



Audubon County Economic Development Corporation

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ACED TIDBITS

November 2008

It seems our economic downturn has reached a point where the negative trends start reinforcing each other:

- New home sales have dropped.
- Credit is tighter.
- Home values have dropped.
- Unemployment is up
- New orders for durable goods (cars, furniture, etc) dropped.
- Corporate Profits are down.
- Dividends fell.
- Economic meltdown results in tax revenue decline.
- City and County struggle to make budgets meet.

With all these concerns, the world hasn't come to an end. History may not repeat itself, but it does rhyme. Could 2009 be a repeat of the 70's; when the recession began, the stock market hit bottom and actually started back up while the recession was going on? If we aren't in a recession now, it looks likely we will be in 2009. Supposedly Wall Street will have finally written down their 2008 earnings estimates and cut their 2009 earnings estimates. The recovery may be slow, but that will also provide some opportunities that we need to be alert to. Maybe alternative energy technology will be our new economy engine.

We are fortunate to be in a community where agriculture is a huge part of our economic diversity. Not all things are doom and gloom, just enough to make us uneasy and concerned. It may help to ask ourselves "do I need it" or "do I want it"?

A low-cost convenient way of transportation around our towns would be a golf cart. With the high costs of gas and the number of retirement age citizens in our communities, I think it would be a great quality of life benefit to our towns. Golf carts have been popular for running errands and visiting friends in retirement communities in the Sun Belt states. Now the idea is catching on in Iowa. Ely, Algona, Clermont have passed ordinance allowing the golf carts on the streets; Corning, Atlantic, and Tipton are considering.

Passing an ordinance allowing golf carts on the streets of our towns would benefit many of our residents. Safety is a concern, but the ordinance can Require certain safety equipment be installed and other safety requirements.

Iowa Code on golf carts is Section 321.247 which allows operation of golf carts on city streets, upon approval of the governing body, by persons possessing a valid driver's license

If you would like to see this happen, ask your city council members to approve a regulatory ordinance that allows golf cart use on our streets.

We have been putting local effort into the alternative energy business. Specifically the wind-turbine manufacturing and support businesses. Iowa has established itself as the major wind-turbine manufacturing hub in the United States. Iowa is centrally located for this market and has existing facilities that can be converted to turbine production, and the skilled work force needed. These existing facilities are already equipped with 50-ton heavy cranes and high bays and most are located in the central and eastern part of the state. More than 90 companies are supporting the wind-turbine industry in Iowa. We do not have existing facilities with 50-ton overhead cranes on high bays available, but we do have the Valley Business Park and the Audubon Industrial Park is available for the smaller tier 1 and tier 2 original equipment manufacturers and suppliers.

The Employer-Educator Summit held in Denison, Iowa on September 16, 2008 was very interesting and informative. The rationale behind the Workforce Summit is to start a dialogue to get these groups talking about common challenges and opportunities. More than 60 educators and employers from the eight county Western Iowa Advantage region attended the day-long Summit. I have a copy of the report posted on our site, www.auduboncounty.com under News Report.

We still have a supply of the NO SMOKING clings if you have need.

IS YOUR SHOP REALLY OPEN FOR BUSINESS AND WHO CARES!

- Tired of the same old way of promoting your business and wondering if your money is being utilized efficiently
- Capturing customer information is critical for future sales
- Developing a variety of point of customer contacts
- What is your Niche anyway
- How do we make our current customers feel special
- How to survey for improved results
- Can you count on walk in business only
- Review virtual marketing realities, can you really be a player

These and other related subjects to develop customer service to differentiate your business from the competition could be a focus for monthly or quarterly workshops. Other subjects could be taxes, legal, automation, finances, dealing with difficult customers, communication skills, workforce, training, and many more. We could hold these over the noon hour with a soup and sandwich lunch ready to go and have a program start at 12:20 and last no more that 20 minutes. I visualize this being open to all county businesses. If you have interest in this type of networking and mini-seminar let us know. It could be a calendar deal or seasonal. Again if there is interest let it be known and even subjects of interest by e-mailing or calling our ACED office.



Thomas R Nielsen
Executive Director

Food for Thought.....

- Make peace with your past so it won't screw up the present.
- Don't compare your life to others. You have NO idea what 'their' journey is all about.
- No one is in charge of your happiness except you.

Audubon County Tourism.....

Margee Shaffer

Buy while quantities last

"Remember the Rock" with the T-Bone Special - \$10.00

Discovery Iowa 2009 Appointment Calendar - \$3.50

At Audubon County Economic Development office 800 Market St Audubon ~ Call 712-563-2742 for more details ~



Brayton's American Legion Feather Party - November 22nd

**Play bingo & win turkeys and hams!
Dinner at 5:00 PM - Bingo at 6:00 PM
Brayton Town Hall at 204 County Road T**

~Contact 712-549 2268 for more details~

Deck the Agri Hall - November 21st & 22nd

Admission is Free Will Donation
Get into the Holiday Spirit as you walk down Christmas Tree Lane & view Holiday Collections

Saturday, November 21st - 11AM - 7PM

Soup Sandwich/Dessert - \$ 5.00

Sunday, November 22nd - 11 AM - 3PM

Pork Loin Dinner - \$7.00

Located at the Agri Hall on the Audubon County Fairgrounds - For more details call 563-4239
~Proceeds go for Fairgrounds Improvements



JULE FEST

NOVEMBER 28, 29 & 30

**KICK OFF THE CHRISTMAS SEASON BY JOINING THE DANISH VILLAGES OF
KIMBALLTON & ELK HORN FOR THE TRADITIONAL SINGING AND DANCING
AROUND THE CHRISTMAS TREE ~ VISIT WITH FATHER CHRISTMAS ~ ENJOY
SPICED GLOGG & DANISH FOODS ~ HOMESPUN CRAFTS ~**

CONTACT 712-764-7472 OR 712-773-3025 FOR MORE DETAILS





Exira

Exira Festival of Lights ~ December 6th

Come for an evening of fun! Entertainment & Cookie Walk at 5 P.M. ~ Free Will Donation Soup Supper from 5 to 6:30 P.M. ~ The Lighting of one of the largest Christmas trees in Southwest Iowa at 7 P.M. followed with a visit from Santa ~

*New clothing, toys & can goods can be donated for the Audubon County Development Center that night or taken to the Exchange State Bank or the Exira City Clerk's office prior to the 6th ~ All indoor activities at the Exira Rec Center at 106 North Jefferson ~
~For more details contact 712-268-2600 ~*

EXIRA NEWS....

Wanted Grocery Store in Exira ~ Help by becoming a stockholder
Stocks \$250.00 each ~ Mail to Nishnabotna Food Corp.
P.O. Box 125, Exira, IA 50076 or Call 712-268-2439

OPEN HOUSE TO WELCOME Dr. Brennan and Holly Siverly ARNP
December 11, 3 to 5 PM at Exira Medical Center

TRADITIONAL CHRISTMAS IN AUDUBON - DECEMBER 5TH & 6TH

RETAIL HOLIDAY OPEN HOUSE

AN OPPORTUNITY FOR BUSINESS TO SHOWCASE THEIR HOLIDAY ITEMS!

WATCH YOUR LOCAL NEWSPAPER FOR HOLIDAY DETAILS!

SNACKS WITH SANTA ~ CHRISTMAS CAROLERS ~ SHOPPING SPREE DRAWINGS & MORE...

