## Marshalltown MORKS

Accelerating Opportunities and Growth

### Marshalltown Momentum! Investing in Ourselves







MARK SAME

2001 — Voters approve \$4.5 million bond to build new aquatic center, and Vision Iowa awards \$3 million to compliment the building of a new Community Y

2004 — Voters approve \$25 million bond to renovate and rebuild school facilities in the Marshalltown Community School District 2006 — Voters approve \$5 million bond to build a new library for a new century, Vision Iowa approves \$1.2 million and the private fund raising efforts meets its goal — construction begins in 2007!

2006 — Voters approve \$35 million for expansion and improvements throughout the entire Iowa Valley Community College District — construction begins in 2007!

### Others investing in us

2005 — Department of Human Services announces the opening of an in-bound call center for child support recovery

2006 — Local Company SNT Trucking purchases spec building to aide its expansion

2006 — Lennox Manufacturing reaches agreement on incentive agreement with the State of Iowa

2006 – Marshalltown Medical & Surgical Center announces \$5 million CATH Lab addition

2006 — Emerson Process - Fisher Controls Division announces \$19.2 million Fisher Technology Development Center

2007 — Alliant Energy announces Marshalltown as the site for a \$1 billion new coal-technology 600 megawatt power plant

#### **This Month** | February 2007

Leadership
Young Professionals
MCVB8 & 9
Ambassadors
Marshall Town Center
Marshalltown CBD
Inside This Issue



MYP contributes \$2500 to the Community Y Partnership with Youth Campaign

Chamber



2007 Iowa Travel Guide now available at the MCVB office

Convention & Visitors Bureau

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### CHAMBER

**MCVB** 

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Hibbs



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Vance

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Ex-Officio Gene Beach Harrison Cass Dick Hierstein Larry McKibben Mark Smith Karen Squires Tim Wynes

#### **New Members**

Following is a list of businesses that have invested in the greater community by joining the Marshalltown Area Chamber of Commerce.

Please support these businesses when making purchases and business decisions.

State Farm Insurance – Jeff Linton Agency 207 East Church Street Marshalltown, Iowa 50158

Marshalltown, Iowa 50 641-752-0979 Jeff Linton Mama DiGrado's Pasta & Pizza

50 La Frentz Lane, Suite E Marshalltown, Iowa 50158 641-752-7499 Dave and Kim Hilsabeck

#### 32 Renewing Members

The renewing members printed in bold type marks those with memberships in increments of five years.

1st Rate Real Estate (4 years)

Ace Precision Castings (5 years)
AmericInn (10 years)

Carmicheal Back & Neck Care (2 years)
Central Iowa Fair (3 years)
Chalet (13 years)

Comfort Inn (10 years)

Consumer Credit Counseling Services (11 years) Culligan Water Conditioning/Driessen (11 years)

Dairy Queen, Center Street (5 years)

Des Moines Cold Storage (16 years)

Ed Mead Real Estate (28 years)

Excel Medical (16 years)

Field's (13 years)

Forbes Office Equipment (2 years)

Harthun, Floyd (2 years)

Dr.'s Hawkins & Urbanowski (13 years)

Hellberg's (13 years)

Hy-Vee Foodstore (44 years)

King Graphics (4 years)

Linn Valley Apartments (12 years)

Marshalltown Board of Realtors (16 years)

Marshalltown Speedway (2 years)

New Horizons Realty (9 years)

Penn Mutual Life Insurance Co. (6 years)

Petty Vinyl Co., Inc. (11 years)

River Oaks Apartments (9 years)

Salvation Army (10 years)

Schendel Pest Control (13 years)

Super 8 Motel (10 years)

Vernon Company (15 years) Willard's (35 years)

#### **Marshalltown Works**

is a monthly publication of the Marshalltown Area Chamber of Commerce, Marshall Economic Development Impact Committee and Marshalltown Convention & Visitors Bureau who collaborate in creating opportunities for business, residents and visitors.



### Chamber can be a Great Partner with Your Business

Are you taking full advantage of the opportunity?

