



Dr. Ryan Veatch of Blink Vision by Veatch receives the key to the city and first dollar earned from Coralville Mayor Jim Fausett at a ribbon cutting hosted by Chamber Ambassadors last December.

## New businesses see opportunity in Corridor

BY ASHLEY KASPER  
Chamber Marketing &  
Communications Intern  
ashley-kasper@uiowa.edu

The first year in operation for any business is packed full of surprises, unexpected circumstances and lessons learned. It also requires a lot of hard work. Dr. Ryan Veatch of Blink Vision by Veatch said, "it is about wearing all the hats, even if they do not fit very well," referring to the challenges of launching a new business. New business also often means economic growth and increased communal wellbeing. Despite economic hardship in other parts of the country, business in the Corridor has been steady and economic growth is predicted. This month we congratulate four businesses on their one year anniversaries.

### Blink Vision by Veatch

Blink Vision by Veatch was established in July 2010 by father and son team Drs. Marlin and Ryan Veatch. Blink Vision offers a broad spectrum of eye care health services and strives to "give excellent patient care while staying involved in the community." Blink Vision is temporarily located in Coralville, but construction is underway for a new permanent office in North Liberty on the north east corner of Cherry Street and Highway 965. When

deciding which area to launch their business, Dr. Ryan Veatch said they chose North Liberty because it was "red hot for growth right now." With new businesses and residents moving in frequently, it made for a "solid atmosphere," he said.

### Theisen's of Coralville

Theisen's is a farm supply retail store offering everything from name brand clothing, footwear, hunting gear and pet supplies, to lawn and garden, tires and tools. Theisen's joined the Coralville community in October 2010 after researching the Coralville/Iowa City area for many years.

"We love this area and what the people stand for in the Corridor," said Julie Tujetsch, director of marketing. "The hard work ethic and family values of the Corridor population has made our store a perfect fit for the area."

Tujetsch said Theisen's biggest challenge has been figuring out how to get customers to the store on Highway 6 from I-80.

"We continue to hear from our customers how difficult it is to get to Highway 6 due to limited or no directionals in Coralville and Tiffin," said Tujetsch. "Engaging the state and city to assist in directing traffic has been our strongest hope for our

### FROM THE PRESIDENT

## Can't attend Chamber events?

BY NANCY QUELLHORST  
PRESIDENT & CEO  
[nancy@iowacityarea.com](mailto:nancy@iowacityarea.com)

Chamber members represent an extensive array of businesses, but for nearly all, time is a precious commodity. Small business owners are particularly challenged to extract themselves from the workplace to participate in Chamber activities. Fortunately, Chamber membership is not contingent on a member's ability to participate.



Quellhorst,  
President & CEO

### In This Edition ...

Connections to be made through member engagement ... page 2

Chamber's Expert Edge Seminar Series receives positive reviews ... page 3

Local reporters share 'secrets' to media coverage ... page 4

Windstar Lines transports people for 16 years ... page 5

Submit your news releases or story ideas for consideration to [kelly@iowacityarea.com](mailto:kelly@iowacityarea.com).

## Save These Dates

**September 8** - Iowa City City Council Candidate Forum, Chamber office, 7:30 a.m.

**September 14** - DIY PR Media Panel, part of the Expert Edge Seminar Series, Sheraton Iowa City Hotel, noon

**September 18** - North Liberty Fun Run/Walk, North Liberty, 9 a.m.

**September 29** - International Business Seminar: Export Fundamentals, Chamber office, 7:30 a.m.

**October 3** - Joint Roundtable, newly renovated Carver-Hawkeye Arena, Iowa City, noon

## A WORD FROM OUR CHAIR

# Member engagement provides ROI

BY PAT HEIDEN  
CHAIR OF THE CHAMBER  
BOARD OF DIRECTORS  
pheidens@oaknoll.com

Membership in the Iowa City Area Chamber of Commerce offers many advantages for businesses. Whether members are involved in Chamber activities and events or not, it continues to work for us and on our behalf. But, there absolutely is added value to us, as members, when we are engaged in the Chamber.

