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Most virus and protection software are installed onto computers with pre-configured settings - those which the developer believes most people will use. SPAM filters are a component to your virus software that attempts to shield you from unwanted garbage mail.

Electronic mail is a valuable mechanism for SWICO – saving money and allowing for the dissemination of time sensitive information to members. However, please be aware that you might be missing timely information and notices if you have not manually configured your e-mail software to accept electronic mail from SWICO. You can check to see if you are blocking news and notices by looking at the options within your e-mail software. Tell it to allow mail from swico@swico.mail and lynn@swico.mail.

2008 Meetings & Event Schedule

*Please note: Board meets from 3:30 – 5:50 p.m. & Membership meets at 6 p.m.
RSVP to the office for meal reservations for membership meetings.*

Month	Meeting	Time	Date	Location	
January	Board	3:30 pm	22	Tuesday	Red Oak Montgomery County
	Member	6 pm			
February	Board	3:30 pm	26	Tuesday	TBA
	Member	6 pm			
March	Taste of Southwest Iowa No Board or Membership	11:30 am	20	Tuesday	Capitol Rotunda
April	Board	3:30 pm	22	Tuesday	Adams County Corning Happy Hollow Country Club
	Member	6 pm			
May	Board	3:30 pm	27	Tuesday	Red Oak SWICO Offices
June	Board	3:30 pm	24	Tuesday	Washawtee Fremont County
	Member	6 pm			
August	Golf Tournament	1:30 pm	26	Tuesday	Montgomery County Red Oak Country Club
	Board	6 pm			
September	Board	3:30 pm	23	Tuesday	TBA
	Legislative Forum	6 pm			
October	Board	3:30 pm	28	Tuesday	TBA
	Member	6 pm			
November	Board	6 pm	25	Tuesday	Red Oak SWICO Offices

SOUTHWEST IOWA COALITION, INC.
PO BOX 292
RED OAK, IA 51566

2008 - 1st Quarter Report

swico@swico.org

www.swico.org

working together
for positive impacts
Since 1991

SWICO

Southwest Iowa Coalition

712/623-5521

PO Box 292 ■ Red Oak, IA ■ 51566

...NEWS...NEWS...NEWS...

August brought golf, fun and legislative discussion

Thirty-six golfing members and their guests descended on the Atlantic Country Club golf course for a shot-gun start for the 4th Annual SWICO Golf Tournament in August. Teams represented Adams, Cass, Fremont, Montgomery, Shelby and Taylor Counties.

Congratulations to all the prize winners — and there were plenty of prizes to hand out. Much appreciation goes to Jason Reynolds who has turned the annual event into an organized tournament these last few years. Donations and items for prizes were graciously contributed by: Fremont County Economic Development Corporation, Mills County Economic Development & Chamber, Member, Sandy Lamb from Peggy Sue's, Red Oak Country Club, Lenox Development Corporation, Michael's Foods, Great Western Bank - Bedford, Page County Federal Savings Association, Shelby County State Bank and DevelopSource.

Jason is ready to continue growing the event in 2008. For a change of golf venue, the tournament will be held at the Red Oak Country Club on August 26th.

Get your teams together and



contact the office at anytime to make your reservation. Final details will be announced as the time gets closer for the event.

We are also looking for prizes and hole sponsors. Hole sponsorship is \$100.

The sponsoring business or organization can provide its own signs for the hole or have the office prepare signs. Let the office know if your business can support the event with prizes or a sponsorship.

Legislators within the Coalition membership region were invited to attend the cook-out following and then convened in the ballroom to get acquainted with the Coalition's proposed Legislative Agenda of Priorities for the 2008 Legislative session.

Committee and board members reviewed the Coalition's position on the individual agenda items and then the

Legislators present each had the opportunity to comment. The full agenda is posted at swico.org but specific conversation centered on the refunding of VAAPPFAP and CEBA, TIME 21, the FAA's proposed fee restructure and rural development resources within the Farm Bill.

Throughout the open conversation, legislators made affirming statements regarding the ongoing regional advocacy efforts and projects facilitated by the Coalition. Members were encouraged to continue the regional efforts to overcome economic development challenges.

Our thanks go to Donna Barry, Senator Grassley's office, Ellen Huntoon, Sen. Harkin's office, Sens. Mike Gronstal and Nancy Boettger and Reps. Jack Drake and Rich Anderson for attending. This forum presents an opportunity for Coalition members to learn what types of issues and debates might be on the horizon in the next legislative session for which they need to be prepared. It is also a platform for legislators to understand with specificity what resources and policies are needed and helpful for current, regional projects being implemented.

Where is SWICO on farm production policy?