In the coming weeks the Chamber will be offering exciting partnership opportunities that are an exclusive benefit to Chamber member businesses. Here are five opportunities that are available right now.

#### Partnership Opportunity #1

"Business to Business Showcase" — The showcase is a quarterly revamped version of our popular Business After Hours event. The quarterly showcase is an excellent way to promote your business as we continue to implement the Target 5 - Buy In! campaign. You can be a key sponsor or a support sponsor - either choice puts you and your business in front of a excellent targeted audience. There is only one key sponsor-ship available for each of the quarterly showcase events, and only 10 support sponsorships available for each event so don't miss this partner-ship opportunity.

#### Partnership Opportunity #2

"New Member Orientation" — The Chamber is gaining new members every week. Quarterly we invite those new members into the Chamber office for a breakfast or luncheon orientation. As a key sponsor of the new member orientation, you have the opportunity to promote your business to make sure these new chamber members know about you and what your business has to offer. There is only one key sponsorship available for each quarterly orientation.

#### Partnership Opportunity #3

"Meeting Agenda and Coffee Sponsor" — The work of the Chamber is centered around a variety of meetings that total in the hundreds annually. As the key sponsor your logo will be placed on all meeting notices that are emailed to committee members and your logo will also be on display during these various meetings.

Listen Weekly to Chamber Chat
Sunday Mornings

6:30 am on 99.5 KDAO FM 7:30 am on 1190 KDAO AM

Keep up with the latest Chamber, MCVB and MEDIC News.

#### Partnership Opportunity #4

"Newsletter Inserts" — The Chamber newsletter reaches nearly 1000 individuals monthly. An insert in the Chamber newsletter is a very cost-effective way to reach this excellent targeted audience. We only accept three inserts for any one issue so book your issue now.

#### Partnership Opportunity #5

"Enhanced web site directory listing" — www.marshalltown.org is getting over one million hits annually. As a member of the Chamber you are listed in our on-line membership directory. Enhancing your directory listing is an excellent way for more people to find out about your business.

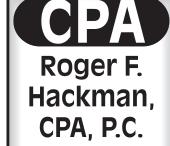
Watch for other exciting "Partnership Opportunities" in the weeks ahead that can add additional value to your membership and marketing punch to your business!







View the Chamber Newsletter on-line at www.marshalltown.org



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### BVU (@) MARSHALLTOWN Courses begin every 8 weeks in Marshalltown ent to see what you need to complete your 4-year degree! located on the Marshalltown Community College campus

### Alliant chooses Marshalltown for new energy

Alliant Energy recently announced Marshalltown was the site selected for a new \$1 billion clean-burning coalfired power plant. This announcement comes after a fiveyear process of a task force from the city, county, Marshalltown Area Chamber of Commerce and Marshall Economic Impact Committee, working with Alliant Energy as one of three potential locations for the new power plant.

The task force studied the effects of having the plant in Marshalltown and gave Alliant every detail possible so Marshalltown could put its best foot forward. Ottumwa and Burlington were also considered.

This new plant will be capable of producing approximately 600 megawatts, 24 hours a day, seven days a week and represents a \$1 billion investment in utility

infrastructure and power availability for business expansions and other economic development opportunities.

The plant will provide 60-85 permanent full-time positions and up to \$1.7 million in additional tax revenues locally. During construction, the workforce will average 300 to 400 per day with more than 1,000 workers at the site during the peak of construction.

This facility is part of the new "Energy for a New Generation" plan announced by Interstate Power and Light, an Alliant Energy company. Besides the new cleancoal power plant, the plan includes new wind power generation in Iowa and the sale of Interstate Power and Light's transmission system to a regional power transmission company.



Iowa Lieutenant Governor Patty Judge (center), talks to Terry Harrman, Public Affairs Manager -Alliant Energy (left), and Tom Aller, President, Alliant Energy - Interstate Power and Light, (right), about Alliant's "New Generation" plan.



Tom Aller, president of Alliant Energy - Interstate Power and Light, announces Marshalltown as the location for its new \$1 billion energy plant a the Best Western Regency Inn on January 19, 2007.