Consider becoming an Ambassador and having the opportunity to welcome new businesses and provide support to existing businesses. Enjoy a day out on the course by partaking in the Chamber Golf Classic. Demonstrate your commitment to local buying by participating in the Buy Here Business Fair. Make a connection with other young professionals by joining EPIC. Attend the legislative breakfasts and hear first hand from our legislators. Travel to foreign countries to learn about other cultures and business opportunities. Mingle with others at the monthly Business PMs.



Pat Heiden  
2011 Board Chair

These types of engagements provide many opportunities to network. It's a great way to renew old friendships, share about your business and make new connections, which sometimes result in mutual collaborations and partnerships. Indeed, not only are you supporting the Chamber and your community by being actively involved, it is the best return for your business.

Whatever the case, the connections made through this participation will absolutely benefit you, your business or organization. You will have lots of fun along the way.

Read "From the President" on page one to learn more about Chamber benefits that don't require your attendance.

## Get Involved

- Want to boost your involvement with the Chamber?
- Would you like us to orient your new employees to Chamber participation?
- Contact Amy Hospodarsky, director of member services, [amy@iowacityarea.com](mailto:amy@iowacityarea.com) or (319) 337-9637.

## EXPERT EDGE

SEMINAR SERIES

# Now Online!

Did you miss a previous seminar? Want your team to gain insight from a session held earlier this year? You can now view streaming videos of the Chamber's Expert Edge Seminar Series online. The following videos are currently available and more will be added monthly.

- \* How Much is My Business Worth? How Do I Extract that Value?
- \* After the Handshake: Take Networking to the Next Level
- \* Five Technology Solutions to Save You Time and Money

In partnership with member CD Technical, Inc.

Visit [www.iowacityarea.com](http://www.iowacityarea.com) to view Expert Edge videos.



New continued from page 1

Coralville store."

### BRL HR Consulting

BRL HR Consulting, located in Iowa City, provides customized consulting and outsourcing services in the areas of human resources, benefits administration, and payroll support services for small to midsize companies. BRL is a home based business owned and operated by Brenda LaMarche, a human resources consultant with 20 years of experience.

"Being a home based business, it's always a challenge to separate home from work," said LaMarche. "It's one of the biggest changes I've dealt with, but I am adjusting well."

While the day-to-day camaraderie among officemates is missed, LaMarche says working from home has made her more efficient and effective, and that much of her day is spent interacting with clients.

### Greenway Bioplastics

Greenway Bioplastics is a one-stop shop for eco-friendly tableware, packaging and cutlery products located in Iowa City. Greenway celebrated its one year anniversary this May. The owners have a passion for sustainability and hope to create a more sustainable environment in the community through their products and services. Can Dogan, a co-founder of Greenway, said that they chose the Iowa City area to launch their business because it was a "natural hub." Dogan graduated from the University of Iowa and has family in the

area. He added that Iowa City's proximity to Chicago was also ideal because business partner Aziz Boussarhane relocated from the Windy City to launch the business.

"The education level (in the Iowa City area) is higher than most cities when it comes to sustainability; people are more aware," said Dogan, noting the progressive nature and appeal of the Iowa City community.

Greenway products can be found at Fareway, Aero Rental, in the disposable foodware section of Hy-Vee and online at [www.greenwaybioplastics.com](http://www.greenwaybioplastics.com).

Please join the Iowa City Area Chamber in congratulating these four businesses on a successful first year of operation.

