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Accelerating Opportunities and Growth

Home Show is scheduled for March 16, 17, & 18

The countdown toward spring is progressing and with it comes thoughts of home improvement, gardening and lawn care.

To help area residents get a jump on these projects, the Marshalltown Area Chamber of Commerce is sponsoring its annual Marshalltown Home Show the weekend of March 16-18 at the Marshall Town Center.

The 2007 show will make its three-day run with more than 80 booths set up to display the latest ideas and products for home improvement, lawn care and gardening.

According to Amy Pieper, executive vice president of the Marshalltown Area Chamber of Commerce nearly all the 80 plus booths were reserved as of February 20.

Pieper said the hours for the show are Friday from 5 to 9 p.m.; Saturday from 10 a.m. to 8 p.m.; and Sunday from noon to 5 p.m.

This annual home show is known for its longstanding tradition of providing information on remodeling and home improvement. It also gives visitors a chance to gain information on new products for their lawns, gardens and homes.

“We feel that a home show is a wonderful way for the merchants of Marshalltown and the surrounding area to get their names out before



the public and to showcase the products and services they offer consumers,” said Lynn Olberding, chair of the Chamber’s marketing committee. “Likewise the people of Marshalltown and the surrounding area look forward to attending the yearly event.

With new construction continuing at a steady rate, the show offers ideas for homeowners as they look to build energy-efficient homes. Pieper said several banks and lending institutions would be on hand to provide information on low-interest housing loans.

Pieper said a good number of the exhibitors who have reserved booths for this year’s show are repeat attendees. Many of the area and Marshalltown businesses that participate have been coming to the show for about 30 years.

In addition to learning about new products and receiving home improvement information, visitors will be able to register for nearly \$4000 in prizes.

A list of the businesses that have booths at the 2007 show include: 1st Rate Real Estate, Bank of the West, Central Iowa Farm Store, Cessford Construction/Cessford Ready Mix, Coldwell Banker Premier Real Estate, Consumers Energy, Flooring Gallery, Gutter Helmet of the Midlands, HÖW’-GAN Electric & Security, Iowa Bath Systems, Iowa Finance Authority, Kapaun & Brown, Inc., KDAO, KFJB - KIX101.1, Klootwyk Plumbing Heating, & Cooling, Lead Hazard Control Program sponsored by United Bank & Trust, Legend Windows & Siding of IA, Inc., Members 1st Community Credit Union, Midwest Construction, MMSC Rehab Center, Myers Home Improvements, New Horizons Realty, Nordaas American Homes, Pilgrim Heights Camp & Retreat Center, Schendel Pest Control, Schneider Fencing, Inc., Screenbuilders, Sherwin Williams, Shipley Custom Homes, Shipley Construction, Those Ink Guys, U.S. Bank, United Bank & Trust, Van Hamme Construction/Polysteel, Wehrman Electric, and Wells Fargo Bank.

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**Chamber’s
Annual Des Moines
Summit Trip planned for
March 13**

Chamber



**“The Right Direction”
Community DVD
promotes
Marshalltown**

Convention & Visitors Bureau

Inside This Issue



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Vance
Chair



MCVB
Carol
Hibbs
Chair



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Lamer
Chair

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New Member

Following is a business that invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support this business.

Pilgrim Heights Camp & Retreat Center
3005 E Avenue, Montour, Iowa 50173
641-492-6165
Josie Eggers, Director

18 Renewing Members

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

Center Associates (16 years)
Central Office Supply (11 years)
Chase Insurance (21 years)
Countrywide Home Loans (6 years)
Conrad Dejardin (10 years)
Eden Ridge Farms (2 years)
Grinnell Beverage Co. (14 years)
Roger Hackman (4 years)
Haley's Grocery (13 years)
Marshall County Coalition for Youth (13 years)
Marshalltown Packaging (14 years)
Mid-Iowa Community Action (5 years)
Pentz Appliance & TV (15 years)
Pizza Hut Delivery (15 years)
Scherrin Inc./dba Screenbuilders (7 years)
Sherwin Williams Company (14 years)
Steiner & Associates (4 years)
Steve Badger Real Estate Services (11 years)

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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.