The Ag Committee made recommendation, and board consensus was in agreement, that SWICO did not need to focus on advocacy for policy affecting on-farm production. Co-chair Bill Henderson offered the numerous, established organizational venues available to individuals to promote and

support specific policy within the farm production area. Board members determined that, with regard to the Farm Bill, advocacy efforts would focus on rural economic development policy and programs.

Turn-out of members and local residents impressive to the Iowans for a Better Future

Iowans for a Better Future (IBF) was originally formed to promote implementation of the Iowa 2010 Strategic Planning Commission - a comprehensive plan to achieve strong and viable growth.



In order to capture grassroots ideas, suggestions and concepts for meeting the state's growth and development issues, the IBF designed a day-long program that it could facilitate at 30 sites throughout the state — the Grow Iowa Tour (not to be confused with our own Grow Iowa Foundation). IBF then contacted the Coalition through referral to see how it could manage the program to capture information from smaller communities recognizing its limitation of 30 sites

2007 SWICO Members — KEEPING US STRONG!

- | | | |
|---|--|---|
| Denny Bloom | Creston Publishing | Miltner Insurance |
| Mike Cheese | Diagonal Community Development Corporation | Montgomery Co Development Corp |
| Norvell Houck | Farmers Mutual Telephone Co | Montgomery County Memorial Hosp |
| Dale McAllister | Farmers Trust & Savings Bank | Montgomery County Supervisors |
| Dan Morgan | First National Bank - Fontanelle, Greenfield, Massena | National Center for Appropriate Technology |
| Ken Pangburn | First National Bank - Shenandoah | Oakview Construction |
| Guy Powell | First Whitney Bank & Trust | Okey Vernon First National Bank |
| Jerry Putnam | Glenwood State Bank | Page County Farm Bureau |
| Don Sonntag | Glenwood/Mills Co Chamber of Commerce and Ec Dev Found | Page County Federal Savings Association |
| Alec Turner | Global Horizons | Page County State Bank |
| A.M. Cohron & Sons, Inc. | Great Western Bank - Bedford | Panora COOP Telephone and Cablevision |
| Adair County Farm Bureau | Great Western Bank - Creston | Red Oak Chamber of Commerce |
| Adair County Tourism | Great Western Bank - Hamburg | Red Oak Chrysler Dodge Jeep |
| Adams Community Chamber of Commerce | Great Western Bank - Leona | Red Oak Industrial Foundation |
| Adams Community Economic Development Corp | Great Western Bank - Mount Ayr | Ringgold Co Development Corp |
| Adams County Board of Supervisors | Great Western Bank - Osceola | Ringgold County Board of Supervisors |
| Agri-solutions | Great Western Bank - Red Oak | Ringgold County Farm Bureau |
| Alliant Energy | Great Western Bank - Sidney | Shelby County DevelopSource |
| A-Plus Designs | Great Western Bank - Stanton | Shelby County State Bank |
| Audubon County Economic Development Corporation | Great Western Banks - Bedford | Snyder & Associates, Inc. |
| Bank Iowa - Clarinda | Greenfield Chamber/Mainstreet & Development Corp. | Southwest Iowa Planning Council |
| Bank Iowa - Red Oak | Greenfield Implement Company | Southwest Iowa Rural Electric Cooperative |
| Bank Iowa - Shenandoah | Greenfield Municipal Utilities | Southwestern Community College |
| Bateman's Services | Grundman Insurance | Taylor County Farm Bureau |
| Bedford Area Economic Development | HDR Engineering | Union Bank - Lenox, Corning |
| Camblin Mechanical, Inc. | Houghton State Bank | Union County Board of Supervisors |
| Cass County Board of Supervisors | Iowa Area Development Group | USBank - Mt. Ayr |
| Cass County Farm Bureau | Iowa Telecom Ann Hamilton | USDA Rural Development |
| Cass-Atlantic Development Corporation | Iowa Telecom Francis Doyle | Van Ginkel Law Office |
| City National Bank - Shenandoah | Iowa Western Community College | Wallace Foundation for Rural Research & Development |
| City of Fontanelle | Kenyon & Nielsen, P.C. | Wash Haus, LLC |
| City of Griswold | Lenox Development Corporation | Wells Fargo Bank - Atlantic |
| City of Malvern | Lenox Municipal Utilities | Western Iowa Tourism |
| City of Red Oak | Lisle Corporation | |
| City of Shenandoah | McMahon Drug Store | |
| City of Stanton | MidAmerican Energy | |
| City of Villisca | Midwest Opportunities | |
| Corning Community School District | Midwest Partnership Corporation | |
| Corning Nursing & Rehab Center | Mills County Board of Supervisors | |
| | Mills County Farm Bureau | |



County Economic Development Corporation to provide technical assistance and financing so that Atlantic could welcome a new business. Sears is now open for business!