# SAVE THE DATE

## NORTH LIBERTY FUN RUN AND WALK 2011

SUNDAY, SEPTEMBER 18, 2011 • 9:00 AM

### JOIN THE CHAMBER

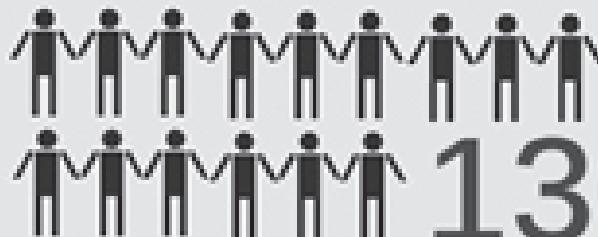
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- SAVE TIME
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IOWA CITY  
AREA CHAMBER  
OF COMMERCE

# Expert Edge Seminar Series

offers practical learning and best practice from experts within the Chamber membership



# 130

members attended

Jan.-July



*"Not only a great use of my very limited time, but also a very low cost compared to the benefit."*

-Shannon Murphy, Celebration Farm

*"The Iowa City Area Chamber has done an excellent job staying on top of the marketing needs of businesses. I'm very glad I didn't miss this one!"*

- Stacie Frede, Stuff Etc.

Streaming Expert Edge videos provide members access to knowledge even if they can't leave their business



99%

of attendees would recommend Expert Edge to a friend

Expert Edge reaches members not previously engaged with Chamber

Register for upcoming seminars at [www.iowacityarea.com](http://www.iowacityarea.com)

**Attend** continued from page 1

technology, marketing, finance, accounting, human resources and sales.

#### DIRECTORY REFERRALS:

Chamber staff and website refer an average of 450 potential customers per member each month.

**ADVOCACY:** The Chamber's registered lobbyist monitors activity at the local, state, and federal levels, challenging legislation and lobbying for favorable taxation changes and regulation.

**PUBLICITY:** New members receive a \$250 advertising credit in the Press-Citizen, providing valuable community exposure.

The Chamber offers advocacy, connections, and education, even if you can't leave your place of business. We welcome the opportunity to work together as we actively foster a business environment.

*\*Result of post-seminar surveys.*

## Let your voice be heard!



The Chamber's public policy advocacy efforts allow members' voices to be heard by local, state and federal elected officials.

One area of critical importance is local government. City council elections are coming up on November 8 and the Chamber will host member-exclusive city council candidate forums. The first forum will take place Thursday, September 8 at 7:30 a.m. at the Chamber office. Meet Iowa City City Council candidates, learn about their platforms, and present your questions.

The Chamber leverages its collective group of 1,000 member organizations to ensure you benefit from business-friendly policies. Join us to let your voice be heard.

## International Business Seminar: Export Fundamentals

**September 29**

**7:30 a.m.**

Patricia Cook,  
International Trade  
Specialist, U.S.  
Department of Commerce

Premier Sponsor



Breakfast Sponsor



- Time-saving tips for export screening and recordkeeping
- Steps to locate and qualify a distributor
- Free trade leads worldwide
- Learn about licenses and government requirements

Supporting Sponsor



**BANK OF THE WEST**

Afternoon Break Sponsor





Check out the latest ribbon cutting photos at [www.iowacityarea.com](http://www.iowacityarea.com).

## Corridor Radiology congratulates these Chamber members on their milestones!

### YOUR CHOICE WELLNESS & BAKERIS



Your Choice Wellness & Bakeris Family Chiropractic ribbon cutting, 2411 Coral Court, Suite 3, Coralville, August 2.

### Z WIRELESS



Z Wireless ribbon cutting, 23 Highway 1 West, Iowa City, August 3.

# DIY PR Media Panel



WEDNESDAY

## SEPTEMBER 14

Sheraton Iowa City Hotel  
Noon-1:30 p.m.

Cost is \$40 for Chamber members,  
\$60 for non-members

Register online at [www.iowacityarea.com](http://www.iowacityarea.com)  
or call (319) 337-9637.

If your public relations efforts have yet to result in media coverage, or if you don't think your business has a story to share, local media experts have news for you.



**Beth Malicki**  
KCRG



**John Kenyon**  
Corridor  
Business Journal



**Kate Wells**  
Iowa Public Radio



**Patrick Riepe**  
Press-Citizen

Presented by



## HOST OF THE MONTH

# Windstar Lines embraces local connection, roots in travel

SUBMITTED BY  
WINDSTAR LINES, INC.