LEADERSHIP

Chamber Leaders going to the State Capitol

Community and business leaders from the Marshalltown area will soon band together as one voice and speak to important local issues before Capitol politicians for the 11th consecutive year.

The "Meet Marshalltown 2007" Des Moines Summit and Legislative Day is March 13 and open to any Chamber of Commerce member, business leader or Iowa Valley Leadership representative interested in the government affairs arena.

"This is a chance to promote Marshalltown and get our voice into the legislative process," said Ken Anderson, Chamber of Commerce

President. "It's a pretty important day."

A bus will leave the Fisher Community Center at 5:30 am for the day-long summit and is expected to return at 3 pm. A \$15 registration fee can be made at the Chamber of Commerce office.

The trip has historically been a profitable learning experience especially for the Iowa Valley Leadership class, Anderson said.

"The response is excellent. It's an annual event we think legislators look forward to," he said. "We always get a lot of attention."

The agenda for the summit is still forming, but several items are likely to appear on it.

For instance tax increment financing (TIF), historic tax credits, property tax reform, transportation, and right to work are all on the potential list, Anderson said.

"We'll see what happens to be hot at the legislature when we go," he said.

Go to the Chamber web site: www.marshalltown.org and go to the Government Affairs priority link to get a list of the Chamber 2007 Legislative Priorities and other legislative information. For more Des Moines Summit information or for a registration form, contact the Chamber office at 641-753-6645.



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Job Fair 2007 Wednesday, April 4

Marshalltown Community College is preparing to host its best Job Fair ever on Wednesday, April 4. Each spring for many years the MCC Campus has been transformed into a one-stop job seeker's paradise and it's all FREE. From 10 am to 2 pm employers and graduate schools from all around Iowa come to the Babe Harder Memorial Complex on the MCC Campus at 3700 S. Center Street.

Job Fair 2007 expects to be at maximum capacity again this year with 85 employers and graduate school representatives who will display business and hiring information and discuss career and educational opportunities with fair participants. It gives anyone seeking a job or exploring a new career a supermarket of potential employers – all under one roof.

But, that's not all! Job Fair 2007 provides great opportunities for anyone who is planning for employment in the future. Free workshops are offered during the Job Fair hours with free critiquing of résumés from 10 am to 2 pm. Another free service will be the interpreters' table where volunteers will assist English as a Second Language fair-goers. New this year, a bank of computers will be available for on line applications to be completed for employers participating in the job fair.

One of the most popular workshops offered each year is the Employer Panel. Several representatives from a variety of different career areas will share some background of their business and then answer questions asked by members of the audience. If you have a question you've wanted to ask an employer - this is your chance. Job Fair participants always rate this session as one of the most valuable!

There will be tips and advice on many different topics such as what skills employers are looking for, what expectations human resource personnel might have, or reminders of appropriate attire, or using good manners. If you have a job interview in your future, take advantage of this great workshop. It could mean the difference between getting the job or not!

Also a Job Fair favorite is the free résumé writing critique table where Job Fair participants can have their résumés reviewed at no charge. Staffed by local employers who evaluate résumés daily, the critiquing is a great free service. It's a perfect way to get some advice on getting your résumé to be the one that stands out on the employer's desk. Even if it is just a fresh pair of eyes that catches a typo, it is one of the most valued Job Fair activities. If you are preparing for a new job search and just pulled your résumé out of the mothballs, maybe you'll get a suggestion that will improve your chances with a human resource person. Just bring along a prepared résumé and stop by the critiquing table; you'll be glad you did.

Those Job Fair attendees who are truly serious about finding a job should dress the part. Take time to look well groomed in business attire, and use actions that are professional. Be polite and respectful, introduce yourself with a handshake, and thank the employer for taking time to visit with you. These tips will be a worthwhile investment in your future at Job Fair 2007.