#### **MCRILL-STOWELL-CHRISTENSEN INSURANCE**

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### ECONOMIC DEVELOPMENT

### **MEDIC** outlines goals for 2007

Marshall Economic Development Impact Committee (MEDIC) reviewed project highlights from 2006 and reported on the work plan for 2007 at their recent board meeting with MEDIC investors.

In 2006, MEDIC had total of 19 active projects, 11 business inquiries, 35 company visits, five recruitment trips, and 16 recruitment appointments.

During 2006, MEDIC assisted with five new businesses, 10 business expansions, one business retention, and 400 new or retained jobs. Over 240,000 square footage was used with these expansions, attractions and retentions, with a capital investment of \$44,816,000.

The work plan for 2007 was outlined and MEDIC remains committed to the five-year objectives adopted two years ago. This plan includes assisting with the creation, location, expansion or retention of businesses in the county including advance manufacturing and distribution, value-added agri-business and biotech-

nology, information technology and solutions, insurance and financial services and corporate headquarters.

MEDIC continues to work toward efforts to enhance the entrepreneurial spirit and activities in Marshall County and create a workforce attraction initiative that is focused on the retention and recruitment of individuals who meet the needs of existing and new employers.

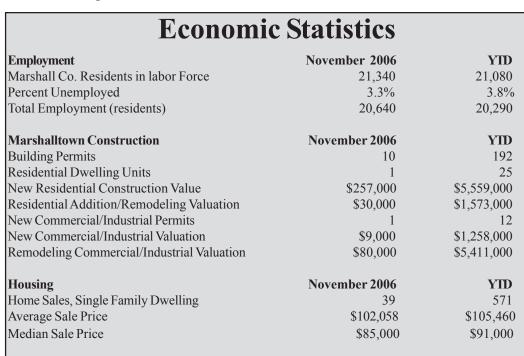
MEDIC intends to be Marshall County's most comprehensive resource for demographic and quality of life information on why bringing or keeping a business in Marshall County makes bottom-line sense and why moving to Marshall County to work is good for potential employees and their families.

This was the first MEDIC board meeting with investors. MEDIC intends to hold board/investor meetings semi-annually.

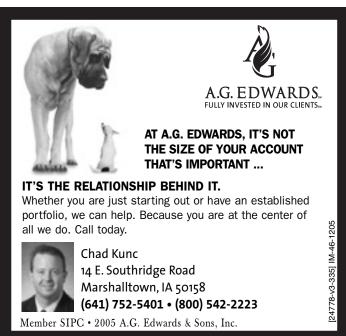


MEDIC Board and investors met at the Best Western Regency Inn to assess 2006 and review objectives for 2007





Visit www.marshalltownworks.com for additional statistics





#### Home Federal Savings Bank Hosts Business After Hours

The February Chamber After Hours will be hosted by Home Federal Savings Bank, 303 W. Main St., from 5:00 pm to 7:00 pm on Thursday, February 22<sup>nd</sup>.

You're invited to join the staff of Home Federal Savings Bank for delicious hors d'oeuvres and good comaraderie... an enjoyable evening among friends. Come also to meet new market president, Doug Wirth, who joined the Home Federal team last fall.



#### Target 5 - Buy In!

Fifteen businesses have already committed to shift 5% of their spending to companies within Marshall County.



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### **Iowa Valley Leadership**

Leaders Are Learners is a very apt description of both the December Iowa Valley Leadership session and the class members. The day started by learning about Early Childhood education efforts. The class toured Woodbury Elementary School to learn about the Bilingual program. At Lenihan they discussed No Child Left Behind legislation, open enrollment, co-op teaching as well as what administrators are doing to eliminate bullying. At Iowa Valley Education and Training Center, IVL class member Jorge Bonilla shared information on the programs they offer. Over 1000 are taking English classes and trade program classes. IVCCD Chancellor, Tim Wynes, shared about the community college program. Fisher Controls sponsored the December session.

