

Accelerating Opportunities and Growth

NEW BOARD AND OFFICERS TO LEAD ORGANIZATIONS

Chamber



Bill Thiede, Chairman
(American Family Insurance)

Ric Anderson, Chair-Elect (Hy-Vee)
Board members elected :
Ellen Bergman (LWBJ)
Doug Joslin (Penn Mutual Life Insurance)
Nick Loney (RACOM)
Fauna Nord (Premier Real Estate)
Liz Zuercher (MMSC)

MCVB



Mike Stegmann, Chairman
(Marshall County Conservation Board)

Board Members elected:
Denny Grabenbauer (ImageMaker Motor Sports)
Jennifer Howard (Tremont)
Liz Vaudt-Wilke (AmericInn)

MEDIC



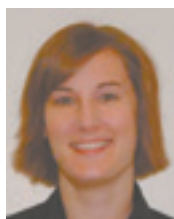
Brian Heithoff, Chairman
(Consumer's Energy)

Bill Grabe, Chair-Elect (Clapsaddle-Garber)
Board members elected:
Sharon Greer (Cartwright, Druker & Ryden)
Mike Schlesinger (Times-Republican)
Kenn Vinson (Alliant Energy)
Dan Hassman (F & M Bank)
Kevin Swartz (Wolfe Clinic)
Glenn Ytzen (Retired)
Carol Hibbs was appointed to fill the unexpired term of Mary Carol Fish

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to join
Chamber Staff**

Chamber



**MCVB
"Caches" in on
New Sport**

Convention & Visitors Bureau

LEADERSHIP

Chamber
Chair: **Bill Thiede**



Board of Directors

Ric Anderson
Chair Elect
Kathy Baker
Treasurer
Jacque Goodman
MCVB Liaison
Brian Heitoff
MEDIC Chair
Jeff Vance
Past Chair

Doug Beals
Ellen Bergman
Scott Carnahan
Paul Gregoire
Jim Gruening
John Hughes
Doug Joslin
Nick Loney
Fauna Nord
Liz Zuercher

Ex-Officio
Gene Beach
City of Marshalltown
Marie Steenlage
Central Business District

MCVB
Chair: **Mike Stegmann**



Board of Directors

Carol Hibbs
Past Chair

Deanna Davis
Denny Grabenbauer
Joe Cordt
Jennifer Howard
Dan Moellers
Calvin Scales
Bob Wenner
Liz Wilke

Staff

Ken Anderson
President
Shauna Banks
Administrative Assistant
Kim Barnard
Administrative Assistant
Joel Akason
MEDIC President
Amy Mills
MEDIC Executive Assistant
Lisa Purvis
MCVB Director

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Marshalltown, IA 50158
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Fax: 641-752-8373
e-mail: info@marshalltown.org

MEDIC
Chair: **Brian Heitoff**



Board of Directors

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Jim Lowrance
Treasurer
Rob Cooper
Secretary
Leon Lamer
Past Chair

Parke Adamson
Larry Allen
Gene Beach
Bob Berger
William Boehm
Douglas Gervich
Sharon Greer
Dan Hassman
John Hermanson
Carol Hibbs
Dean Kenagy
Gordie Johnson
Mike Miller
Loras Neuroth
Mike Schlesinger
Kevin Swartz
Bill Thiede
Kenn Vinson
Glenn Ytzen

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

New Member

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.

Maurices
Stephanie Erickson
2500 S. Center Street, Suite 1450
Marshalltown, Iowa 50158
641-753-7111

18 Renewing Members

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

Masterguard Fire Protection Systems (7 years)
American General Finance Services, Inc. (2 years)
Bickford Cottage (10 years)
Marshalltown Community Theater (9 years)
Ethington Heating & Cooling (14 years)
First Baptist Church (9 years)
First Presbyterian Church (3 years)
First United Methodist (9 years)
Plaza 9 Theatres (3 years)
Glenwood Place Retirement Community (8 years)
Iowa Telecom Communications, Inc. (4 years)
Mary Katherine's Inc. (7 years)
Marshalltown Sewing Center (15 years)
Pinnacle Bank (11 years)
Sign Creations (7 years)
Sit N Sleep Furniture & Bedding (9 years)
Totem Bowl, Inc. (14 years)
Welker Construction Company (10 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.

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.

CHAMBER OF COMMERCE

Lynn Olberding to join Chamber Staff

Chamber President Ken Anderson announced that Lynn Olberding will join the Chamber staff as Director of Membership & Marketing.

