

Chamber Digest

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PERMIT NO. 42

January 2008

Volume 25 Issue 8



2008 Legislative Perspective

“Very shortly after we convene in January, I expect the Democratic leadership to make another push to pass “fair share”, effectively eliminating Iowa as a Right to Work state. A companion to this is a bill to provide for choice of doctor in Worker’s Comp cases. If passed, it is expected to increase Worker’s Comp insurance rates 13 - 15%. Balancing the budget will also be difficult as state spending increased by nearly 11% this fiscal year with an anticipated built-in spending growth of 10% in the next budget year.

I also expect a good deal of discussion on how to adequately fund our highway and bridge infrastructure construction needs. The Governor has said “no” to any proposed gas tax increases. We should also work on legislation to fix our broken property tax system. However, I do not expect the Democratic leadership to bring it up in an election year. It is a problem which we should address without further delay.” -Senator Larry McKibben

“The upcoming legislative session will face the daunting task of presenting a budget Iowans can afford. Although state revenue is increasing at 6% this year, that is not nearly enough to pay for the 11% increase in spending bills passed last session, and another 12% projected during next session with all the built in promises. State Auditor Dave Vaudt has warned lawmakers this funding is not sustainable and we cannot continue on this track.

Efforts to remove the Right to Work law fell short (barely) last year, but may possibly be debated again this year. I will continue to support Iowa’s Right to Work law and also support an employee’s right to join a union. There is also a chance to see a change in prevailing wage, and the employee’s right to choice of doctor. Both would be a hindrance to businesses.

In a bipartisan manner, I anticipate the legislators will continue funding economic development programs, recreational and cultural development, and find a way to increase funding for our roads and bridges. I do not see a recommendation very soon regarding property tax reform and its inequities in commercial, residential, and agricultural.” -Representative Polly Granzow

“During the 2007 General Assembly, several economic initiatives were instigated. These include the establishment of the Iowa Power Fund and the Office of Energy Independence, the Generation Iowa Commission that is formulating ideas on keeping young adults in the state, revamping the Targeted Small Business Program to stimulate new businesses, and the historic tax credits, Main Street Programs and tourism. During the 2008 session, I expect to see continued funding of these priorities. Further, I anticipate efforts to fund the shortfall in highway construction so that Iowa continues its efforts to improve the quality of our highways.

Having served on the Commission for Affordable Health Care for Small Businesses and Families, I expect that some of the Commission’s recommendations will be implemented in an effort to curb the rising cost of health insurance. An important aspect to the Marshalltown area will be the beginning of funding for what will eventually be \$100 million in improvements to the Iowa Veterans Home. I am still awaiting the report from the Property Tax Reform Commission and anticipate enactment of some of the recommendations.” -Representative Mark Smith

Upcoming Events

January 16

Business After Hours at the Junction Bar & Grille, 5:00 - 7:00 p.m.

January 23

Target 5 Marketplace, 7:30 - 9:30 a.m.

In This Issue

Member Spotlight - Ultimate Web Design

Page 2

New Members

Page 2

Leadership / Reinvesting Members

Page 3

Faces & Places

Page 4

Convention & Visitors Bureau Tourism News

Pages 6 & 7

Ribbon Cuttings

Page 8

MEDIC Economic Development News

Page 10

Business Directory

Pages 12 - 14

Marshalltown Young Professionals

Page 15

Target 5 - Buy In!

Page 16



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MEMBER SPOTLIGHT

Ultimate Web Design

After designing web sites for five years, Kristen Monroe decided it was time to make her hobby and passion of web design, her livelihood. She created Ultimate Web Design in January 2005 and in nearly three years time has built herself a small virtual empire.

"I specialize in web site design and print design," said Monroe. "But I offer a variety of other services."