The December IVL session focus was on poverty in Marshalltown. IVL classmate Lisa Moeller shared MICA's eye opening power point presentation on a budget for a family of four living in poverty. Sister Chris (IVL Class of 2002) from the Hispanic Ministry shared information concerning the recent ICE raid in Marshalltown as well as immigration myths and facts. The class wants to have a class project and selected the need for an observation tower at the Grimes Farm and Nature Center as their project! MMSC sponsored the January session.

Iowa Valley Leadership is jointly sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education. The goal of the program is to unite emerging leaders from diverse backgrounds and perspectives and increase their knowledge and understanding of community issues. Session sponsors this year are: Alliant Energy, Fisher Controls, Iowa Valley Continuing Education, Lennox Manufacturing, Marshalltown Area Chamber of Commerce, Marshall County Bar Association, MMSC, and RACOM. Noon Optimists and Marshalltown Rotary.

#### **Des Moines Summit scheduled**

Marshalltown leaders will present community issues to the governor, state legislative leaders and state agency heads on Tuesday, March 13. For the seventh year members of the Iowa Valley Leadership class will attend.

This is the eleventh year Marshalltown has visited the state capitol.

In addition to the meeting agenda a bus to Des Moines will be provided for all participants, and we serve Maid-rites in the Capitol to legislators. Corporate sponsors include Fisher Controls, Lennox Manufacturing and Marshalltown Medical and Surgical Center.





### YOUNG PROFESSIONALS

### Sip. Savor. Support. Success!

On Wednesday, December 6, the Marshalltown Young Professionals hosted Sip. Savor. Support., a wine-tasting event and silent auction, with proceeds benefiting the Community Y's Partner with Youth campaign. With more than 175 people in attendance, the Young Professionals raised \$2,500 for the campaign. A check was presented to the Partner with Youth campaign on Monday, January 22.

The Community Y Partner With Youth annual campaign raises funds needed to provide scholarships for less fortunate children and families. These scholarships provide the community youth with the chance to participate in and benefit from the many Y programs that develop positive values and healthy lifestyles. The Y's philosophy is to ensure that no one is denied access to membership or programs because of an inability to pay.

The Marshalltown Young Professionals would like to thank the Marshalltown Times-Republican and Marshalltown Broadcasting for helping sponsor the event, Elmwood Country Club for hosting the event, John Ernest Winery and Vineyard for providing wine-tasting, and the many sponsors who donated items for the silent auction.



MYP members presented the Community Y Partner with Youth Campaign with \$2500 raised at their December 6 Sip. Savor. Support. event. (L-R) Denise Case, Julie Fichner, Community Y **Director Carol Hibbs**, **David Hicks, Lynn** Olberding, Eric Boone, Eric **Bidwell and Jennifer Hass** 







For more information about MYP go to www.marshalltownyp.com or call the Chamber Office, 753-6645



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### TOURISM

### Information Station program to be implemented in 2007

The Marshalltown Convention & Visitors Bureau will soon be launching a new program to provide visitors to the area with a first-class experience by including "Information Stations" in local convenience stores. These stations would include information on attractions, area maps, and a calendar of events. It is our belief that the Information Stations will present a positive first impression to visitors, save convenience store employees time, and create additional sales.

There are a variety of sizes and placement options for these stations and we would like the opportunity to meet with local convenience store managers to discuss the most appropriate Information Station for their store(s).

An additional component of this program includes a handy reference guide for employees

to learn about the Marshalltown area; the guide includes maps, calendars, and brochures on area attractions. For the convenience of participating stores, MCVB volunteers will regularly check the quantity of materials and provide updates for the reference guide.

To learn more about the Information Station program, or to volunteer, please call the MCVB at 753-6645.



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Rick Ray ★ Melody Bennett

Moises Garcia ★ David Gooding

Beth Barrett ★ Phil Henning ★ James "Chris" Bland



### TOURISM

### Food and Farming for the Future Conference



The 12th annual Local Foods Conference entitled "Breaking New Ground: Food and Farming for the Future is coming to Marshalltown on February 3rd. Participants will get a chance to voice their opinions regarding the care and feeding of a local food system that offers food security, local economic benefits and healthy nutrition. State, local, and national elected officials have been invited to come and listen to a conversation facilitated by Brother David Andrews, Executive Director of the National Catholic Rural Life Council. Following a potluck lunch, smaller workshop sessions provide participants a chance to drill down into detailed sessions on production and

marketing. Successful Farming Magazine's editor Dan Looker wraps up the day with the closing keynote.