Olberding has been the Marketing Manager for the Marshall Town Center since 2002. In 2006 she received her Certified Marketing Director certification for the International Council of Shopping Centers. She has also been actively involved with the Chamber's program including serving as Chair of the Marketing Committee this past year.

Additionally Olberding has been a part of developing and growing the Marshalltown Young Professionals organization, and she is also very active at the state level in YP Iowa. She is a graduate of Buena Vista University with a Bachelor of Arts Degree in Corporate Communication, and the Iowa Valley Leadership class of 2004-2005.

"The Chamber has a very strong program, and I am excited that Lynn will join our team to help market and grow the Chamber," Anderson said. She will begin her duties on June 1, 2007.



Visit

www.marshalltown.com
to view past issues of the
Chamber newsletter

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7 big ideas by 2011

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Connie Koehler
Agent



Deb Ewoldt
Agent



Kendall Shomo
HR/Accounting



Christina Ennenga
CSR/Agent



Nancy Flores
Agent



Kurt Strickler
Agent

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The Cleaniac Challenge

As people travel around Marshalltown they probably have noticed Cleaniac featured on two different billboards in town. Thanks to the partnership of the Chamber's Marshalltown Betterment Committee with one of the members from



Big 8 Tyre Center, Jim Gruetzmacher, these two billboards went up at the beginning of May. The billboards are located on Iowa Highway 14 just south of Merle Hibbs Boulevard, and on Third Street/Sixth Street near the viaduct.

"Cleaniac's message and challenge is clear that it takes all of us to help clean up our city," stated John Hermanson, chairman of the Betterment Committee. "We greatly appreciate Jim Gruetzmacher's willingness to give up his billboard space to help carry the Cleaniac message," Hermanson said.

New Brochure Carries Cleaniac Message

Watch your water bill in the coming weeks. A new brochure that summarizes the basic responsibilities that all property owners and/or tenants should understand when it comes to maintaining their property is being distributed with residents water bills. Cleaniac reminds us that we all have a responsibility to help keep Marshalltown beautiful!

Cleaniac Fact

Marshalltown City Code requires that "garage/yard sale" signs be removed within 24 hours of the end of the sale.



MEDIC recalls 15 years of progress

In May 1992, the Economic Development Committee of the Marshalltown Area Chamber of Commerce formed a 501c3 organization: Marshall Economic Development Impact Committee (MEDIC). Their mission was: "To provide a unified voice promoting Marshall County economic development."

This group took off running and within the first few years they were instrumental in the recruitment/expansion of the Lennox air conditioning facility from Columbus, Ohio (856 new jobs created) and the new Hy-Vee store (296 new jobs created). Besides these large achievements, they also initiated the "My Town Marshalltown" image campaign organized a housing summit and co-sponsored a housing assessment. They started a business visitation program, helped get over \$28 million in capital investment community-wide, and helped area industries with grants and new facilities.

Between 1996 and 2001, MEDIC assisted several local businesses with building and expansion projects including Marshalltown Packaging, Fastenal, H&F Distributing, and Ryerson-Tull. MEDIC recruited Access Direct and assisted KIOWA's transition to Ace Precision Casting, saving over 100 jobs.

Also during this period, a groundbreaking was held for the 4-lane Highway 330 project, after 8 years of lobbying; an economic impact study of Swift & Company was completed; and 624 new jobs were created.

Between 2002 to 2004, MEDIC celebrated the ribbon cutting and grand opening of Highway 330 and completed a 30,000 square foot spec building in the Marshalltown Industrial Park. They sponsored a Laborshed employment study; began a more aggressive visitation program; and secured \$6.6 million for Lennox from the Grow Iowa Values Fund.

After extensive analysis of the competition, MEDIC began reorganization planning. They hired Essman/Associates to undertake extensive research and they developed a new marketing initiative.

MEDIC also began an extensive conversion of data to Location One Information System used by Alliant Energy and the Iowa Department of Economic Development. MEDIC officials traveled to Dallas with Governor Vilsack and IDED Director Mike Blouin to meet with Lennox corporate officials regarding their Marshalltown operations. The 4-lane expansion of Highway 30 LeGrand bypass was celebrated and MEDIC helped Fakespace in seeking

assistance from the Iowa Values Fund.

In 2005-2007, MEDIC launched the "Marshalltown Works" initiative, created the 2500 Club to generate a first-ever \$250,000 incentive fund, and targeted a \$1 million 5-year marketing and operations goal.

In addition, MEDIC created the Digital City Initiative with the goal of increasing access to high-speed broadband. This resulted in Marshalltown being the first city in Iowa to create and implement free Internet "wireless zones."