The services available from Ultimate Web Design include: Web Site Design, Getting Personal™, Web Site Makeovers, Web Site Maintenance, Search Engine Optimization, Web Hosting, Domain Registration, E-Commerce, Print Design, Printing Services – Business Cards, Brochures, Postcards, Letterhead/Stationery, Menus, Mouse Pads, Name Tags, T-Shirts, Training – One on one, video tutorials, and in a classroom setting through Iowa Valley Continuing Education

"Getting Personal™ is technology that transforms a representative and, literally, puts them inside the homes and offices of your target audience," said Monroe. "It's a virtual spokesperson for your web site!"

When not busy with Ultimate Web Design, Kristen volunteers her time on a number of community organizations, including the Chamber Membership Committee, Marshalltown Young Professionals Social/Professional Development Committee, Spirit Committee chair for the Community Y's Partner with Youth campaign, Youth & Shelter Services Advisory Board and Iowa Compassion Animal Rescue & Education Sanctuary Advisory Board. She is also a proud supporter of the Target 5 - Buy In! program and was selected as one of Marshalltown's 30 under 40 in 2007.

Monroe's local clients include Santa Iowa, Iowa State Reserves Law Officers Association, Iowa Wholesale Supply, Sun Daze Salon & Tanning, F & J Racing, Mary Katherine's, and Oktoberfest, just to name a few.

"As I sat watching one of my favorite TV programs, A&E's *Flip This House*, Melina Montelongo from the Texas flip team mentioned how important she felt it was to have a professional-looking web site and how badly they needed a re-design," said Monroe. "I decided it was worth a try contacting her and offering Ultimate Web Design's services. Melina responded shortly interested in learning more."

Montelongo was impressed and quickly hired Ultimate Web Design to design a new site for Texas Real Estate Investment Boot Camp Education (T.R.I.B.E.).

For more information, visit Kristen's web site at www.ultimatewd.com.



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.

Graff Landscaping & Grounds Maintenance

Brian Graff, Owner
704 South Main Street
Toledo, IA 52342
(641) 750-5308

Graff Landscaping & Grounds Maintenance is available for landscape design and installation, patio and stone placement and grounds maintenance.

Hammer Medical Supply

Chanda Bovenmyer, R.N., Manager
219 East Main Street
Marshalltown, Iowa 50158
(641) 754-0000

Hammer Medical Supply is Iowa's leading provider of respiratory and home medical equipment.

Iowa Compassion Animal Rescue & Education (CARE) Sanctuary

Kim Monroe, Director/Co-Founder
P.O. Box 1636
Marshalltown, Iowa 50158
(641) 752-6363

Iowa CARE Sanctuary's mission is to provide sanctuary to abused, neglected and needy animals while working with law enforcement to ultimately end cruelty and raise community awareness.

Marshalltown Area Catholic School (MACS)

James Wessling, Principal
10 West Linn Street
Marshalltown, Iowa 50158
(641) 753-7977

Marshalltown Area Catholic School is a private school, providing a Christ-centered atmosphere and Catholic Faith infused education to kindergarten through fifth grade students.

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

LEADERSHIP

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Chair: **Bill Thiede**



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Central Business District
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MCVB
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Director of Membership &
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Shauna Banks
Administrative Assistant
Kim Barnard
Administrative Assistant
Joel Akason
MEDIC President
Amy Mills
MEDIC Executive Assistant
Shannon Espenscheid
MCVB Director

709 South Center Street
P.O. Box 1000
Marshalltown, IA 50158
Phone: 641-753-6645
Fax: 641-752-8373
Email: info@marshalltown.

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

MEDIC
Chair: **Brian Heithoff**



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Chair Elect
Jim Lowrance
Treasurer
Rob Cooper
Secretary
Leon Lamer
Past Chair

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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
Harrison Cass
Dick Hierstein
Larry McKibben
Mark Smith
Karen Squires
Tim Wynes

Thank You Reinvesting Members

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

Ace Precision Casting - 5 years
Boliver Law Firm - 25 years
In Stitches - 6 years
Interface Sealing Solutions - 12 years
KDAO AM/FM/TV - 29 years
King Graphics - 4 years
Quality Service Corp. - 4 years
Qwest - 16 years
Swanson Corporation - 2 years

Business After Hours

January 16, 2008
5:00 - 7:00 p.m.
Junction Bar & Grille
3303 South Center Street

February 2008
Business to Business Showcase
Sponsorship available

Chamber Business After Hours are a great way to showcase your business.