The conference is hosted by the Iowa Network for Community Agriculture (INCA), a grassroots organization dedicated to making connections between consumers and producers in growing and eating local foods.

To receive a conference brochure, please e-mail stevensmith@growinca.org or call 641-751-2851. You may also visit <a href="https://www.growinca.org">www.growinca.org</a> for more information and a registration form. The conference will be held at Dejardin Hall at Marshalltown Community College from 8:30 am - 5:00 pm.

For the time and a description of the events below, log on to the MCVB website's Calendar of Events...**www.VisitMarshalltown.com** 

#### February 2007

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Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
StoryTime	Tues. & Fri.	Public Library
Bilingual Storytime	Feb 6	Public Library
Herbs and Plant Folklore	Feb 6	Fisher Community Center
Nature Story Hour	Feb 7	GrimesFarm & Conservation Center
Bilingual Storytime	Feb 9	Public Library
Annual Soup Supper	Feb 9	Senior Citizens Center
ISU Groove Drumline	Feb 9	Conrad, BCLUW
Ballroom Dance	Feb 9	Community Y
English Tea	Feb10	Binford House
New Iowans Family Book Club	Feb 11	Public Library
Card Party	Feb 12	Community Y
Anime Night	Feb 13	Public Library
Nature Story Hour	Feb 21	GrimesFarm & Conservation Center
"Time for Three"	Feb 21	MHS/Community Auditorium
Card Party	Feb 26	Community Y
E-1 2007		

#### February 2007

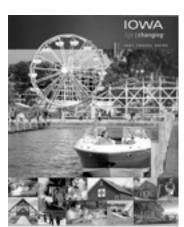
Meetings, Conventions, & Events
Iowa Rodeo Cowboys Association
Iowa Network of Community Agriculture
Grinnell County Mutual Adjusters &
Inspectors Association

#### Location

Best Western Regency Inn Iowa Valley Continuing Education Best Western Regency Inn

## **2007 Iowa Travel Guide available**

The 2007 Iowa Travel Guide is available at the Marshalltown Convention & Visitors Bureau. The new Travel Guide includes destinations and attractions, accommodations, and event highlights, along with ads representing communities and attractions across the state, including Marshalltown.



"It's always exciting to receive the new Travel Guide," said Nancy Landess, manager of the Iowa Tourism Office. "Old favorites and brand-new attractions, sparkling new photos, and a wealth of detailed information await you in our premier tourism marketing piece."

To complement the printed Travel Guide, the Tourism Office has again made the publication available in "virtual" form on the traveliowa.com website. Users can view listings, charts, and photos exactly as they appear in the printed guide, and can also print individual pages and email a Travel Guide link to their friends.

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www.visitmarshalltown.com



### CHAMBER

### **Chamber Ambassadors Courtesy Calls and Ribbon Cuttings**



Community Nursing, 11 North 1st Avenue (lower level of F & M Bank), celebrated moving to their new location with a ribbon cutting on January 9.



Jeff Linton celebrated taking over the State Farm Agency located at 207 East Church Street with a ribbon cutting on January 9.



Chamber Ambassadors visited Jax Restaurant, 903 W. Lincolnway on December 12. Fred Fredrigill just celebrated owning the business for one year.

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The Ambassadors are the goodwill arm of the Chamber.

Their scheduled time for courtesy calls and ribbon cuttings is at 4:30 and 4:45 on the second and fourth

Tuesday of the month.

Please contact the Chamber office if you would like to schedule a visit, 641-753-6645.

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#### **Jewelry**

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#### His & Her Movie

See the newest release at Plaza 9 Theatres or watch your favorite flick on a new large screen television from Rex TV & Appliance.

#### **Books**

Enjoy each other's company while you each cuddle up with a great book from Waldenbooks.