Windstar Lines, Inc. is a family owned and operated business with deep roots in the tour and travel business. Windstar's local Cedar Rapids office serves the needs of Cedar Rapids and Iowa City residents and the surrounding communities with a fleet of 13 motorcoaches.

Based in Carroll, Iowa, Windstar operates a total of five locations including Cedar Rapids, Dubuque, Des Moines, and Lincoln, Nebraska.



Windstar Lines provides charter motorcoach service, parking lot and employee shuttles, and ground transportation and logistics management for conventions and meetings.

With a fleet of more than 50 deluxe 29, 47, and 56 passenger coaches, we have the vehicle requirements to fit most needs. We also operate sleeper coaches, and have one VIP corporate coach with leather couch seating. We operate for local as well as regional and nationwide transportation.

Windstar Lines regularly provides

service for university athletics department travel, semi professional sports teams, high schools and elementary schools, businesses of all shapes and sizes, civic organizations, bank travel clubs, tour operators, travel agencies, destination management companies, church groups, the military, the U.S. government, entertainers, airlines, resorts and casinos, and anyone else looking to get people from one place to another.

Windstar Lines is managed by three brothers; Jeff, Scott and Pat Gretzman. Jeff and Scott work from the corporate office in Carroll and Pat Gretzman is a Vice President with the company and oversees the Cedar Rapids operation. Pat moved from Carroll ten years ago and currently resides in North Liberty.

Windstar Lines core values focus on safety and service. It is these core values that have enabled Windstar Lines to thrive since its inception in 1995. Viewing maintenance

as an investment, hiring great people, and putting the customer's expectations first all make for a successful business model.

We are a growing company and are always looking for new customers. Please let us know how we can serve you. Contact us at (888) 494-6378 or visit [www.gowindstar.com](http://www.gowindstar.com).



### Windstar Lines, Inc.

- 9220 Wright Brothers Court  
Cedar Rapids, IA 52404
- (319) 366-0375
- [pat@gowindstar.com](mailto:pat@gowindstar.com)
- [www.gowindstar.com](http://www.gowindstar.com)

**BILLION of Iowa City**

**Business PM**

**Thursday - September 22nd, 2011 - 4:30pm to 6:30pm**

**Join Us for food, beverages, music and gifts**

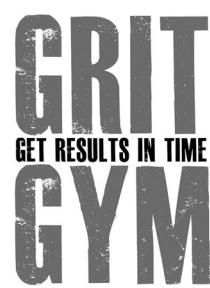
**2733 Mormon Trek Blvd.  
Iowa City, Iowa  
319-354-1011**

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# New Member Profiles



## Grit Gym

Adam Rees, Performance Coach/  
Personal Trainer  
3542 Dolphin Dr.  
Iowa City, IA 52245  
(319)430-8317  
adam@gritgym.com  
www.GRITgym.com

Grit Gym is not your standard workout arena. There are no mirrors, TVs, machines, membership fees or typical personal trainers. You'll find astro turf, kettlebells, ropes, chains, sleds, foam rollers, etc. It's set up for hard work, done intelligently to get results. You'll also find a trained performance coach with a very different skill set.

Everything starts with your assessment. Training is completely dependent on the individual. Whether it's personal training, semi-private or program design. There's high school athletes, adult tri-athletes, and weekend warriors with different histories and muscular/skeletal structures; coming for sports performance, weight loss, nutrition, and post rehabilitation.

Hi, I'm Adam Rees and I started Grit Gym with one thing in mind. Be ridiculously good at what I do and that will create raving fans. I'm no salesman and hate gimmicks. I do this because I care. I can give you the keys, it's up to you what you do with them.

## Member Referral

Thank you to  
**Brent Hawkins of**  
**MidWestOne Bank** for  
referring  
**Peak Performance**  
**Chiropractic.**

Contact  
Amy Hospodarsky today at  
[amy@iowacityarea.com](mailto:amy@iowacityarea.com) or  
(319) 337-9637 to learn more  
about the Chamber's Member  
Referral Program.



