the Port of Burlington Welcome Center for \$25. A portion of each sale is donated back to Downtown Partners to assist with their mission. Since there will not be a Sip, Taste & Stroll downtown this fall, grab a basket to sip from your couch.

**Baskets will be available beginning August 29, during the Autumn Welcome, and available through September.**

**Purchase a basket at the Welcome Center**

Thursday – Monday (closed Tuesday & Wednesday), 10 AM - 4 PM

## State of the Economy Luncheon

October 2, 11:30 AM – 1 PM | PZAZZ! Convention & Event Center

Be a part of this event which rallies elected officials, industry leaders, and local entrepreneurs around a single topic: the local economy.

**This is an exclusive luncheon for Partnering for the Future III investors.**

RSVP by September 25 to Rachel Lindeen.

Platinum Sponsor: **F&M BANK & TRUST**

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*Appropriate health measures will be followed according to current guidelines at the time of the event.*

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## YP of the Month Alexander Sekowski

Employer: Prugh-Thielen Funeral Home  
Hometown: Burlington  
YP Member: 3 years

**Why did you join YP?** When I first moved here from the suburbs of Chicago, I saw YP as a great opportunity to make connections and friends with other people my age in the community.

**Which community organizations do you volunteer for?** I sing tenor with the Burlington Bel Canto Chorale, participating in the concerts as well as other seasonal caroling opportunities. I am also a member of the Des Moines County Historical Society and shoot for a Monday night dart league.

**What do you enjoy most about the area?** I most enjoy how genuinely kind the people of this community are. I also really enjoy all the events and seasonal activities that Burlington hosts, such as the wine walk in the spring and fall, and living windows in the winter.

**Unique about me:** Moving from a larger city to here at 1/3 of the population gives me a unique perspective and appreciation for all the little things that make Burlington great. The town I moved from does not host the community events that Burlington does, events that I have grown to love and look forward to each year.

For upcoming events follow the Greater Burlington YP Facebook group for updates. Questions?  
Email [youngprofessionals@greaterburlington.com](mailto:youngprofessionals@greaterburlington.com)

**Greater Burlington Young Professionals**  
a professional and social group for individuals  
between the ages of 21 - 40.

**2020 Gold Sponsor: CNH Industrial**

**Thinking of joining YP?**

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

# GREATER BURLINGTON YOUNG PROFESSIONALS

## Virtual Young Professionals Leadership Conference

**2020YP  
Conference  
September 10  
12:30 - 4 PM - VIA ZOOM**

Spend the afternoon with fellow YP's to focus on leadership topics that will help you grow professionally.

\$35 Members, \$45 Non YP Members

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



### KEYNOTE SPEAKER

**Randy Wehofer** - Vice President & Assistant General Manager of the Iowa Cubs

Randy will provide an inside look at working in Minor League Baseball and lessons learned on a unique career path from broadcasting to management.

### BREAKOUT SESSIONS



### Stephanie Kozlowski

Owner/Attorney at Kozlowski Law Group, LLC

Young Professional work/life balance and the value of having an attorney



### Ricci Dula

Scout Executive and CEO at Mississippi Valley Council, Boy Scouts of America

Professional perseverance and altering one's mindset for success





In the next 30 years, an estimated \$6.6 billion will leave Des Moines County through inheritance. That's over \$200 million a year that could be used to help grow our neighborhoods, towns and communities.

Now, it's unrealistic to believe all of that money could be kept in Des Moines County. But what if just the difference of 1% were to be donated to help fund progress? That's \$66 million or over \$2.1 million a year that could be used to revitalize neighborhoods and create positive growth. Without your help, none of this will be possible.

## Leave a Lasting Legacy

It's time to step up and help build a better community.