MEDIC helped establish Iowa Connections Region, a 5-county marketing collaboration that includes Marshall, Tama, Jasper, Powesheik and Benton Counties. MEDIC also developed a new web site and a new prospect/recruiting piece, *First View*. Recent announcements include the Fisher Research & Development Flow Lab and Alliant Energy Power Plant (\$1 billion capital investment).

After 15 years, MEDIC continues to help the area's economic development and achieve its mission: "To provide a unified voice in promoting the retention and expansion of existing businesses along with the attraction of new employers to create both new jobs and a diversified economic base in Marshall County."

Economic Statistics

Employment	March 2007	YTD
Marshall Co. Residents in labor Force	20,630	20,690
Percent Unemployed	3.8%	4.1%
Total Employment (residents)	19,850	19,830
Marshalltown Construction	March 2007	YTD
Building Permits	7	18
Residential Dwelling Units	3	5
New Residential Construction Value	\$332,000	\$649,000
Residential Addition/Remodeling Valuation	\$19,000	\$53,000
New Commercial/Industrial Permits	4	7
New Commercial/Industrial Valuation	\$0	\$194,000
Remodeling Commercial/Industrial Valuation	\$2,216,000	\$4,337,000
Housing	February 2007	YTD
Home Sales, Single Family Dwelling	32	79
Average Sale Price	\$114,686	\$101,604
Median Sale Price	\$105,625	\$89,000

Visit www.marshalltownworks.com for additional statistics

www.everydaychampions.org

CHAMBER OF COMMERCE

Washington Summit participants meet with our Congressional leaders during the recent summit trip to Washington DC.



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YOUNG PROFESSIONALS

A note from the MYP President

As we prepare to bring new leaders onto the MYP Executive Board and hand the reigns over to President-Elect Rusty Feldman, it seems appropriate to take this opportunity to reflect on the past year.



It has been a good year for the Marshalltown Young Professionals. With our sophomore year behind us, we have proven we are here to stay. Membership going into our third year is at 74 members from a variety of Marshalltown industries,

businesses, and organizations. We currently have members involved in city government, civic organizations, leadership training opportunities and community committees, just to name a few.

Three MYP members, Denise Case, Jason Kirke and Lynn Olberding, represented the organization at the 3rd Annual YP Iowa Conference in October. Olberding now serves as a YP Iowa board member, helping to plan this year's 4th annual conference to be held in Sioux City on October 26. One member of our organization, Rusty Feldman, represented MYP at the first ever YP Day at the Capital in April, with over 50 other young professionals from around the state. And countless others have volunteered for committees and events that are connected to the community and other young professionals.

The group hosted a number of events during the 2006/2007 year, including a murder mystery dinner theatre, family picnic, progressive dinner, family bowling party, after hour events, leadership lunches, the 21 Irrefutable Laws of Leadership training and the Sip. Savor. Support. Wine tasting and silent auction event to benefit the Community Y's Partner with Youth Campaign. The wine tasting event helped raise \$2,500 for the campaign and plans for this year's event, in December, are already in the works.

On behalf of the entire executive committee, I would like to thank the businesses that continue to support their young employees by encouraging them to participate in the Marshalltown Young Professionals organization. We appreciate your support. We would also like to thank the Chamber staff for their continued support and assistance.

If you know a young professional who would benefit from being involved in the MYP organization, please contact the Chamber of Commerce at 753-6645 or by emailing info@marshalltown.org. Thanks for a great year! (by Eric Bidwell, MYP President)

Please join us for these upcoming MYP Events. Watch for more information coming soon!

Summer Golf Outing

Pool Party

Leadership Panel Discussion

After-hours Events

Leadership Lunch - first Wednesday of every month at Fields Restaurant

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Birding in Marshall County

Even if you don't consider yourself a bird watcher, bird watching is done by almost everyone who walks the earth. At what level defines you as serious or just a passive birder.

Everyone walking down the street will cross paths with a robin, pigeon or crow and have a thought about the bird (good or bad). Serious birders might stop and watch its behavior or see if there are any others around. If you find yourself in the serious or even curious category there are places that will tantalize your senses. The Marshall County Conservation Board has just those locations that range from wilderness areas for those adventurous types to the bird feeding station at the Conservation Center at the Grimes Farm Conservation Area.