Want to book a Chamber Business After Hours for 2008?
Contact Lynn at the Chamber office.

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FACES & PLACES

Faces & Places is a new feature in the Chamber Digest. Each month this column will feature information about Marshalltown Area Chamber of Commerce members and volunteers. **Faces & Places** is a great way to utilize your Chamber membership.

Submissions may include grand openings, management changes, employee promotions, moves, expansions, major developments and award recognition. Submissions may include a photograph, if provided in a jpeg format.

Due to space limitations, each item for **Faces & Places** should be no more than three sentences in length. The editor reserves the right to determine what is newsworthy and included in the column. Items that will not be accepted include: email changes, seminars or special event promotions that would be better addressed through advertising venues.

To submit your news, email lolberding@marshalltown.org and put **Faces & Places** in the subject line, or mail information to **Faces & Places**, P.O. Box 1000, Marshalltown, IA 50158. Submissions must be received by the 10th of the month for inclusion in the following month's Chamber Digest.

Fauna Nord receives designation

Fauna Nord of Coldwell Banker-Premier Real Estate, has been awarded the prestigious Certified Residential Specialists (CRS) Designation by the council of Residential Specialists, the largest non-for-profit affiliate of the National Association of Realtors.

Realtors who receive the CRS Designation have completed advanced courses and have demonstrated professional expertise in the field of residential real estate. Fewer than 38,000 realtors nationwide have earned the credential (that is 4% of realtors).

Nord is also the Marshalltown Board of Realtors current President and member of the Chamber Board of Directors.



Listen Weekly to **Chamber Chat**
Sunday Mornings
6:30 am on 99.5 KDAO FM and
7:30 am on 1190 KDAO AM
Keep up with the latest
Chamber, MCVB and MEDIC
News.

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Leo Herrick retires from United Bank & Trust

After 46 years in the banking industry, Leo Herrick will be retiring from United Bank & Trust on December 31, 2007.

Herrick's banking career began in 1961 at Bankers Trust in Des Moines. Fifteen years later in 1976, he came to Marshalltown to work for Security Bank. After holding several positions at Security Bank, he eventually became bank President and CEO of Security Bank, Security Bank Jasper-Poweshiek and Story County Bank & Trust. Herrick was also President of the three banks' holding company, BancSecurity.



In June of 2002, Herrick chartered United Bank & Trust and has held the position of President until his retirement.

Herrick has been very active in the community and has volunteered for many organizations, some of which include; Marshalltown Chamber of Commerce, MEDIC, board member of Marshalltown Medical and Surgical Center, Salvation Army, Red Cross, and the United Way. Herrick is also a member of the Marshalltown Rotary Club.

www.marshalltown.org Statistics

| | Nov. 2007 | YTD Total | Avg/Month |
|------------------|-----------|-----------|-----------|
| Unique Visitors | 3,912 | 41,999 | 3,818 |
| Number of Visits | 6,032 | 61,174 | 5,561 |
| Page Views | 22,043 | 254,058 | 23,096 |
| Hits | 119,716 | 1,440,046 | 130,913 |

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BUSINESS TO BUSINESS SHOWCASE

November Business to Business Showcase successful

Over 150 people enjoyed food and drinks, courtesy of Hy-Vee Food Store and Hy-Vee Wine and Spirits on November 14, at the Holiday Business to Business Showcase. Twelve Chamber member businesses displayed information on the products and services they offer in the Marshalltown area.

“It was just a fantastic event,” said Bill Thiede, Chamber board chair. “If you were unable to attend, you missed out on a great event.”

This revamped version of the popular Business After Hours is scheduled quarterly and offers Chamber members an opportunity to inexpensively advertise their business.