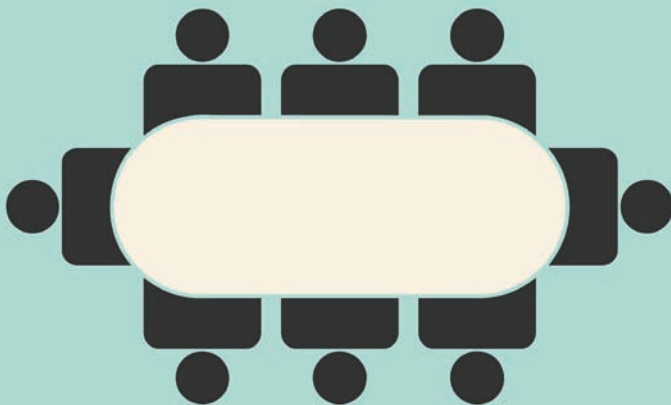
The Community Foundation of Des Moines County is a charitable foundation created by and for the citizens of Des Moines County. The Foundation is here to help donors make a positive, local impact through a variety of giving tools to aid people in achieving their charitable giving goals.

If you would like more information on how you could help build a better future, visit [CFDMC.org](http://CFDMC.org) or call 319-752-6365.

## PARTNERSHIP CALLING FOR BOARD OF DIRECTOR NOMINATIONS

The Boards of Directors for the Chamber of Commerce, Economic Development, and Downtown Partners are looking for candidates who are interested in establishing the direction and policies of the organization.

The nominating committees seek candidates with a variety of perspectives who will serve from January 1, 2021 to December 31, 2023. Interested individuals are encouraged to contact the Partnership for more information.



### THE GREATER BURLINGTON PARTNERSHIP IS COMMITTED...

to continue to help businesses, industries and organizations survive and recover from the financial hardships caused by the pandemic and return to work in a safe and sustainable way.

### A FEW WAYS THE TEAM CAN HELP...

- By staying up-to-date at both the state and federal levels and lobbying on your behalf for issues that affect your business, such as highways, broadband and finance. The Partnership can be the voice of the community.
- The Chamber of Commerce is consistently compiling and updating the latest business resources to keep you current during this time of rapidly changing information.
- Providing programs, including webinars and virtual events that put you in contact with the business community and the experts on topics important to business.
- Showcase your service or products through various avenues including the Member Spotlight section of the Partnership's monthly newsletter and Friday Facts weekly e-blast. Take advantage of the option to advertise in the monthly newsletter or one of many sponsorship opportunities.

**Please contact the team for information or assistance.**

# 2020 Chamber Golf Classic

*Thank you to the sponsors that made this event possible!*



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# September Events

## SAVE the DATE

To find the latest information on upcoming events in the Greater Burlington area visit [GreaterBurlington.com/Events](http://GreaterBurlington.com/Events).

3 – Jefferson Street Farmers Market  
Downtown Burlington  
4:30 - 7 PM  
[GreaterBurlington.com](http://GreaterBurlington.com)

10 – Jefferson Street Farmers Market  
Downtown Burlington  
4:30 - 7 PM  
[GreaterBurlington.com](http://GreaterBurlington.com)

17 – Shaun Johnson Big Band & Tonic Sol-Fa  
Memorial Auditorium Parking Lot  
7:30 PM  
[BurlCivicMusic.com](http://BurlCivicMusic.com)

5 – 34 Market & Craft Fair  
34 Raceway  
9 AM - 4 PM  
[Facebook.com/34Raceway](https://www.facebook.com/34Raceway)

12 – Southeast Iowa Wellness Fair  
Port of Burlington  
10 AM - 5 PM  
[Facebook.com/thebroomcloset2014](https://www.facebook.com/thebroomcloset2014)

18 – Cruise Night  
Jefferson St, Downtown Burlington  
5 - 9 PM

5 – Car Show & Shine  
Westland Mall  
10 AM - 3 PM  
[DetailingSolutions.net](http://DetailingSolutions.net)

17 - 27 – Greater Burlington Restaurant Week  
[GreaterBurlingtonRestaurantweek.com](http://GreaterBurlingtonRestaurantweek.com)

18 – Friday Fest at Heritage Days  
Memorial Auditorium Parking Lot  
5 PM  
[BurlingtonRiverfront.com](http://BurlingtonRiverfront.com)