Send in your good news!



When a real estate agent, on behalf of a site selector, inquired about a regional development organization through which he could coordinate site visits, he was referred to SWICO — tangible evidence of the value of an established regional presence!

Congratulations to Mills and Montgomery County on the ground-breaking for their new ethanol plants.

each table should have food samples or other ag products to sample and distribute to Capitol guests and legislators from 11:30 am to 1 pm.

This event is sponsored by the Coalition to keep the viability of ag ventures in rural areas in front of policy makers and provide a marketing avenue for our local businesses.

It is that time of year again - membership drive time

Members are congratulated on the very low rate of attrition SWICO experiences annually. The annual, average rate is 33%. SWICO only has an average lapse of 2 to 3 members a year for various reasons. And, these losses are generally replaced with new members for the year. This ongoing membership support, through more than a decade, is a tribute to the volunteer, regional work that continues to secure resources and influence rural policy and an affirmation of SWICO's continued viability.

The board of directors is greatly appreciative of all the 2007 member support.

Regional collaborative efforts have become even more critical for local economic viability. Policy and funding is increasingly targeted to support regional efforts because such strength and effectiveness is seen in them.

Much debate and research has centered on "what a region is", "what size a region should be" or "how to be a region." And while the discussion rages, SWICO just continues to get the work accomplished.

Congratulations!

In 2008, members will continue to communicate an annual legislative agenda of priorities. Annual activities such as Taste of Southwest Iowa at the capitol and member meetings will continue to provide awareness of rural issues and networking

Each table will be judged by a yet-to-be-determined third party. The winner will receive the 2008 Taste of Southwest Iowa Excellence award.

Contact the office or Margaret at meg_colaw@hotmail.com to reserve a table for your county. Tables are rented and will be set-up by 9 a.m. compliments of the Coalition members.

opportunities that strengthen local community development efforts. And, SWICO will continue to support and nurture long-term regional projects such as the Rural Development Resource Center and regional marketing groups.

Maintaining the same number in membership though does not mean the same amount of revenue from membership dues because of the sliding rate. A gain of one membership at \$50 does not begin to replace a loss of one at \$500.

The board of directors ask that each member take a little time to increase memberships for 2008 so that SWICO can be comfortable meeting its financial obligations and activity schedule.

You are the voice at your local level that can convey the value of SWICO for community development. And, here is the goal: \$300 in membership dues from each member county.

Here are some easy ways to increase your county membership:

- Review the list of members in this newsletter.
- Ask your city or County Board of Supervisors to join.
- Consider increasing your own individual membership to a business membership level.
- Bring guests to meetings and events.
- Request information be mailed to a business or individual by the office.

Good work is being accomplished on a regional level. Let's increase that capacity in 2008!

statewide.

IBF Board Chair, Brad Parks, the SWICO board and coordinator designed a rural tour throughout the Coalition member region. The sites were strategically selected to introduce the IBF board members to the individuality of the region's communities, geography and available development resources.

It was short notice but Coalition members rallied to get out the general public and other members along the tour. Along the stops in Harlan, Malvern, Sidney, Bedford and Greenfield, attendees were present to discuss and share regional development challenges and some examples of local solutions. The tour ended at the Coalition office site in Red Oak for group facilitation. 100 members and residents attended a site convenient to them along the tour — not bad for the middle of a work-week and travel involved.

Brad Parks dubbed it a great day, and further stated that they had visited with more people during the rural tour than they had at any other, one location that had previously hosted the program throughout the state.

Thank you to all the members who assisted with communication and site hosting at the local level.

The IBF is publishing a report on each community (region toured in our case) which will be posted on its Web site at betteriowa.com.

Time 21 update

A letter of support for fully funding TIME 21 traveled to Governor Culver's office accompanied by a copy of the resolution of support passed by the Coalition members in February of 2007.

Each member of the Transportation Committee received an electronic copy of the support documents.

While the Coalition board and members do not feel like they are in a position to recommend in what manner the funds would be generated to fully fund TIME 21, they do recognize the safety and economic development impacts substandard road infrastructure is having throughout the state.

Members interested in supporting this issue can attend a statewide rally in Des Moines on January 23rd. Contact the office if you would like to coordinate the trip with other Coalition members.

Questions you might have about the Road Use Tax Fund and TIME 21 can be conveyed to Larry Winum, Transportation Committee, chair at 712-527-3157 or lwinum@glenwoodstatebank.com

Call for 2008 Committees....

Standing committees can be activated each year as needed and requested by members. If any group of members has an issue that needs addressing in the areas of housing, communications, water or workforce, the committee can be activated by contacting the office.

