

GREAT SMALL BUSINESS SUCCESS STORY

Following is an article taken from the SBDC News—Winter 2007

In 1987 Tracy Fuller started "Happy Occasions" to celebrate life events. From births to weddings, this small company was there to decorate for the occasion. As clients requested more sophisticated and encompassing services, it expanded to meet requested needs. Eventually, the company's focus changed to corporate clients and started providing décor for trade shows, award ceremonies and theme parties. The small company soon evolved enough that a name change was needed, and in 2002 Innovativevents, Inc. was created.

This small event consulting and destination management company is now known nationally and internationally in

social and corporate markets. Thirty years of combined expertise allows President Tracy Fuller and her employees to create the desired mood, evoke the desired emotions, and leave a long-lasting impression on party attendees.

Tracy's business continues to expand and has recently moved into a new warehouse in Carlisle, which was Phase Two of the business plan that the SBDC helped create.

"We look forward for continued growth and expansion" Tracy Fuller, President, Innovativevents, Inc.

CHAMBER MEMBERS AT THE CAPITOL

GETTING INVOLVED. Rep. Mark Davitt is always ready to give anyone a tour of the Capitol. Shown are a couple of our Chamber members Robert Berning and Moe Kauzlarich.



NEW VAN RIDE SHARE PROGRAM

The Des Moines Area Transportation Assoc. is planning 2 open houses at the Carlisle City Hall on May 3 and May 10 from 6:00 PM to 8:00 PM. We need to have as many folks attend as possible. DART will have a couple people here to answer questions about the Van Ride Share program and the new once a week bus service into Des Moines for medical, shopping, lunch, etc.

I'm excited about the new services offered and hope we can get folks interested.

Mayor Ruth Randleman

PROJECT DESTINY

Project Destiny is a blueprint for the future of our economic and community development efforts. It's the culmination of months of discussion among business and community leaders. The final Project Destiny report gives the business community a roadmap for going forward with economic and workforce development efforts in the years to come.

People for Project Destiny, a tri-county grassroots campaign advocating a local option sales tax for property tax reduction, local property tax relief, recreational trails, arts and cultural programs, and regional quality of life facilities, seeks a special election on the referendum in July of 2007. For more information on their efforts, go to www.peopleforprojectdestiny.org.

'SHARE YOUR VIEW' 2007 COMING JULY 18TH TO CARLISLE

What is this event?

Share Your View was established as a way to keep in contact with the Greater Des Moines Partnership's small to mid-sized businesses. The intent is to provide a forum for business owners/managers to voice their concerns about the business climate in the Greater Des Moines area, and to make the leadership in Des Moines more accessible. The forum

also provides a great opportunity to network with fellow small to mid-sized business owners.

Who will be there?

Greater Des Moines Partnership CEO, Martha Willits, a representative from the partnership's Board of Directors, leadership of the co-sponsoring Affiliate Chamber, a handful of members of our Small Business Advisory Com-

mittee will participate in the forum along with 10-15 fellow small to mid-sized business owners/managers that have been randomly selected from the Partnership membership.

The Format:

A light breakfast will be served. We will begin with brief introductions of all participants in the forum. During these introductions we will ask each guest to share an issue/

challenge they are experiencing. We build our agenda from these comments and open it up for discussion.

Participants just need to come prepared to share their thoughts, ideas and opinions.

CARLISLE'S 3RD ANNUAL FOCUS ON GROWTH MEETING

Carlisle's 3rd Annual Focus on Growth meeting has been scheduled for Monday, May 7, 2007 at 6:30 P.M. at City Hall. Unlike past Focus on Growth sessions which have focused on local infrastructure development, the 2007 Focus on Growth meeting will present ED 101, an Introduction to the Basics of Economic Development.

The session will be conducted by a talented team of economic development professionals, including Deb Calvert of Mid-American Energy Company, Mike Swesey of the Greater Des Moines Partnership, Mike Fasteneau of Aquila, Inc. and Tiffany Coleman of Warren County Economic Development Corporation.

The content of the session will be generic but

the focus will be toward a community like Carlisle, which is not large enough to have its own full-time professional economic developer, and which therefore depends on volunteers who are willing to develop the skills necessary to make economic development projects happen through the mobilization of human, financial and physical resources.

All participants will receive a Basics of Economic Development manual and you are invited to RSVP to either the City of Carlisle or to the Warren County Economic Development Corporation by mail, phone, fax or email on the enclosed registration form so that we can have an accurate count of the course materials that will be needed.

Date: Monday, May 7, 2007
Time: 6:30 PM
Location: Carlisle City Hall Council Chambers

Carlisle Betterment is planning another Focus on Growth program. The focus is Economic Development in the Des Moines Metro. A one hour program followed by questions and answers will be facilitated.

The training session will cover the following topics: Basic Economic Development, Economic Development Infrastructure, the Project Process, and Resources. The importance of participation from community governments and organizations to accomplish a successful economic development program will also be addressed.

This training session is free and available to all local community groups in order to create a better understanding of economic development practices and to create a united effort to enhance economic development in the area. Participants of the training will receive the Basics of Economic Development manual with an expandable space for future resource additions.

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Registration Form

I plan to attend the Carlisle Focus on Growth program Monday, May 7, 2007, 6:30 PM, at Carlisle City Hall.

Name _____
Title/Organization _____
Address _____
Phone _____ Email _____

Please Mail, Email, or Fax this form to:

Warren County Economic Development Corporation
515 N Jefferson Way, Suite C
Indianola, IA 50125
Phone: 515-961-1067
Fax: 515-961-1156

Carlisle City Hall
195 North First Street
Carlisle, Iowa 50047
Phone: 515-989-3224
Fax: 515-989-4395