5 – All About Monarch Butterflies  
Big Hollow Recreation Area  
11 AM - 2 PM  
[DMCConservation.com](http://DMCConservation.com)

16 - 19 – Burlington Heritage Days  
Memorial Auditorium Parking Lot  
[BurlingtonRiverfront.com](http://BurlingtonRiverfront.com)

26 – 360 Fall Haul  
34 Raceway, 5 PM  
[34Raceway.com](http://34Raceway.com)

5 – Weekly Dirt Track Racing  
34 Raceway  
5 PM  
[34Raceway.com](http://34Raceway.com)

16 – Burlington Lunchtime Chamber Music  
First United Methodist Church  
12:15 - 12:45 PM  
[Facebook.com/BurlingtonLunchtimeChamberMusicSeries](https://www.facebook.com/BurlingtonLunchtimeChamberMusicSeries)

26 – Eric Pettit Lion  
Wake N Bake Breakfast Company  
7 - 9 PM  
[WakenBakeBreakfast.com](http://WakenBakeBreakfast.com)

6 – The Truck War on 34  
34 Raceway  
5 PM  
[34Raceway.com](http://34Raceway.com)

17 – Jefferson Street Farmers Market  
Downtown Burlington  
4:30 - 7 PM  
[GreaterBurlington.com](http://GreaterBurlington.com)



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*Celebrating*  
**BUSINESS SUCCESSES**



**DENNIS HINKLE DRIVE**

The Ribbon Cutting honored former President & CEO of the Greater Burlington Partnership, Dennis Hinkle, for all his hard work in growing the business park and community. Hinkle Drive is located in the Flint Ridge Business Park.

**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!

**Cotillion Club**

**Burlington, 319-750-1655**

**Marilyn Carhoff, President, rcarhoff@mepotelco.net**

Originating in 1978, the Cotillion Club is a ballroom dance club. Dancers enjoy live music with groups from Iowa and Illinois at 6 dances per year. Contact the club for information on membership.

**De Luxe Aesthetics**

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**Kari Patterson, Owner, karideluxeceo@gmail.com**

This highly skilled certified team focuses on providing an exceptional experience. With a deep portfolio of personalized treatments designed to enhance your appearance, nourish your skin and relax your body to choose from, you will leave feeling rejuvenated, tranquil and healthy.



*For information on membership, contact Cindy Henry.*

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### IowaWORKS has exciting news

As of July 1, IowaWORKS is now located at Westland Mall (in the old Younkers Home Store). The mailing address is 550 S Gear Avenue Suite 35, West Burlington, IA 52655. At this time, IowaWORKS is only open for individuals to drop off paperwork; other business is being conducted via phone appointments. Customers are missed and the team is looking forward to the day when it is safe to return to in-person business. In the meantime, if you have questions about gaining or maintaining employment, please call IowaWORKS at the same phone number, 319-753-1671.

### 34 Market and Craft Fair - September 5

Homemade crafts, direct sales, farm-to-table and much more - there's something for everyone at the 34 Market & Craft Fair! For more information, follow 34 Raceway on Facebook.

### All About Monarch Butterflies

Bring the whole family September 5, 11 AM - 2 PM to take part in the program at Big Hollow Recreation Area. Learn all about the beautiful Monarch Butterfly and what you can do to promote a healthy habitat for this and other pollinators in Iowa. You will also have the opportunity to participate in citizen science by tagging Monarch butterflies. Registration is required - please call the Starr's Cave Nature Center at 319-753-5808 to learn more and to register for this free program!

### The Legacy Theater - The show will go on!

The Legacy Theater had hoped 2020 would be a celebration - a fifth season bringing live entertainment to the Tri-State Region. Instead, the team anxiously awaits the moment to re-open the doors and welcome the community back for great shows. The Legacy Theater is important to the area and the team is committed to re-opening. Just like all other businesses, the Theater still has ongoing expenses, despite the stage being dark. Please consider supporting the Legacy Theater (a 501c3 organization) to be able to open the doors for 2021. For more information on supporting the Legacy Theater during this unprecedented time, visit the Legacy Theater website at [TheLegacyTheater.com](http://TheLegacyTheater.com) or contact [info@thelegacytheater.com](mailto:info@thelegacytheater.com).