Spring is perhaps the most glamorous time to visit the feeders at the center. Visitors can sit indoors and view the feeding station through the centers library windows. The array of color presented to the viewer from both resident birds and those on migration stopping off for a quick snack will boggle the mind. The lemon yellow of Iowa's state bird, the American Goldfinch, and the deep iridescent blue of their cousins, the Indigo Bunting, sitting on the same



feeder make for quite a color contrast. Oranges placed at the feeder attract Baltimore Orioles with deep orange and black plumage that is almost surreal. Then there are the Rose-breasted Grosbeaks just back from their winter home in South America. Their flawless whistle along with the black, white and rose colored feathers give the appearance of a storybook character. So you see, if you find yourself staring at the bird on the street and want to experience more, visit the conservation center this spring to experience first hand one of nature's beauty shows. The conservation center is open M-F 8:30-4 and Saturday 9-noon. For more information about birding in Marshall County call the MCCB office at 641-752-5490. (by Mike Stegmann, Marshall County Conservation Director)

MCVB "Caches" in on New Sport


When I mention the word "geocache" most people respond with "... geo what?" Geocaching is a treasure hunting game in which the players use global positioning system (GPS) devices to hide and seek caches. A cache is simply a receptacle containing the log—everyone who finds the cache signs the log—and anything else that the geocacher might want to put in there. The cache can range in size from that of a watch battery to the size of a car battery and beyond. If you take something out of the cache, it's understood that you should leave something of equal value.


To place a cache, a person simply finds a spot to put it, plugs the coordinates into their GPS system and then

submits the information to Geocaching.com. Provided that the cache isn't on private property, close to another cache, or in the middle of a busy highway, it is then uploaded to the Web site for the world to see.

Geocaching began in Oregon in May of 2000 and now has more than 350,000 players worldwide. In the spirit of trying new ideas, the Marshalltown Convention & Visitors Bureau has placed two caches in the Marshalltown area and posted the information on Geocaching.com to lure new visitors to the area and put Marshalltown on the map with a popular new event. The "Hike & Seek" event is hosted by the Iowa Geocachers Organization (www.iowageocachers.org) in a different community each year with nearly 50 attendees. This year, the MCVB is bidding to host the event in Marshalltown in conjunction with Oktoberfest. The Hike & Seek event is open to area residents who want to learn more about the sport and experienced geocachers who will participate in a fun and exciting race.








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TOURISM

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

June 2007

Event	Date	Location
Hispanic Heritage Festival	June 2	Courthouse Square
Trauma Reflected in Arts	June 3	Fisher Community Ctr.
"An Afternoon with George Burns"	June 3	Martha Ellen-Tye
Nature Story Hour	June 6	GrimesFarm
Dry Arrangements	June 9	FisherCommunity Ctr.
"The Bobs"	June 14	MHS Auditorium
State Center Rose Festival	June 14-17	State Center
Thanks with Franks	June 14	Main Street
Nature Story Hour	June 20	GrimesFarm
BBQ, Buggies and Tunes	June 22-23	Riverview Park
Conrad Garden Tours	June 23	Conrad
Relay for Life	June 30	MHS Auditorium

June 2007

Meetings, Conventions, & Events	Location
IA-NE IAAP Division Annual Meeting	Best Western Regency Inn
Delta Kappa Gamma	Best Western Regency Inn
Tractor Cruise U.S.A.	Ride Across Iowa
Iowa State Button Society	Best Western Regency Inn

Marshalltown Featured in The Iowan Magazine

"Marshalltown Toward the Future" is the title of the "Our Town" feature article in the May/June 2007 issue of The Iowan magazine. Freelance writer Katie Knorovsky made several trips to Marshalltown in the fall of 2006 and early spring of 2007 along with photographer John Holtorf to capture the spirit of Marshalltown.

With a bit of history, a little sprinkling of character, and a big dose of pride, the article features popular destinations and positive people. In addition to Lew Miller boasting of the BBQ, Buggies & Tunes Festival, the article highlights Joe & Sarah Stone (Stone's Restau-

rant), Mike Miller (Racom Communications and community leader), Carol Hibbs (Community Y Director), Marie Steenlage (Marshalltown Central Business District/Main Street), and Beth Burkemper (Marshall County Arts & Culture Alliance). Community diversity and entrepreneurship are featured in quotes from Guillermo Hernandez.

The Imagine 2011 campaign is also presented as proof of Marshalltown's optimism and promising future. A quote from Christian Petersen serves as the conclusions to the article: "We lift up our young to see beyond that which we can see."

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CHAMBER AMBASSADORS

Chamber Ambassador Ribbon Cuttings and Courtesy Calls



On April 24 the Chamber Ambassadors made a courtesy call to the First Congregational Church at 312 West Main Street after the reconstruction of their portico was complete.