Job Fair 2007 on April 4, is co-sponsored by Iowa Valley Continuing Education, Marshalltown Community College, Buena Vista University, the Marshalltown Area Chamber of Commerce, Radio Station KDAO, Radio Station KFJB/KXIA, and the Iowa Workforce Development Center.

Washington Summit planning is underway



The Marshalltown Area Chamber of Commerce and Marshall Economic Development Impact Committee are preparing for the 16th Annual Washington D.C. Summit, May 14-16. Over 15 years, this initiative has returned nearly \$30 million to the Marshall County area.

This success is a direct result of the make up of the delegation and the contacts that have been made over the years in Washington. Past attendees have represented business, local elected officials, labor, education, agriculture, law enforcement, healthcare and youth. This year's Summit team is as strong and effective as those in the past.

Mayor Gene Beach and Rep. Mark Smith are the co-chairs of this year's summit. They will be prepared with a comprehensive agenda that includes issues in education, transportation, health care, housing, quality of life and law enforcement. Those issues will be discussed with Congressional staff and agency representatives in meetings throughout the summit.

Participants travel at their own personal or business expense, make their own hotel and travel arrangements and pay for their own meals, taxis, entertainment and other expenses during the summit. If anyone is interested in participating in the Washington Summit, contact the Chamber office at 641-753-6645.

Comparison of Year-End Economic Indicators

	2006	2005	2004	2003
Labor Summary - Marshall County				
Labor Force	21,110	20,960	20,540	20,600
Unemployed	800	1,090	1,150	1,100
Rate	3.8	5.2	5.6	5.3
Employment	20,310	19,870	19,400	19,500
<i>Source: Iowa Workforce Development</i>				
Housing Sales - Marshalltown				
New Listings	1,067	1,077	984	1,000
Sales Volume	\$65,407,901	\$52,354,265	\$58,125,971	\$56,721,876
Median Sale Price	\$92,000	\$87,000	\$82,000	\$77,000
<i>Source: Marshalltown Board of Realtors</i>				
Building Reports - Marshalltown				
Total Permits	232	224	250	270
Total Valuation	\$17,165,900	\$33,188,200	\$23,636,300	\$24,277,500
Total Living Units	47	35	78	90
<i>Source: Marshalltown Building Official</i>				
Retail Sales Tax - Marshall County (Fiscal Year)				
Number of businesses	3,669	3,716	3,732	3,851
Taxable Sales	\$336,815,292	\$329,775,383	\$333,245,445	\$347,686,741
Computed Tax	\$16,840,900	\$16,560,065	\$16,669,781	\$17,386,385
<i>Source: Iowa Department of Revenue</i>				



New Members come learn about Chamber Partnerships

New Chamber members and representatives are invited to an informational breakfast at 7:30 am on Thursday, March 29 at the Fisher Community Center. Come learn about Chamber programs and priorities and how to make your Chamber membership work for you. Contact Amy Pieper at the Chamber office for more information, 753-6645, pieper@marshalltown.org

Cleaniac Fact

Nuisance complaints can be filed in person at City Hall, by phone 753-5759 or online at www.ci.marshalltown.ia.us



Immigration Reform: The Economic & Business Impact

Guest speaker: Ben Johnson
Immigration Policy Center Director

Wednesday, March 7th, 2007

8:00am to 9:00 am

Fisher Community Center, Room A

Ben Johnson is an outstanding and knowledgeable speaker bringing insight on how businesses and the economy may be impacted by proposed legislation in our nation's capital.

How will these proposed changes affect the economy, workforce and corporate America? How can business impact change?

Contact the Chamber Office to RSVP, 641-753-6645 or pieper@marshalltown.org

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Upcoming MYP Events



Family Bowling – Saturday, February 24
4:00 – 6:00 p.m. at Totem Bowl Bowling Alley
\$7 per person

Leadership Lunch – Wednesday, March 7
Noon at Location TBD
(Please note: MYP meets the first Wednesday of every month)

Anytime Fitness MYP Open House – Saturday, March 10
Time TBA
Come learn more about Anytime Fitness, test out their machines and get a tour of the facility.

