

Audubon County Economic Development Corporation

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ACED TIDBITS

November 2009

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AGING POPULATION

Recent research indicates that 95% of all retirees stay in the community where they earned their living. Many retirees move to the Sunbelt, however more and more of these folks are moving back to the area they grew up in. Many communities are realizing how important senior citizens are, but too few have prepared to serve this population beyond basic services.

Beyond these basic services, communities should provide opportunities to keep retirees involved and actively engaged in quality of lifestyle including recreational activities, volunteering opportunities and even paid employment. An aging population also affords the opportunity for younger people to create businesses and jobs to meet the needs of older adults. Businesses can benefit by accommodating retirees in their workforce and by offering products and services that appeal to the aging population.

GENERATIONAL CHANGE

Many businesses still have their businesses set up the same as 20 years ago. They find it is hard to embrace doing business in a new way. Text messaging is an example. Clients need to be asked "How do you want me to communicate with you?" Social media can be used effectively. *Don't leap into social media before looking, however. Ask yourself how these tools relate to what you are doing and if they can further your business plan.*

Generation Y is coming of age and will be the future buyers. They will have a new approach to communication and doing business that we may need to adjust to. Generation Y is an environmentally conscious generation and an entrepreneurial generation, which should be reason for optimism.

BOOST PRODUCTIVITY

If you are in business you are in marketing. Three marketing challenges are: 1) Marketing my Community, 2) Marketing my Business, 3) Marketing Myself. Sales are how we sell goods and how we acquire clients and customers. Marketing skills is a critical component of doing business, it may be direct sales or indirect sales, and involves rapport, trust, need, benefits, integrity and social capital. Marketing involves identifying and using the most effective tools. Social media has become an important marketing tool.

SOCIAL CAPITAL

Social capital is your overall reputation and influence in the community. You lose or gain it based on positive or negative actions, your contributions to the community, and

what people think of you. In social media use, approach it in a transparent manner, not simply as a place to broadcast your business. If you consistently make meaningful contributions to the community, good things will happen. Show your community involvement, vacation activities, hobbies, etc. Just be sure what you share is appropriate and purposeful. You might talk about your children's ball game, a new receipt for dinner, or a recent outing. If you use Facebook, try to not always promote yourself but spend time reading competitors' blogs and interacting with clients Facebook pages. If you are creative and notable people will redistribute information you've shared.

NICHES WITH PASSION

A true niche has a personal passion as its base. It seems that a true niche is one that finds you. A blog may be an ideal platform for anyone with a true niche. It not only enhances your credibility, but it also forces you to be constantly aware of what is happening in your sphere.

BUY IOWA ONLINE

This website offers products from more than 30 area crafters, artisans, and manufacturers. The Rural Development Center (RDC) has launched this project to provide a no-risk sales and advertising tool to support the region's entrepreneurs. The site features works of art, birdhouses, purses, pottery, baskets, clothing, dolls, books, prints, and jewelry. With the holidays approaching, new products are wanted for the site. Anyone interested in selling products on the site can visit www.BuyIowaOnline.com or call the RDC at 712-623-5521. To qualify for the site, products must be created and made within the 22-county area where the Rural Development Center provides services (includes Audubon Co.).



Thomas R. Nielsen

FOOD FOR THOUGHT.....

- **You can't live a perfect day without doing something for someone who will never be able to repay you.** *John Wooden*
- **The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.** *Theodore Roosevelt*
- **You only have to do a very few things right in your life so long as you don't do too many things wrong.** *Warren Buffet*

American Legion
Feather Party
November 21st



Brayton American Legion Post #350

Play Bingo and Win Prizes
of Turkeys & Hams

Dinner 5 to 6 PM Bingo Starting at 6 PM

Tickets Available for Door Prizes

* Top Prize is \$100

Brayton Town Hall, 210 County T Road, Brayton

For more Details call 712-549-2268

~~~Deck the Agri Hall 2009~~~

Bring your family, friends, or club to enjoy the sights, sounds, and smells of the Holiday Season. View over 50 decorated Christmas Trees and Holiday Collections.

**Saturday, November 21<sup>st</sup>**

- 11 AM - 2 PM — Soup/Sandwich/Dessert — \$5
- 2 - 5 PM — Dessert/Beverage — \$2
- 5 - 7 PM — Pork Loin Dinner— \$8

**Sunday, November 22<sup>nd</sup>**

- 11 AM - 3 PM — Soup/Sandwich/Dessert— \$5

Contact Chris Jensen 268-2608 or Mary Ottmar 563-4239 for details.

Sponsored by ISU Extension and Friends of the Fair

**Located on Audubon County Fairgrounds, Audubon, Iowa**

**Admission Free Will Donation**

Proceeds go to Fairgrounds Improvements

**Julefest® 2009**

31st Anniversary

Friday, Saturday and Sunday  
November 27, 28 and 29

Celebrate the arrival of the  
Christmas Season in the Danish Villages  
of Elk Horn and Kimballton

Strolling Entertainment  
Father Christmas on Friday 1-4

Julefest Concert at Elk Horn Luther Church  
Saturday, November 28 at 7 PM

Prairie Christmas Boutique & Quilt Sale  
Friday 9-5 Saturday 9-4 Town Hall in Kimballton

For more info go to [Danishwindmill.com](http://Danishwindmill.com)



***Exira's Annual Festival of Lights Tree Lighting & Soup Supper***

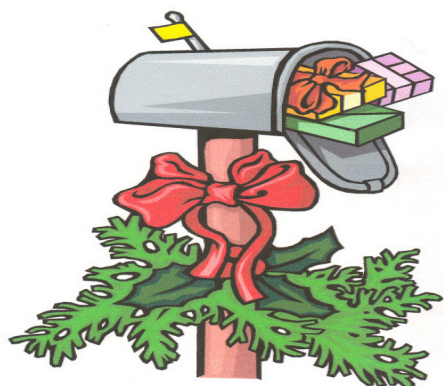
***Saturday, December 5<sup>th</sup> Cookie Walk 5:00 Soup Supper 5:00-6:30***

*Serving soup, sandwiches and bars **Free Will Donation***

***Entertainment*** provided by Exira Community Band and the Exira Ecumenical Choir. Beginning at 5:30

*Help someone in need this holiday season; bring a donation for the Audubon Co. Development Center. New Clothes, New Toys & Canned Goods*

***Tree Lighting at 7:00 Followed by a special visit from Santa***



**December 4<sup>th</sup> & 5<sup>th</sup>**

**Traditional Christmas in  
Audubon Retail Holiday Open House**

**Snacks with Santa - Saturday, December 5<sup>th</sup>**

9:30 – 11 AM located at Audubon State Bank

**It's a Holiday Shopping Spree with Grand Prizes**

Sign up starting on November 21<sup>st</sup> through December 19<sup>th</sup>.

Must be at least 18 years old to enter. Buckets and sign up at your local Audubon Chamber of Commerce businesses.