The Chamber Ambassadors visited Goodwill Employment Services also at their April 24 courtesy call.

Ambassador Golf Outing Scheduled

The Chamber Ambassador Gold Outing has been scheduled for Thursday, August 16, 2007. Don't forget to mark the date on your calendar and start planning for the golf outing today.

The Ambassador Golf Outing is one of the Marshalltown Area Chamber of Commerce's most popular events and sponsorships help make it a success. Plus it is a fun way to market your business to fellow chamber members. Call the Chamber office at 641-753-6645 for more information on how to become a sponsor.

Request a Ribbon Cutting or Courtesy Call at your Location.
The Ambassadors are the goodwill arm of the Chamber.
Their scheduled time for courtesy calls and ribbon cuttings are 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 at your business.

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Memorial Day

Happy Memorial - May 29!
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Memorial Day Sidewalk Sale

May 25 – May 29

Father's Day

June 17

Attention Senior Citizens:

Don't miss Senior Citizens Day at Younkers on Wednesday, June 14. Receive special discounts throughout the store all day long!

Summer Events at Marshall Town Center:

Independence Day.

Wednesday, July 4
Mall hours: 10am – 5pm.
Mall Office will be closed on July 4.

Mall-wide Sidewalk Sales

July 19 - 22

Iowa State Sales Tax Holiday

August 3 & 4

Great Gift for Dads

Need a gift for Father's Day? Pick up a Marshall Town Center Gift Card. They are available between \$20 and \$500 and good at all mall stores that accept Discover Card. Stop by the Mall Office Monday – Friday 8:30 a.m. – 5:00 p.m. to pick up yours.

Sign up for the email club.

Get connected to your favorite mall stores and find out about upcoming sales, promotions and receive special discounts by signing up for Marshall Town Center emails. Just go to www.marshalltowncenter.com and sign up today! Registration is free!

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Asset of the Month - June - Asset #10
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Jane Chizek ★ Rick Beasley ★ Sherry Beasley
Melody Bennett ★ Phil Henning
Moises Garcia ★ David Gooding
Beth Barrett ★ Joan Johnson

MAIN STREET



Marshalltown Central Business District, Main Street

Thanks for supporting the Marshalltown downtown businesses & 5th Anniversary of being a Main Street community

“THANKS With FRANKS”

Downtown
Thursday, June 14
6 p.m. until dogs all gone

Hot Dog Tasting Contest
Wiener-dog Races
(Sponsored by the Animal Rescue League)

Live Music by
THE BOBS
(Sponsored by the Arts & Culture Alliance)
&
The Municipal Band
Kicking Off the summer concert series


MCBD Volunteer of the Year Susan Malloy

Marshalltown Central Business District, Main Street has chosen Susan Malloy as the 2007 Volunteer of the Year. Susan has served as Design Committee Chair for the past three years, served on the City Council from 2003 – 2005, was a huge supporter of the Main Street program and in 2006 Susan became a member of the MCBD Board of Directors.

The Design Committee and the Bloom's and Brooms project has been Susan's passion. She has initiated development of various aspects of the streetscape projects including the development of trash receptacles, benches, downtown clean-up projects and development of the berm plantings on Main Street. She worked with the County encouraging them to landscape the Courthouse grounds. Susan's hands on approach has contributed countless hours in the downtown area - planting flowers, shrubs, cleaning out the berms, picking up trash, initiating historic district street signs and banners for the viaduct and side streets. Susan initiated the development of schematic Pedestrian Alley, parking lot and gateway design work that was a major component of the City Center Plan and is seeking local funding for this new project.

One of her greatest accomplishments in 2006 was to serve as President of Friends of the Library. Susan has been a key player in the 5 million dollar Library Bond Referendum, "A New Library for a New Century" which passed April 11, 2006. Susan spoke to numerous groups and individuals representing this major downtown project including a request for Vision Iowa funds that raised an additional 1.2 million. On Dec. 31, 2006, the Friends of the Library reached and actually exceeded their goal to raise 2 million dollars in private contribution. Planning for a new Marshalltown Library was characterized in the 2006 City Center Plan as the first priority project in the implementation of the downtown redevelopment plan.

Along with her Design Committee and Board responsibilities Susan has represented the Main Street program while serving the past year on the City Center Plan task force which was completed in 2006, the Chamber Betterment Committee, and the Convention and Visitor's Bureau. No project, that improves the downtown, is too small or too big for Susan Malloy. Her quiet, professional, and strong leadership gets things done.



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