Do you have ideas for events MYP should host? Send your suggestions to Amy Pieper at pieper@marshalltown.org. Go to www.marshalltownyp.com for to view the MYP Calendar of Events on-line.

Listen Weekly to
Chamber Chat
Sunday Mornings
6:30 am
on 99.5 KDAO FM
7:30 am on 1190
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“Call for Information”

Iowa Veterans Home plans Music & Art Festival

The Iowa Veterans Home is planning to hold its 5th Annual Don Laughlin Music and Art Festival on Saturday, September 8, 2007. The IVH annual festival, named after an IVH resident, Country Music Hall of Fame inductee Don Laughlin. Each year, the Festival becomes larger and attracts more listeners and performers. During the 2006 Festival, over 500 residents and visitors attended.

In the past, various bands have generously performed free of charge. This year, however, IVH is seeking to increase the Festival's general attendance and bring in more diverse musical representation, so IVH anticipates the need to compensate prospective performers.

If you are interested in becoming a sponsor or would like more information about the Festival, call Jim Elliott at (641) 753-4599 or email jim.elliott@ivh.state.ia.us



MCVB Grant Program Undergoes Changes

The Grant Program Task Force (Carol Hibbs, Peter Rogers, Deanna Davis, Dan Moellers, and Bob Wenner) met this past summer to review the purpose of the MCVB Grant Program, past project investments, and the current budget.

Since 1993, the MCVB Grant Program has funded over \$122,000 in projects relating to tourism and community development. The program is a competitive tool to attract meetings, conventions and tournaments to Marshalltown.

The Task Force and MCVB Board approved the following changes:

1. Create separate programs and applications for 1) meetings/conventions and tournaments and 2) local events (activities with broad based community support);
2. Application deadline is 90 days prior to event instead of monthly or two times per year;
3. Eligible costs/expenses were clarified;
4. Remove "dollar amount cap" (previously set at \$1000) for events;
5. Designate MCVB Director as "initial reviewer";
6. Simplify application;
7. Require that estimates for all eligible costs be attached to application;
8. Recommend that applicant submit total event budget; and
9. The "Local Event Support Program" application is one page (front & back).

To learn more about the MCVB grant program, go to www.visitmarshalltown.com or call 753-6645.

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Thoughts From
The Bride & Groom

"Our wedding was the first for both of our families; therefore it was nice to talk with Deanna at the Best Western regarding all of the reception details. There were a lot of decisions that had to be made regarding the flow of the reception, so we were very happy to be able to consult with her and get all the details ironed out before the big day. On the day of the wedding, it was so WONDERFUL to be able to show up and not worry about anything!!! Deanna and the staff of the Best Western helped make our wedding special and as least stressful as possible!"

- David & Elizabeth Wise -

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“The Right Direction” Community DVD

A relevant, distinct and hardworking brand is one of the greatest legacies you can leave your community. Cities that thrive - not just survive - must be packaged and sold (in other words, branded) just like other consumer products. Forward-thinking communities are now approaching branding from a high-level perspective-involving an integrated, solid brand that positively impacts business, residents and visitors.

“The Right Direction” community promotion video was recently released as part of a larger, community-wide branding initiative. This video/

dvd is being widely used by community development officials and personnel departments to recruit prospective businesses and residents, as well as prominently featured on the websites of the MCVB, Chamber and MEDIC.

We would like to thank the following businesses for recognizing the value and importance of this project through their generous financial contributions: Marshalltown Medical & Surgical Center, Marshalltown Development Foundation, Independent Insurance Services, Fisher Division of Emerson Process, Marshalltown Rotary Club, Koehler Insurance, United Bank



& Trust, Rainbow Car Wash, Concrete Inc., Mitchell Family Funeral Services, and The Sports Page.