Active committees with chairs to whom you may relay or request information are:

- Agriculture – Bill Henderson and Guy Powell, co-chairs
- Legislative – Steve Adams, chair
- Transportation – Larry Winum and George Maher, co-chairs

Staff in motion and providing technical assistance

Your Rural Development Resource Center continues to develop and put operations in place to provide technical assistance to increase entrepreneurial

activity within the region. More than 90 individuals operating, expanding or seeking to start a business have had contact with the Center. More than \$700,000 in loans have been facilitated because of the Center services. We have already seen 2 business starts providing 6 new jobs, two ethanol ground-breakings and have 2 ag cooperatives in development.

Staffing continues with the newly hired business development specialist assigned to the Southwest Iowa Business Accelerator, Angie Rae Duncan. The RDRC received the \$75,000 check from the Iowa Department of Economic Development in November to begin this component of the RDRC program.

Angie is already traveling and providing consults. She comes to the program with a wealth of economic development skill which included value-added ag. She makes the third specialist available to serve the region now through the RDRC.

Counties so far that have benefited from individuals receiving services include: Adair, Carroll, Cass, Fremont, Montgomery, Page, Pottawattamie, Ringgold and Taylor. The RDRC has also worked with two out-of-state clients investigating a business start in the region from Colorado and Oregon.

Individuals can access the RDRC services directly or can be referred if technical assistance within the area of need is not available or accessible. Contact can be made by e-mail at rdrc@enterprisingiowans.com or phone at 712/623-5521. A Request for Services Form needs to be completed

and returned to the office. A business development specialist will then be assigned, depending upon the client's area of need and client location, for up to 2 hours of free consultation. The client will be provided with a technical assistance plan and associated costs for services rendered. Clients should be prepared to invest \$250 at

The RDRC business development specialists work across industry sectors but also maintain areas of expertise.



Angie Rae Duncan,
BUSINESS ACCELERATOR PROGRAM
Manufacturing
Value-Added Agriculture



Roxanna Sieber,
SMALL BUSINESS
Retail Service



Steve Adams,
INTERIM SERVICE COORDINATOR
Manufacturing
Value-Added Agriculture
Bio-Fuels
Industrial Site Selection

a minimum for assistance with business plan development.. Spot services for assistance with information, analysis and regulatory paperwork can also be provided on demand by the RDRC staff.

The offices are open to the public from 10 a.m. to 4 p.m. In order to ensure that you can visit with a specialist, please call ahead. Generally the specialists are traveling to the clients for consultations.

The Rural Development Resource Center's primary partner boards of directors met jointly to evaluate the legal structure currently in place as the program develops. It was the consensus of agreement that, at

this point, it will remain a program of Grow Iowa Foundation because of its mission, accounting standards and ability to hire employees. Options as it matures might be a 28-E agreement is currently under legal exploration.

Once again, funding to provide this valuable economic development tool was available because of the existing, experienced, grassroots, regional organizations that could serve as the infrastructure for the RDRC program.

REInvent counties forge a branding path

In 2005, SWICO secured funding through the Department of Economic Development for any of its member counties to use to develop a cooperative marketing program. After much hard work, a marketing plan is in place and a brand for the 8-county marketing region has been developed. Now, the delegates from

Adams, Cass, Montgomery, Page, Ringgold, Shelby and Taylor counties are preparing to launch

a regional Web site and begin print production of recruiting materials to invite individuals to REInvent themselves in southwest Iowa.

The brand promise: Southwest Iowa is the place to find a new career, a new life and a new future.

About the brand: Southwest Iowa presents an attractive alternative to

major metropolitan areas in the region because of its quality of life. It also has the resources and the desire to create a haven for 30- and 40-something professionals to thrive in their third age with abundant entrepreneurial and volunteer opportunities and a welcoming and supportive attitude.

Southwest Iowa will be different because its communities and counties will be unified behind an effort to attract and embrace these new residents. The region's explicit invitation is that they will support and champion the cause of entrepreneurs and volunteers who want to discover the joys of living in Southwest Iowa.

Southwest Iowa's brand is relevant because the target audience desires what Southwest Iowa offers — a more relaxing, safe and attractive environment in which to start something new and rewarding. The brand will be truthful because people and organizations throughout the region will fully understand the brand and recognize how to use the brand to make decisions every day.

The southwest Iowa marketing group looks forward to rolling out the implementation of its marketing plan along side other cooperative marketing groups active within the Coalition membership.

Taste of Southwest Iowa Thursday, March 20th

Board member, Margaret Johnson, is heading up the annual Taste of Southwest Iowa event for 2008. Mark you calendars and get your county-themed table ready for the legislative event in Des Moines. The entire rotunda has been reserved for the day.

Margaret would like a table from each of the 16 counties decorated and sporting local information on business, tourism, cultural events and unique features. The event is focused on our innovative agricultural businesses and



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