### Heritage Fest

Burlington Heritage Days presented by Menke & Company CPA September 16 - 19 on the beautiful Burlington Riverfront! Free admission and all ages welcome. Heritage Days brings a wide variety of entertainment. Don't miss the live music spanning several genres including The Spazmatics as well as the dog beauty pageant, wiener dog races, tailgating contest, and MORE! You can even fire a real live musket from the civil war. Follow Burlington Heritage Days on Facebook to learn about all of the details. Check out the band lineup below:

Sep 16: Hello Dave

Sep 17: The Devin Clemons Band

Sep 18: Leaving Abbey / Members Only

Sep 19: Eric Pettit Lion/Jera & the Absolut's / The Spazmatics

To submit member information, contact Brenda Levitt

## 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 September Market Sponsor:



## THE EMMY AWARD

by Kay Weiss

Fifty-five years ago in September, 1965, the Chamber of Commerce established a local Emmy award to be given “to the people who work long and faithfully on behalf of the community without ever receiving the recognition they deserve.” Mrs. Emily Schwarz Schach, the first recipient of the award, was recognized for many accomplishments including being one of the founders of the local branch of the Altrusa Club. She also served as the secretary and bookkeeper for the Burlington Baseball Association for several years in addition to working in the United Church of Christ women’s groups both locally and nationally.

William Gerdes was the second recipient of the Emmy in March, 1966. At the time of his award, Mr. Gerdes was the Vice-Chair of the Des Moines County Extension Council. His work on building ties between youth of the area and youth in Europe as well as taking an active role in the various departments of his church were cited in his award.

Another citizen recognized for his work on behalf of young people was Homer B. Hinesley. He received the Emmy in 1967 for his volunteer work with the Chamber’s “Youth Development Committee, the Hope Haven school project, and his leadership in the high school bond issue vote.” At the same dinner, Mr. Hinesley also received a second award for his work with the Youth Development Committee from the American Federation of Police, headquartered in Miami, Florida.

In 1975 Orville Kelly, founder of a cancer support group for veterans and author of *Make Today Count* was a recipient of the

Emmy. Zig Ziglar, a well-known salesman and motivational speaker from Texas, addressed Chamber of Commerce members who attended the dinner that year and lauded Mr. Kelly’s work. When Mr. Kelly succumbed to lymphocytic lymphoma in 1980, there were 250 chapters of *Make Today Count* headquartered in Burlington and located around the world.

Leo J. “Bud” Chapman, an executive at J. I. Case, and Samuel P. Fears, long-time head of the Chamber of Commerce’s Grain Inspection Service, were each honored with an Emmy in May, 1978. As a response to changing regulations, the Chamber of Commerce divested itself of this business in 1979.

Joe Schupp was 91 when he received his Emmy in 1987. Mr. Schupp was selected because of his years of service to the Burlington Planning and Zoning Commission, the Burlington Shippers Association, the Mercy Hospital Advisory Board, the Community Chest, and a number of fraternal organizations.

The Emmys were not always awarded to people who were little known. More prominent recipients recognized for “outstanding public service” included city council members, business owners, and bankers. However, each person honored with this award had made a unique contribution to the vitality of the community.





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# 2020 ELECTION FORUMS

## The Greater Burlington Partnership hosts General Election Candidate Forums

Chamber of Commerce members are invited to hear the hot topics from local candidates. All forums will be conducted virtually. Watch your inbox for an invitation link to participate.

- Des Moines County Sheriff Forum – September, 16 at 12 PM
- Des Moines County Supervisor – September, 17 at 12 PM
- State Senate District 44 – September, 23 at 12 PM

Presenting Sponsor:



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