

Lake City Betterment Association January 2008

Resolutions

How exciting! A New Year, another chance to try to carry through with New Year's Resolutions. Why not, for a change, try a resolution you can stick to. Make a commitment to Lake City's future. The Lake City Betterment Association is asking every citizen and business owner in Lake City to make that commitment. A single person can make an annual \$25 commitment to become a Lake City Betterment Association member. This \$25 commitment helps offset costs that help make Lake City a wonderful place to Live In...Work In...Play In. We encourage you to grasp this New Year and make a commitment to make our community a wonderful place to call home.

Stewart Memorial To Welcome New C.E.O.

Stewart Memorial Community has named a new Chief Executive Officer, Leah Marxen, who will join the health care team on January 1, 2008.

Marxen, 33, whose passions are high-quality healthcare and customer service, has been the assistant administrator at Cass County Memorial Hospital in Atlantic for the past five years. She replaces Kris Baumgart, who resigned to become C.E.O. at Skiff Memorial Hospital in Newton, Iowa.

Marxen graduated from the University of Nebraska Medical Center in Omaha with a nursing degree. After receiving her degree, she spent nearly five years at Boone County Hospital in Boone as a staff nurse in the O.B. department and as a case manager in the home care division. At the same time she was pursuing her master of healthcare administration from Des Moines University, which she received late in 2002.

Her husband Clint is a locomotive engineer with the Union Pacific railroad. They have two daughters, Clair, 9 and Anna, 4 and two sons, Jacob 3, and Cooper 16 months. They will be moving to Lake City in the near future.

"The directors are very happy that Leah has joined our SMCH communities," states Ellen Frank, Board Chairman. She commended Ed Maahs, who has served as interim C.E.O. since August. He "hit the ground running and was instrumental in the search process."

"It is very exciting to be chosen as CEO at Stewart Memorial," says Marxen. "The hospital is known for the progressive care given by the medical staff, nurses and staff. It has a fabulous reputation throughout Iowa. I'm honored to work with a healthcare organization that provides the community the care and services it has done so well for so many

Please join us in welcoming Leah to Lake City on January 16th at the Betterment Coffee. Coffee will begin at 10:00am and will be hosted at Stewart Memorial Community Hospital in the conference center (lower level North side).

Annual Meeting Saturday February 23rd

Social hour starts at 5:30
Meeting 6:00

Call to order
2007 budget review
2008 budget projections
2007 activities review
2008 activity projections
Additions
Meal following meeting

What do I get for becoming a member?

I hear this question a lot when I am discussing membership with businesses and individuals. Bear with me as I try to answer it. First of all those businesses seeking to recoup their membership dollar for dollar...I have to tell you...it's not going to happen. You will not pinpoint a specific dollar amount earned from your membership. You will, if you are paying attention, see a great wealth of benefit as a member of the Lake City Betterment Association (LCBA). Your membership helps to provide a united community, driven by the satisfaction of being a successful community. Your membership helps to guarantee a lifestyle; a simple, safe, lifestyle. Memberships help to ensure we remain an active community: offering opportunities for education, employment, retail, entertainment, and an excellent quality of life. Business membership provides a central location for planning, development, progress, and promotion of our business community. Business membership also offers discounts on advertising, and lowered costs to host activities.

The LCBA coordinates tours for small and large groups. These groups may not walk into your business and make purchases the day they are here, but do you know how many of those people return to Lake City to shop. Do you know how many come back with a family member or a group to shop. Do you know how many people they told about the wonderful things they saw in Lake City and how many of those people returned here for a visit. Do you know how many relocated or helped a friend relocate here. I can not give you exact numbers but can tell you that all of these things have happened as a result of a tour group coming to Lake City, IA. Congratulations Lake City businesses.

Honestly, I could go on to write a book about 'what you get for being a member', I'd rather tell you in person. If you have doubts or questions about the value of your membership call me any time. Fact is, January 1 marks the beginning of the Lake City Betterment Association's Annual Membership Drive. This year we are asking every individual, family, and business to please make a commitment for the future of our community. Your annual contribution is vital to help Lake City remain a wonderful place to Live In...Work In...Play In....

Tickets for the Annual Meeting may be purchased for \$10 from any of the following board members:

- Michelle Davis-McCrary Rost Clinic
- Judy Hungate-City of Lake City
- Ryan Kock-Iowa Savings Bank
- Shannon Minshell-Shady Oaks
- Lois Smith-United Bank of Iowa
- Teresa Snyder-Lake City Graphic
- Patrick Vanderheiden-Lake City Flowers
- Tracy Wetter-State Farm Insurance
- Starla Winter-Once, Then, & Again

Tickets may also be purchased from Jenifer at the Lake City Betterment Office

2008 Events

January

- Annual Membership Drive

February

- 15th Valentine/Winter website ads
- 23rd Annual Meeting at the Country Club
5:30

March

- 15th Easter/Spring website ads

April

- 15th Mother's Day/Spring website ads

May

- 15th Western Days website ads
- 20th Jazz Band/Grill Out "On the Square"

June

- TBA-Progressive Dinner
- 27th-29th Western Days

July

- 1st Garage Sale/Crazy Days/4th of July website ads
- 19th Garage Sales/Crazy Days
- TBA-Garden Tour/Hat Show/Luncheon

August

- 1st Back-to-School website ads
- TBA-Back-to-School Celebration date

September

- 1st Fall Festival/Chili Cook Off website ads
- 21st Fall Festival/Chili Cook Off

October

- 1st Halloween/Thanksgiving website ads

November

- 15th Christmas/Holiday website ads
- Christmas Celebration/Tour of Homes/Lighting of the Square/Festival of Trees-weekend after Thanksgiving

December

- 2009 Planning
- Budget review and planning

Advertising Discounts

Check out the front page of our website, lakecity-iowa.com. Advertising opportunities are available to all businesses and individuals. There are no additional charges for ad design or photos. Ads run approximately 1 month (see 2008 event schedule) Costs per ad are:

1/2 page
Members \$35 Non-members \$50

1/4 page
Members \$20 Non-members \$35

Contact Jenifer at the office to get your advertising started today.

lakecitybett@iowatelecom.net
lakecityiowa.com

Lake City Betterment Association Annual Membership

Business Membership

- \$100 Sole Proprietor
- \$200 2-5 Full Time Employees
- \$300 6-10 Full Time Employees
- \$400 11-25 Full Time Employees
- \$500 26+ Full Time Employees

Personal Membership

- \$25 Single
- \$50 Family

Annual Website Advertising

- Free business listing
- \$25 Link to your website from our website
- \$75 Flashing business card on every page of our website

Please complete the following form exactly as you want it to appear. Mail with payment to:

Lake City Betterment Association
113 1/2 East Main Street
Lake City, IA 51449

Member's Name: _____ Business Name: _____

Owner/Operator/Managers: _____

Address: _____

Phone: _____ Email: _____ Website: _____

_____ Please contact me with information regarding website advertising

_____ Please contact me with information regarding developing my own website

_____ Please contact me, I am interested in volunteering this year

_____ Please contact me I am interested in sponsoring events this year