

Southwest Iowa Coalition 2008 Annual Membership Report

www.swico.org

REGULAR BUSINESS NOTES

January 22nd is the date for the Annual Meeting that will be held at the Red Oak Country Club. The current board will present the following 2009 slate of board nominees for the membership's vote:

- Kenner Baxter, Cass, PRIDE Development
- Joe Blankenship, Mills County Supervisors
- Clarence Moshier, Adair, Greenfield Economic Dev.
- George Maher, Montgomery, Development Corp.
- Dale McAllister, Page, Page County Fed. Savings Assoc.
- Bill Henderson, Taylor, Lenox Development Corp.
- Jason Reynolds, Taylor, Great Western Bank - Bedford

Many thanks and much appreciation to outgoing board member, Guy Powell. Guy has served the Coalition through many years. We hope he enjoys his retirement years, and he promises to make some membership meetings in 2009!

2008 MEMBERSHIP DRIVE

Total Members	104
New Members	4
Lapsed Members	10
Recovered	3

Many members are being impacted by the state of the current economy. Most of the SWICO members however have continued to see the great benefits through the regional work and there has been a very little membership attrition — 111 to 104 from '07 to '08. We tend to forget the old adage — *when times get tough, the tough get marketing*. Because development work is a steady, slow path to progress, direct and immediate benefits escape us, and we tighten our

belts by cutting out nice but *not imperative* budget line items.

As a member, you are the local voice of advocacy for SWICO to remind investors and to introduce potential members to the benefits. So, let's name them:

- ★ A combined population of 175,256 to speak on behalf of the region to legislators and policy makers,
- ★ Hwy 71 resurface,
- ★ Hwy 34 Bridge in the plan and money appropriated,
- ★ Access to \$75K in state regional marketing funds,
- ★ Access to more than \$3M in regional revolving loan funds,
- ★ Access to immediate technical assistance for business starts and expansions through the Rural Development Resource Center established by securing more than \$780K using SWICO,
- ★ Access to a southwest Iowa ecommerce site for use by your local retailers, producers and manufacturers — www.buyiowaonline.com — a \$150K investment secured by SWICO.
- ★ Support to partners working in the areas of value-added ag: local food systems and regional branding.

So, make it your business this year to share the regional business successes of the Coalition which is feeding capacity back into your local communities in the form of resources and advocacy.

Welcome to our new members this year: Akin building Centers - Corning, Atlantic, Clarinda and Creston, Fremont County Economic Development Corporation, KCSI Radio and Plum Creek Dude Farm, owner, Ronald Abbott.

SAVE THE DATES

SPECIAL EVENT DATES

Taste of Southwest Iowa
March 25, 2009

Golf Tournament

June 23, 2009 - (July 21st Rain Date)

Legislative Forum

September 17, 2009

MEMBERSHIP MEETING DATES

January 22, 2009 — Host: Montgomery

February 26, 2009 — Host: Page

April 16, 2009 — Host: Adams

May 21, 2009 — Host: Adair

October 15, 2009 — Host: Fremont

BOARD MEETING DATES

Board meets at 4 p.m. prior to each membership meeting. Additional board meetings at the Red Oak office are scheduled for:

July 21, 2009 & November 19, 2009

January: Annual Meeting



March: Taste of Southwest Iowa



April: Turner Leadership Award



August: Annual Golf Tournament



September: Annual Legislative Forum



December: RDRC Products

Entrepreneurial Assistance Project

staff supported digital business plan composer

Buy Iowa
BuyIowaOnline.com
product-to-market assistance

2008
at a glance

Red Oak, IA 51566
PO 292