## Iowa Door Deals

Mike Schwabe, Managing Partner  
5 Cottage Grove Drive, NE  
Iowa City, IA. 52240  
(888) 560-9320  
[Mike@iowadoordeals.com](mailto:Mike@iowadoordeals.com)  
[www.iowadoordeals.com](http://www.iowadoordeals.com)

Affordable and effective advertising is available to all Corridor businesses through Iowa Door Deals. We bring your message directly to the doors of your target audience with our unique jumbo door hangers that measure 27 inches long by 7 inches wide.

We do all the work for you. Design, print, and deliver your message directly to your targeted geographic area. We offer the highest quality piece available at the lowest cost in direct response advertising. \$399 for 10,000 homes.

We deliver to 30,000 homes in the Cedar Rapids area and 10,000 homes in the Coralville, North Liberty and Iowa City area. This gives your business the flexibility to market across the entire city or target specific geographic areas.

Iowa Door Deals has joined hands with Corridor Direct Printing & Mailing. We not only offer you our unique jumbo door hangers, we can now handle all your printing and mailing needs. Pricing has consistently been 25 to 50 percent less than our local competitors. Call today and save.

# Memberandum

*News submitted by members*

**City Carton Recycling** has promoted Kevin Bumgarner to recovered fiber manager. Bumgarner will be responsible for planning, directing, and coordinating marketing activities to promote the growth and development of City Carton's fiber and non-fiber materials to new and existing customers. A City Carton employee since 2007, Bumgarner has previously served as assistant facility manager in Cedar Rapids and recycling facilities manager in Mt. Pleasant, Muscatine and Creston. A graduate of the University of Northern Iowa, he has more than eight years experience in management, production, and operations.

**The Englert Theatre** will celebrate the 99th Anniversary of its historic building with three days of performances and discussions October 6-8. The event will include nightly performances by The Poison Control Center, Iris DeMent, and Pieta Brown, and will feature discussion panels focused on Iowan artists Saturday afternoon. The Englert recently announced the appointment of Katie Roche as its new development director. Roche has previously worked with various organizations throughout Johnson County, including Iowa City Channel 4 and Summer of the Arts. For more details and Englert news, visit <http://englert.org>.

**The Iowa City Community School District Foundation** invites area residents to support district schools through its Food for Thought: Dine Out for Education event on September 29. Participating restaurants will donate ten percent of sales on that date (excluding alcohol) to the Foundation in support of educational programs that benefit students in the Iowa City Community School District. For more information, including a full list of participating restaurants, visit [www.iccsfoundation.org/Dine.htm](http://www.iccsfoundation.org/Dine.htm) or call (319) 688-1012.

Registration for **MidAmerican Energy's** EMPOWER U is now open. MidAmerican experts and senior management will be on hand to discuss topics such as wind power, energy efficiency, rates in 2012, new meter technology, community relations / economic development, public safety, environmental issues and future generation. These sessions will address the impact of energy-related and environmental issues on businesses and the local community. Meetings will take place October 4 – 21 in the following locations: Waterloo, Cedar Rapids, Bettendorf, Sioux City, Des Moines, and Council Bluffs. To register or to learn more, visit [www.MidAmericanEnergyEMPOWERU.com](http://www.MidAmericanEnergyEMPOWERU.com).

**Neumann Monson Architects** has added three recent Iowa State University graduates to its Iowa City firm: Megan Drake, Jackson Den Herder, and Levi Robb. Drake has previously worked with Iowa Valley Habitat for Humanity and is currently involved in the University of Iowa Health Care Ambulatory Care Clinic project at the Iowa River Landing. Den Herder has completed an internship in Sioux Center and is also working on the University's Ambulatory Care Clinic at the Iowa River Landing, as well as the Seagram Center. Robb's focus as a student was on sustainable design and construction methods and he is currently working on the University of Iowa Community Credit Union Member Support Center and the North Liberty Community Library addition. For more information, visit [www.neumannmonson.com](http://www.neumannmonson.com).