The success of this project will be measured by new business and housing starts, population growth, and sales tax receipts. We are confident that this project will promote the best of Marshalltown and ensure the success of the Marshalltown area for generations to come.

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

March 2007

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
StoryTime	Tues. & Fri.	Public Library
Kindergarten Registration	March 2	School closest to your residence
Fish Fry	March 2	St. Paul Lutheran Church
Marshalltown District Art Show	March 3	Fisher Community Center
Sports & Fishing Swap Meet	March 3-4	Veteran's Coliseum
Souper Steak Supper	March 5	Salvation Army
Iowa's Native Orchids	March 6	Fisher Community Center
Nature Story Hour	March 7	GrimesFarm & Conservation Center
Ardis Gras Night	March 9	The Perfect Setting
Thrift Sale	March 9-10	Dejardin Hall
Optimist Basketball	March 10-11	Miller & Lenihan School Gyms
Card Party	March 12	Community Y
The Great Hang Up	March 14	The Perfect Setting
Little Eagles of Siberia	March 15	MHS/Community Auditorium
Spring Home Show	March 16-18	Marshall Town Center
Anime Night	March 20	Public Library
Nature Story Hour	March 21	GrimesFarm & Conservation Center
Automotive Swap Meet	March 25	Central Iowa Fairgrounds
Card Party	March 26	Community Y
Day Away with CIAA	March 31	Fisher Community Center

March 2007

Meetings, Conventions, & Events	Location
Iowa Water Pollution Control Association	Best Western Regency Inn
Iowa District UPCI	Best Western Regency Inn
Iowa Taxidermist Association	Best Western Regency Inn
Iowa Farm Bureau Federation	Best Western Regency Inn




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Chamber Ambassador Courtesy Call



Chamber Ambassadors visited Glenda Courtney (far left), new manager of McGregor's Furniture, 111 West Main Street, at their February 13 courtesy call.

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.

Marshalltown Medical Clinic to hold Ribbon Cutting on February 27



Marshalltown Medical Clinic will host a ribbon cutting ceremony at 4:30 pm on Tuesday, February 27.

In October of 2006, MMSC announced the formation of the new Marshalltown Medical Clinic. The new Clinic began seeing patients on January 3rd. In three short months MMSC has hired staff, ordered and set up equipment.

The Doctors of the Marshalltown Medical Clinic include, Dr. Larry Beaty, Board Certified in Family Medicine and Geriatrics. Dr. Christine Lindgren, Board Certified in Internal Medicine, and Dr. Ron Terrill, Board Certified in Internal Medicine.

"I believe that the addition of the

Marshalltown Medical Clinic to Marshalltown will prove to be a tremendous resource to the people who make up this growing community," said Dr. Larry Beaty. "We are very pleased with the response we have received from the community. On behalf of Dr. Terrill, Dr. Lindgren and myself as well as the clinic staff and MMSC, I would like to convey our enthusiasm and appreciation for the opportunity to provide high quality health care here in our community."

The Marshalltown Medical Clinic has been established to provide adult medicine services. The main focus of the clinic is on adults and adolescents.

Marshalltown Medical Clinic is owned and managed by Marshalltown Medical & Surgical Center. The Clinic's permanent home will be the first floor of the new MMSC Cardiac Cath Lab building when it is completed in the Fall of 2007.

The Marshalltown Medical Clinic is located in the lower level of the Wolfe Eye Clinic, 309 E. Church St., Suite 200. The clinic's hours are Monday through Friday, 8 a.m. to 5 p.m. For more information call 641-753-2752.

www.everydaychampions.org



BUSINESS



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Franchise Expo at North Grand Mall
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Friday, March 23 11am – 9pm
Saturday, March 24 10am – 5pm

Entrepreneurs, are you searching for the right opportunity and business model to make your dreams come true? Let GK Development, Inc. introduce you to potential franchises and show you how to grow real business within our local market.

