



# Audubon County Economic Development Corporation

800 Market Street

Audubon, IA 50025-1050

Phone: 712-563-2742 Fax: 712-563-2537

Email: [aced@iowatelecom.net](mailto:aced@iowatelecom.net) [www.auduboncounty.com](http://www.auduboncounty.com)

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April 2009

## ACED TIDBITS

### WHAT'S AHEAD FOR THE ECONOMY?

Several organizations promote Legislative Hill Visits. When I visit with our legislators I try to cover the bases on many issues; Economic Development, Tourism, Workforce, Business Owners, Property Ownership Rights, Quality of Life, Taxes, Etc. The legislative visits are important so we can express opinion on issues and bills the legislators are dealing with. Our representation helps to promote programs and services that enhance our ability to conduct individual businesses successfully.

I recently attended the Iowa Association of Realtors 2009 Legislative Bus-In Day. The speaker at the noon luncheon was John Tuccillo, former Chief Economist for the National Association of REALTORS. His message concentrated on what is ahead for the economy and pointed out that there are opportunities for us with the current low interest rates, many goods have discounts, incentives are being offered, and a recovery will happen. After talking about political views and opinions of how right or wrong our federal stimulus plan is, he is optimistic that this recession will have run its course by the fourth quarter of this year and the recovery will get a foothold. Lets hope this is correct.

I appreciate his view that job creation is key to bringing us out of the recession and the stimulus plan will get credit going again. Credit provides financing which makes jobs available which provides money for families to spend. Family spending goes to housing, vehicles, recreation, travel, education, retail, food, clothing, services, and on and on.

How the government goes about retracting all the stimulus money may be the next concern. Can we control future inflation? Hopefully!

### DOES DOWNTOWN HAVE A WORKABLE BUSINESS PLAN?

Our downtowns are as much a business as the ones located there. They also need to have a business plan. The heart of the downtown business plan lays out strategies to pursue key goals that the downtown group has set. Some of these goals may be:

- Maintain downtown as the social center of the community.
- Maintain a diverse mix of uses
- Maintain retail health
- Encourage live-work developments in downtown
- Retain unique pedestrian character

The most fundamental goal is maintaining an effective downtown association or group. The group needs to ask “What do we really want to do?” “Do we want to just do more of the same, keep downtown nice-looking, do some promotions, and that kind of thing, or do we really want to be involved in the bigger picture of keeping property values up, keep a good business mix, and be creators and caretakers of an efficient and economically viable downtown.”

Results to expect from the bigger picture are building makeovers, new businesses move into the downtown area, and retaining and growing existing businesses. The more people that are attracted to the downtown the greater the opportunities are for higher profits. Some niches that may help downtown are working craft shops, Wii games, antiques, specialty dining, value retailing (small scale factory outlet), live-work units, home micro-business clusters, distributors, internet retail, specialty retail, quilt shops, art studios, classes (for cooking , handwork, arts, crafts), music shops, specialty repair and service work, and more.

With our spring and summers months just ahead of us, it may be a good time for our downtown groups to review their business plans or make one and implement social media marketing.

## **SOCIAL MEDIA MARKETING**

There are a number of technology methods to market yourself, your business, and your product/services and be known to the world. Many of these methods are growing in use and are successful. You need to learn the advantages of each and the pit falls of each. Some of the tools are Twitter, Facebook, Myspace, Texting, and Blogging. These and others have the potential of helping you grow your business.

## **BEAT NEGATIVITY**

The economy is hurting and it is easy to get discouraged. Here are a few ideas on how to come out ahead of this market.

- Seek out someone in your trade that is succeeding. Contact them to learn from their advise and model their attitudes and actions.
- Don't focus on the negative things others and the media are saying. Instead, focus on marketing your business, taking care of clients, and building loyal relationships.
- Replace “have to” with “get to.” It turns a complaining voice to an appreciative voice, and acknowledges that life is a gift-not an obligation. Gratitude will boost happiness.
- Go about your business as usual, regardless of the recession or market conditions. You have worked hard and stay focused on taking actions to grow your business. People will buy from those they trust and see in the marketplace.
- Create a positive vision for your future and the future of your business team. It gives you something meaningful to strive for.
- Be a positive influence and abide by the “no complaining” rule. The key is turning complaints into solutions.

A good tip may be to surround yourself with optimists. Meet once or twice a week with a group of business folks for coffee or lunch and discuss your experiences. Spend most of your time on the good ones. Happy and upbeat people are usually the most successful in good times or bad. Look for the opportunities!

*Thomas R. Nielsen*

Thomas R. Nielsen  
Executive Director

**Food For Thought ..... Some great leadership quotes.**

- ◇ Great leaders are almost always great simplifiers. *General Colin Powell*
- ◇ The person who knows “how” will always have a job. The person who knows “why” will always be the boss. *Diane Ravitch*
- ◇ Inventories can be managed, but people must be led. *H. Ross Perot*
- ◇ Being powerful is like being a lady, if you have to tell someone you are, you aren't. *Margaret Thatcher*
- ◇ Good leadership requires you to surround yourself with people of diverse perspectives who can disagree with you without fear of retaliation. *Doris Kearns Goodwin*
- ◇ It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. *Warren Buffet*
- ◇ Change is the law of life. And those who look only to the past or present are certain to miss the future. *John F Kennedy*



**Retail Sidewalk Bargains - Weather Permitting  
(Check Individual Business Hours)**

**\*Free maps available by April 30th at  
Audubon-Exira-Brayton Local Businesses**

**\*Look for the Orange Yard Flags!**

**Sponsored by: Audubon Chamber of Commerce, Exira Community Club & Brayton Community Club**

**\$15 Fee to Register - Contact:**

**Audubon: Audubon Chamber of Commerce, 800 Market ST,  
P.O. Box 66, Audubon, IA 50025 712-563-3780**

**Exira: 268-2600 or 268-2219**

**Brayton: 268-2393 or 549-2279**

**By April 20, 2009**

**Audubon-Exira-Brayton  
HWY 71 Community  
Garage Sale!**

**Saturday, May 2nd 7 a.m. — 1 p.m.**

# JOHN JAMES AUDUBON FESTIVAL

## SATURDAY, APRIL 25, 2009

**9:00 - 10:30 am**

Memorial Building: Breakfast with the Birds-Audubon Lion's Club,  
Art on display, & Silent Auction Begins  
302 Broadway: Old Time Portraits available (9:30 am to 1:30 pm)

**10:00 am-3:00 pm**

John James Audubon Cultural Center at the Library:  
State Fair Hardanger Display

**10:30 am**

City Park: Donor Recognition & Flag Presentation by  
Master of Ceremonies Assisted by Boy Scouts; Awards Presentation  
John James Audubon Presentation

**11:00 am-2:30 pm**

Covered Wagon Rides (11 am-1 pm, 1:30-2:30 pm)

**NOON**

Dine & Shop: Food Specials at Local Restaurants

**1:00 pm**

City Park Stage: Music Groups Perform

**2:00-3:00 pm**

City Park (weather permitting): Youth Activities, Cake Walk, &  
Bird Celebrities; Memorial Building: Bingo

**2:00-3:30 pm**

Memorial Building: Dessert Bar Extravaganza

**3:00 pm**

City Park: Carved Owl & Eagle Raffle Drawing, Distribution of Silent Auction Items

\*For a flier go to [www.auduboncounty.com](http://www.auduboncounty.com) and look under News Report and click on John James Audubon Festival