The November event was sponsored by Hy-Vee, with the following businesses participating as table sponsors:

Aaron’s Sales and Lease
American Family Insurance - Bill Thiede and Joan Postel
Best Vacuum Store & More
Bickford Cottage
Coldwell Banker Premier Real Estate - Realtors Tami Kerwood,
Fauna Nord and Shari Upah
Marshalltown Times-Republican
Maxim Advertising
Minute Man
Pilgrim Heights
Santa
Totem Bowl
Ultimate Web Design
Younkers



The next Business to Business Showcase is schedule for February 2008.



Attendees at the Holiday Business to Business Showcase on November 14 were treated to food and beverages by Hy-Vee Food Store and Hy-Vee Wine and Spirits. The food table was highlighted by a large holiday ice sculpture.



Dale Ites of United Bank & Trust receives his free giveaway from the Coldwell Banker Premier Real Estate realtors, Shari Upah, Tami Kerwood and Fauna Nord at the Business to Business Showcase. “I have participated twice in the business to business showcase events and find it is a great way to meet other people and learn about other businesses in Marshalltown and surrounding communities” said Fauna Nord. “I really encourage people to consider displaying their business at these events.”



Quarterly, the Chamber hosts a Business to Business Showcase, as part of the ongoing Target 5 - Buy In! campaign and buy local efforts. The Business to Business Showcase allows Chamber members to make business connections with retailers and service providers, in hopes of increasing buy local initiatives, as well as networking. To participate in the next Business to Business Showcase, scheduled for February 2008, please contact Lynn at the Chamber office.

CONVENTION & VISITORS BUREAU

Only a few days left to purchase your "Merry Marshalltown" CD

Don't forget that Merry Marshalltown CD's make a great gift or stocking stuffer for that hard-to-buy-for person or just a little gift for yourself. Every one loves holiday music. The fact that this CD is filled with 10 holiday favorites all performed by local artists is even better.

The CD's are available for \$15.00 and are on sale in various downtown locations as well as the Marshalltown Area Chamber of Commerce office.



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

January 2008

| Date | Group | Location |
|------------|----------------------------------|--------------------------|
| Jan. 18-19 | Iowa Christmas Tree Growers | BW Regency Inn |
| Jan. 18-19 | US Trotting Association | BW Regency Inn |
| Jan. 19-20 | Iowa OHV Association | BW Regency Inn |
| Jan. 23-25 | Fruit & Veggie Growers | BW Regency Inn |
| Jan. 26 | International Harvest Growers | BW Regency Inn Inn |
| Jan. 26-27 | Optimist Basketball Invitational | Miller & Lenihan Schools |

Holiday Stroll Travel Package deemed a huge success

If you did not attend the Holiday Stroll on Friday, November 16, you were one of only a few. To make the weekend even more successful, many people took advantage of the Marshalltown Convention & Visitors Bureau's Holiday Stroll Travel Package. Each participating hotel hosted guests who took part in the weekend's wide range of holiday activities.

In addition to individual travelers, a bus tour from SW Iowa near Raymond took advantage of the great travel package. They dined downtown at the Tremont on Main, enjoyed the stroll, attended Tiny Tim's Tree Festival and craft fairs on Saturday and had a wonderful time.

Denny Grabenbauer, MCVB Chair-Elect, spoke to members of the group at the tree festival who told him they were having the "time of their lives." They thoroughly enjoyed the town and all of the holiday activities.

This travel package is just the beginning for the Marshalltown Convention & Visitors Bureau. Other travel packages are planned for 2008. Watch and listen for further information on these packages. We hope that one of the future travel packages will suit your tastes or your family and friends' tastes, because there is something for everyone in Marshalltown.



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CONVENTION & VISITORS BUREAU

The cold outside doesn't stop the fun around Marshalltown

Marshalltown has many fun and exciting options for all of those winter days yet to come. You do not need to look any further than the backyard of your community to keep both kids and adults busy.

For novice and expert ice skaters and cross-country skiers, the Marshalltown Parks and Recreation Office rent cross country skis for only \$5.00 per day. With a few inches of snow you can ski all over town. Stop at Lillie Mae Chocolates for some hot chocolate and be on your way again. You can also rent ice skates for a \$25.00 deposit and keep them all week. Ice skating is available on the lagoon at Riverview Park. Have some more family fun by grabbing your kids, a sled and heading out to the Iowa Veteran's Home for some great sledding.