This expo is designed to allow franchises and potential entrepreneurs the opportunity to connect with one another and to provide useful information for starting your own business. In addition to the franchise information and contacts, you will be able to capitalize upon workshops and seminars focused on providing you the tools to start a new business.

Join national franchises for the greater Ames, Marshalltown and Des Moines area expo at North Grand Mall, and explore the exciting opportunities that await you within a GK Development, Inc. mall.

For more information, visit www.marshalltowncenter.com.

Healthy Marshalltown
Asset of the Month - March - Asset #6
Parent Involvement in Schooling
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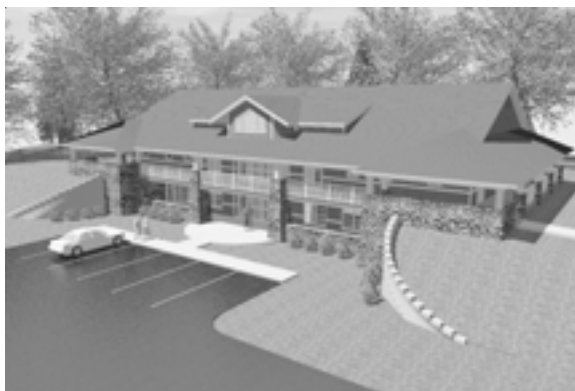
Iowa River Hospice Expands Services with New Hospice Home

Mid Lander had a vision—to build a hospice home. Today, that vision becomes one step closer to reality as Iowa River Hospice exceeds the capital campaign halfway mark to build Marshalltown’s first and only hospice home.

“Thanks to the generosity of so many, Iowa River Hospice has raised \$1.2 million of the \$2.1 million needed to build the new 13,600 square-foot hospice home—a place where families and patients can find comfort through life’s changing seasons,” said Roger Hatch, campaign co-chair. “We are pleased to honor Mid Lander’s memory at this evening’s kick-off event and celebrate her vision for a hospice home.”

Iowa River Hospice provides those in need of end-of-life care with quality of life and comfort through emotional and spiritual support and compassionate medical care. For more than 23 years, Iowa River Hospice has been providing compassionate care for terminally ill patients and their families in their own homes. However there are times when patients experience uncontrollable pain or family members cannot provide 24-hour care, creating the need for a hospice home.

“With the growing senior population and an increased awareness and desire for hospice care, the need for a hospice home in the Marshalltown area has increased exponentially,”



said Patricia Ann Thompson, campaign co-chair. “We look forward to opening our hospice home doors to provide patients compassionate hospice care in a home setting, when their own home is no longer an option.” The home will provide a respectful, reassuring environment with quiet and reflective spaces for solace and tranquility. Intimate private areas, including a quiet room and perennial gardens, present a comfortable environment for patients and families to share precious time together.

“Several years ago my mom, Mid Lander, visited Iowa River Hospice in Marshalltown and asked why it did not have a hospice home comparable to those in Ames, Des Moines and other communities,” said Lisa Lander Holmberg. “In August of 2000, she was diagnosed with advanced cancer and told me that she wanted a major portion of her estate to go

to Iowa River Hospice for the construction of its own hospice home. Ironically, she died at the Israel Hospice House in Ames, a wonderful place that is a model for what she would have imagined for Marshalltown.”

The Iowa River Hospice board of directors plans to build the new hospice at 502 Plaza Heights Road in Marshalltown. In addition to Hatch and Thompson, other members of the board include Doug Boyd, Bill Lorenz, Susan Hughes, Dean McMullen, Barb Beichley, Mark Bethel, Dr. Ann Gessner, Rev. Scott Lothe, Teresa Roling, Andrea Terrones and Dr. Tim Swinton.

Founded in 1983, Iowa River Hospice has served more than 1,500 patients and their families. Iowa River Hospice, a United Way agency, serves Marshall and Tama counties and southern Hardin and Grundy counties. For more information about hospice care, please call Iowa River Hospice at 641-753-7704 or 800-827-4521, or visit www.iowariverhospice.org.






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