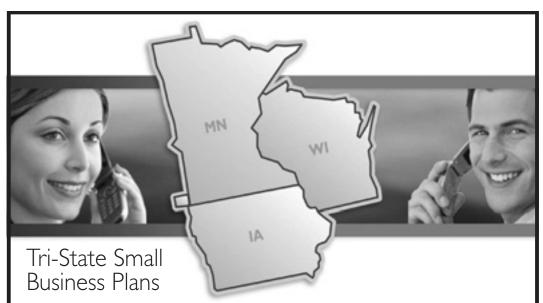
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#### Healthy Marshalltown

Asset of the Month - February - Asset #40 Positive View of Personal Future

Young person is optimistic about her or his personal future.



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\*Number of employee lines allowed varies by service plan. Unlimited calling to Midwest Wireless customers applies to all calls placed on the Midwest Wireless network to any other Midwest Wireless phone. A regulatory surcharge of \$1.00/month is added to each line to help partially recover the costs incurred due to regulatory mandates. Other taxes, fees and surcharges may apply. Early termination fees may apply. Offer available on specific service plans. Services subject to credit approval. Some restrictions apply; see store for details. ©2006 Midwest Wireless Holdings, LL.C. AA/EOE.



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### MAIN STREET

### Reserve a Booth for Job Fair 2007 April 4 at the MCC Campus

For three hours on Wednesday, April 4, the Marshalltown Community College Tigers' basketball court will be transformed into a marketplace made especially for those persons seeking a job, exploring a new career, or looking for a graduate school. Marshalltown Community College, Buena Vista University, Iowa Valley Continuing Education, the Marshalltown Area Chamber of Commerce, Iowa Workforce Development, KDAO, and KFJB/KXIA radio stations will host Job Fair 2007.

From 10 am - 1 pm, more than 70 employers and graduate school representatives will display information and discuss career and educational opportunities with Job Fair

participants.

"Our experience is that, regardless of the unemployment rate, employers are pleased to be able to set up a display and visit with job fair participants about their company and its current and future job openings," explains Jim Merritt, event coordinator. "Likewise, our job fair participants are eager to learn more about career fields and area employers, whether they happen to be currently employed or not. It's a great networking opportunity for the community."

Area employers interested in setting up a booth for Job Fair 2007 should call in soon. There are a limited number of display spaces.

Previous participating businesses will receive letters of invitation.

If you have questions or if you would like to have a booth contact Sandy Supianoski, Assistant Dean, Career & Employment Center, by phoning (641) 752-7106 or she can be reached by e-mail at

Sandy.Supianoski@iavalley.edu.

#### 2007 MCBD Board of Directors

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Kileen Rezac, AIG Financial Advisors
Mark Rohde, Independent Insurance
Liz Zuercher, MMSC

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Marshalltown 752-5421

#### **TAX SPECIALISTS**

#### **ACCU-TAX**

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#### TELEPHONE/ INTERNET

### IOWA TELECOM COMMUNICATIONS, INC.

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### **Spaces filling fast for 2007 Home Show**

Spaces are filling quickly for the 2007 Home Show that will be held at the Marshall Town Center on March 16 through 18.

The Marketing Committee of the Marshalltown Area Chamber of Commerce sponsors this event that is attended by approximately 15,000 people annually.

Show hours are 5 to 9 p.m. on Friday, 10 a.m. to 8:00 p.m. on Saturday, and noon to 5 p.m. on Sunday.

The price of the event for chamber member vendors is \$240 for the first booth and \$225 for additional booths. The price for non-chamber members is \$450 for the first booth and \$220 for additional booths. Due to the popularity of this annual show, booth space is limited to three 10' x 10' spaces.

A booth includes the following, back and side drapes, identification sign, booth number, wastebasket and two chairs. Covered/skirted tables may also be rented for \$20 each.

If you are interested in an application or further information regarding the show, call Amy Pieper at 753-6645 or, go online to www.marshalltown.org for more details.



Coldwell Banker Premier Real Estate at the 2006 Home Show









Agent-CSA







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