**The Salvation Army in Iowa City** recently launched a program allowing the organization to accept donations via text message. Users may text the word "iowacity" to 80888 to make a \$10 donation to the organization's operations in Johnson County. Standard rates apply. Visit [www.icsalvationarmy.org](http://www.icsalvationarmy.org) for more information.

**Van Meter Inc.**, in partnership with the Iowa Solar and Small Wind Trade Association, I-RENEW and Center on Sustainable Communities, will offer a solar photovoltaic (PV) training course October 24-28. The five-day (40 hour), in-depth class, "IREC-Accredited Solar PV Design and Installation," will be led by industry experts from Infinite Solar and incorporate classroom time with hands-on learning. The course qualifies for continuing education units and those who complete it successfully are eligible to sit for the North American Board of Certified Energy Professionals (NABCEP) certification exam. Space is limited. Visit [www.vanmeterinc.com](http://www.vanmeterinc.com) or call (800) 247-1410 to learn more.

# September

For more information about Chamber events, visit [www.iowacityarea.com](http://www.iowacityarea.com).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
4	5 <b>Labor Day</b> -Chamber office closed No Coralville Roundtable	6 <b>Iowa City Roundtable</b> , Featuring Joe Raso of Iowa City Area Development Group, Formosa, Noon	7 <b>Marketing Exchange</b> , Mercy Iowa City, Noon	8 <b>Iowa City City Council Candidate Forum</b> (Local Government Affairs), Chamber office, 7:30 a.m. <b>North Liberty Steering Committee</b> , UICCU, 11:30 a.m. <b>EPIC Pub Club</b> , La Cava, Coralville, 4:30 p.m.	9	10
11	12 <b>Coralville Roundtable</b> , Coral Ridge Mall Community Room, Noon	13 <b>Agribusiness/ Bioscience Committee</b> , Chamber office, 7:30 a.m. <b>EPIC Leadership Council</b> , Chamber office, 11:30 a.m. <b>North Liberty City Council Chambers ribbon cutting</b> , 6 p.m.	14 <b>DIY PR Media Panel</b> , Sheraton Iowa City Hotel, Noon	15	16 <b>Rhones to Fitness ribbon cutting</b> , Coralville, 4 p.m.	17
18 <b>North Liberty Fun Run/ Walk</b> , 9 a.m.	19 <b>Coralville Roundtable</b> , Wig & Pen Pizza Pub, Noon	20 <b>CLP Advisory Council</b> , Chamber office, 8 a.m. <b>Iowa City Roundtable</b> , El Dorado at Sycamore Mall, Noon	21 <b>Education Committee</b> , Location TBD, 7:30 a.m. <b>North Liberty Roundtable</b> , Okoboji Grill, Noon	22 <b>Board of Directors meeting</b> , Chamber office, 7:30 a.m. <b>Business PM: Billion Automotive, Iowa City</b> , 4:30 p.m.	23	24
25	26 <b>Coralville Roundtable</b> , Brown Deer Golf Club, Noon	27 <b>Past Chair luncheon</b> , Brown Deer Golf Club, Coralville, Noon	28	29 <b>International Business seminar- Export Fundamentals</b> , Chamber office, 7:30 a.m.	30 <b>North Liberty Community Library expansion/renovation groundbreaking</b> North Liberty, 4 p.m.	

## SAVE THE DATE

**Joint Roundtable**  
Newly renovated  
**Carver-Hawkeye Arena**

October 3  
Noon-1 p.m.

## CHAMBER STAFF

**Amy Hospodarsky**,  
Director of Member Services  
**Kelly McCann**,  
Vice President of Communications  
**Rebecca Neades**,  
Vice President of Public Policy  
**Maggie Putman**,  
Director of Special Events & Leadership Programs  
**Nancy Quellhorst**,  
President & CEO  
**Alicia Streeter**,  
Director of Finance  
**Gina Tarullo**,  
Office Manager

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