Have you ever seen GrimesFarm in the winter? Your Marshall County Conservation office, located at the heart of GrimesFarm at 2349 233rd Street, is open daily. Explore the displays inside the beautiful conservation building or put on your boots and go for hike. Marshall County Conservation holds various programs and activities throughout the entire year. For a list of activities, call the Conservation office at 641-752-5490.

Is the cold outdoors not for you? Try your hand at paint-your-own-pottery. Choose from Create-A-Keepsake located at 9 West Main Street or Messy Missy's Studio located at 1716 S Center Street. Both offer a wide variety of ceramics to choose from. Take your time creating a one-of-a-kind work of art. In about a week your masterpiece is ready.

If you are in the mood for a little summer fun, visit the Community Y's indoor recreation pool. Kids and adults will enjoy the waterslide, geysers, boat, swim area and water basketball. For a daily fee, anyone can use the entire facility including the recreation pool. The pool is open at various times during the week and Friday, Saturday and Sunday afternoons. For specific hours and pricing information, please call the Community Y at 641-752-8658.

The next time the kids tell you they are bored or you have family or friends coming to visit, look no further than your own community to keep everyone busy this winter.



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4. Package for New Year's Eve.
(Drawing on December 27th)



Regency Inn
3303 South Center St.
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Hollywood Hotline
641-752-0784 Ext. 300 or 800-241-2974



AMBASSADOR VISITS



The Chamber Ambassadors visited Kendall and Kevin Jensen at Jensen Ford-Lincoln-Mercury, 2805 South Center Street, on November 13. Jensen Ford celebrated 40 years of business in Marshalltown in 2007.



New Chamber member Aaron's Sales & Lease celebrated a ribbon cutting at their location at 1700 South Center Street, with the Chamber Ambassadors on November 27.



The Chamber Ambassadors congratulated Richard Ingledue and the staff at Citizens Savings Bank, 110 West Southridge Road, on 100 years of service to Marshalltown with a courtesy call on November 27.



Dave Bordeau, General Manager of the Best Western Regency Inn, cut the ribbon for the grand opening of the Junction Bar & Grille, 3303 South Center Street on December 5.

Happy Holidays from the Chamber, MCVB and MEDIC staff!

Ken Anderson, Chamber President

Lynn Olberding, Chamber Director of Membership & Marketing

Kim Barnard, Chamber Administrative Assistant
Shauna Banks, MCVB/Chamber Administrative Assistant

Shannon Espenscheid, MCVB Director

Joel Akason, MEDIC President

Amy Mills, MEDIC Administrative Assistant



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.

Contact 641-753-6645 or lolberding@marshalltown.org.

BUSINESS NEWS

MMSC hosts Cardio Cath Lab open house



MMSC Staff, volunteers, community members, Chamber staff and Ambassadors were on hand Sunday, December 5 for a ribbon cutting and open house at the MMSC Cardio Cath Lab.

Worrying about outdated or ineffective federal regulations?

Do something about it by nominating them for Regulatory Review and Reform.

The Office of Advocacy of the U.S. Small Business Administration is issuing a call for nomination of federal rules and regulations in need of review and reform.

You can help streamline and update outdated or ineffective rules by nominating those that keep you up at night.

Learn how to nominate them at www.sba.gov/advo/r3 or send an email to advocacy@sba.gov. Complying with all federal regulations now costs our economy \$1.1 trillion per year - that's more per household than the cost of healthcare.

The smallest of businesses bear the brunt of the business regulations. They annually pay 45 percent more per employee to comply with regulations that big businesses do.

The r3 program is intended to help small businesses address the cumulative Federal regulatory burden. Through the r3 program, we believe federal agencies will do a better job of identifying and revising rules that need to be reformed.

Initial recommendations for reform are due by December 31, 2007.



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Michelle Grewell ★ Pat Gulbranson
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Jane Chizek ★ Rick Beasley ★ Sherry Beasley
Melody Bennett ★ Phil Henning
Moises Garcia ★ David Gooding
Beth Barrett ★ Joan Johnson



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ECONOMIC DEVELOPMENT

MEDIC outlines goals for 2008

Marshall Economic Development Impact Committee (MEDIC) reviewed project highlights from 2007 and reported on the work plan for 2008 at their recent investors meeting.

During 2007, MEDIC assisted with a number of new and existing company projects.

The work plan for 2008 was outlined and MEDIC remains committed to the five-year objectives adopted three 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 agribusiness and biotechnology, 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 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.

MCBD and partners to host Small Business classes

The Marshalltown Central Business District is hosting a series of eight Small Business Start-Up/Expansion classes, Thursdays beginning February 7, 2008 and running through March 27. The courses will be held in the lower level of F & M Bank from 6:00 - 8:30 p.m. Sponsors for the classes are MEDIC, Iowa Valley Continuing Education, F & M Bank and Independent Insurance.

The classes are conducted by Institute for Social & Economic Development (ISED) Ventures SBA Women's Business Center.

Courses include: Developing a Business Plan, Evaluating Feasibility, Marketing strategies, Break-even Analysis, Record & Bookkeeping and Identifying Funding Sources. The series includes materials and one-on-one counseling in English & Spanish during the class and for two years following the class, is free and open to the public. To sign-up contact Marie Steenlage at MCBD 844-2001 or director@marshalltownmainstreet.com



For economic development information, visit www.marshalltownworks.com.

Economic Statistics

| | Oct. 2007 | YTD |
|---|-----------|--------------|
| Employment | | |
| Marshall Co. Residents in Labor Force | 21,400 | 20,900 |
| Percent Unemployed | 4.0% | 3.8% |
| Total Employment (residents) | 20,550 | 20,110 |
| Marshalltown Construction | | |
| Building Permits | 24 | 157 |
| Residential Dwelling Units | 2 | 56 |
| New Residential Construction Value | \$706,000 | \$9,774,000 |
| Residential Addition/Remodeling Valuation | \$155,300 | \$916,800 |
| New Commercial/Industrial Permits | 0 | 13 |
| New Commercial/Industrial Valuation | \$0 | \$8,747,000 |
| Remodeling Commercial/Industrial Value | \$285,000 | \$18,915,000 |
| Housing | | |
| | Oct. 2007 | |
| Single Family Home Sales | 50 | |
| Average Sale Price | \$107,689 | |
| Median Sale Price | \$97,500 | |

Visit www.marshalltownworks.com for additional statistics.

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IOWA VALLEY LEADERSHIP

Iowa Valley Leadership class learns about the community

Iowa Valley Leadership Class of 2008 is off to a great start! The September retreat started at Iowa Valley Adventures Challenge Course. The Challenge Course is a perfect way to quickly build a cohesive team because the trust and team building initiatives encourage each person to problem solve, improve communication skills and define their goals and goals for the group.

The October session focused on community stewardship: learning from the past, taking responsibility for the community and its resources in the present and enhancing them for the future. Dorothy Apgar, Marshalltown's historian, shared her knowledge of the history of Marshalltown and previous community stewards.

The class was treated to a tour of the Fisher Collection of Impressionist paintings, ceramics study and sculptures at the Fisher Community Center by the Central Iowa Art Association. Lunch was followed by a tour of the Tremont Building. J.P. and Jennifer Howard talked about the history of this building guiding their renovation. Nancy Adams and Barbara Burrows shared the vision for preservation of the Orpheum Theater.

The class also visited the Binford House, which was given to the Federation of Women's Clubs in the 1930's. This group has preserved this house as a meeting space for the community. The last visit of the day was to Taylor School #4. Rotary sponsored the October session.

The November session theme's was "Go Marshalltown" and the class learned about current initia-

tives in Marshalltown concerning wellness. Kim Schryver (City Sidewalk Committee), Pat Kremer (Safe Routes to School) and Angie Paxson (Pioneering Healthy Communities) spoke to the importance of wellness to a community.

David Swenson (ISU Economics Professor) talked to the class about regional economics. His information led to a discussion of the importance of buying products locally.

MEDIC President Joel Akason arranged for Terry Buzbee (President of Emerson Process Management Fisher Controls Division), Parke Adamson (Plant Manager for Lennox Manufacturing) and Ty Larson (Operations Manager)

and Nick Morrison (Marshalltown Operations) from Cretex to lead a discussion on what drew them to Marshalltown, what keeps them here and what might make them leave. Sharon Greer joined Akason to discuss the Chamber Betterment Committee. Lennox Manufacturing sponsored this session held at the Community Y.



The IVL Steering Committee and staff are appreciative of the time and financial support of the community for this program. IVL is co-sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education. For more information, contact Betsy Macke at 641-752-4645.



Iowa State University Economist David Swenson speaks to the IVL class about regional economic development issues on November 8.

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YOUNG PROFESSIONALS

Sip. Savor. Support. Success!



The Marshalltown Young Professionals successfully hosted the 2nd Annual *Sip. Savor. Support.* Wine-tasting event on Wednesday, December 5 at Elmwood Country Club.

“We had over 150 people in attendance,” said Eric Bidwell, event co-chair.

A portion of the proceeds from the evening will be donated to the Community Y’s Partner With Youth Campaign.

Attendees enjoyed six wines from John Ernest Vineyard and Winery and hors d’oeuvres, courtesy of the Marshalltown Young Professionals. Two major prizes: a barbecue dinner for ten and a pool party, were donated by Lew Miller and the Community Y, respectively.

The event was organized by co-chairs Eric Bidwell of Boliver Law Firm, Sarah McMillian of the Community Y and Lynn Olberding of the Chamber office. *Sip. Savor. Support.* was co-sponsored by Marshalltown Broadcasting (KFJB/KXIA) and the Marshalltown Times-Republican.



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TARGET 5 - BUY IN!

Target 5 - Buy In! Marketplace scheduled for January

Target 5 - Buy In! businesses are invited to participate in a Target 5 - Buy In! Marketplace on Wednesday, January 23, 2008 from 7:30 - 9:30 a.m. at the Fisher Community Center. Purchasing agents from Target 5 participating businesses will be on hand to discuss their company needs with any Chamber business.

"The goal of this event is to help make business connections," said Bill Thiede, Chamber board Chairman. "The ongoing goal of the Target 5 program is to facilitate purchasing goods and services from local vendors whenever possible."

Participants in the Target 5 - Buy In! program are asked to shift a minimum of 5% of their spending to local vendors.

"We understand that our area cannot provide 100 percent of all goods and services," said Thiede. "But we also know that making a small shift can have a huge impact."

If your business would like to



participate in this event, please contact Lynn at the Chamber office or fill out the enclosed flyer. Additional events are scheduled for February and March 2008.

Businesses make the decision to shift spending to local vendors

As part of the ongoing effort of the Target 5 - Buy In! program, several new Chamber members have made the commitment to purchase from local vendors when possible.

Scott Carnahan, owner of SportsPlus Sports Medicine and Physical Therapy Center recently joined the buy local campaign.

"As a businessman in Marshalltown, I have always tried to support other local businesses big and small by purchasing locally whenever possible," said Carnahan. "I will make an even greater attempt in the future to purchase and utilize local vendors for my business in the coming months and years."

Additional new Target 5 - Buy In participants include:

- Center Street Dairy Queen
- Farmers Savings Bank
- Marshalltown Community School District

If your business would like to share a success story, testimonial or quote that could be used in Target 5 - Buy In! marketing materials, please contact the Chamber office.

All Target 5 - Buy In! participating businesses should have received a Target 5 - Buy In! window cling to display in your front window or door. If your business did not receive a window cling, please contact the Chamber office or email lolberding@marshalltown.org. For a complete list, please contact the Chamber office.



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