

# Chamber Digest

*April 2009*

*Volume 26 Issue 11*



## Upcoming Events

**April 2: Des Moines Summit**

**April 22: Business After Hours**

Vogel Family Funeral Home, 5:00 - 7:00 p.m.

**April 20 - 24: Community Clean-Up Week**

**April 27 & 28: Washington DC Summit**

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## 13th Annual Des Moines Summit



More than fifty Marshalltown community members will head to the State Capitol on April 2 for the 13th Annual Des Moines Summit and Legislative Day. Each year, the Chamber hosts this event to meet with elected officials on issues of importance to the Marshalltown area.

Persons interested in joining the Chamber on this trip are encouraged to contact the Chamber office. Cost is \$15 per person and includes transportation and Taylor's Maid-Rite lunch.

This event is also a class session for the Iowa Valley Leadership class each year.

## Marshalltown heads to Washington

More than 30 people will travel to Washington D.C. April 27 and 28 to carry a comprehensive community agenda to our elected officials for the annual D.C. Summit trip. This year's Summit is co-chaired by Paul Gregoire, Emerson Process Management - Fisher Division and Dan Hassman, F & M Bank. Gregoire and Hassman also serve as Chair Elect for the Chamber Board and MEDIC Board, respectively.



2009 marks the 18th Annual trip and will feature an agenda with issues such as business climate, healthcare, education, workforce, transportation and quality of life. Meetings are scheduled with Senator Charles Grassley, Senator Tom Harkin, Congressman Tom Latham and staffs.

# MEMBER SPOTLIGHT

## Strand's: The Decorating Store

You may know him as the Paint Commissioner. You may have seen yard signs last election cycle, asking for your vote. What you may not know? There's no such position as a Paint Commissioner.

What started as a joke has turned into an interesting marketing plan for Carter Strand and the family-owned business of Strand's: The Decorating Store. And not only is he the "Paint Commissioner", he's also a certified NACE (National Association of Corrosion Engineers) Coating Inspector, a certification program designed to improve the overall quality of inspections performed in the coatings industry.

Not sure what that means? "It gives us a lot of credibility," Strand said. "I have the opportunity to work as a Coating Inspector on a variety of projects, observing the projects and documenting everything. You have to make sure everything is correct."

And that means following government regulations. Strand has worked as a Coating Inspector on several occasions on the U.S.S. John C Stennis aircraft carrier, observing the removal and replacement of non-skid coating on the flight deck.

Carter Strand is just one employee of Strand's, a business opened by Steve and Doris Strand in 1973. The business, which was formerly a Glidden Paint store, opened at 35 West State Street and moved to its current location at 11 East Meadow Lane in 2001.



**Carter Strand has "paint" in his blood. Not only did his father open Strand's in 1973, but his grandfather also owned a paint store. For more information, visit [www.strands.biz](http://www.strands.biz) or contact 641-752-5451.**



**Kim West, interior designer, stands near the large selection of fabrics for custom draperies at Strand's, 11 East Meadow Lane in Marshalltown.**

The business offers a variety of products and services including: residential, commercial and industrial paint; flooring and installation; draperies, wall coverings; customer upholstery; industrial factory maintenance; original equipment manufacturer (OEM) coding; and paint testing (on manufacturer products). Product lines include Mohawk, Pittsburg, Levelor, Kasmir, Benjamin Moore paints and Marshalltown Company products.

"We are strong supporters of the community," said Carter. "We are proud to offer Marshalltown Company products. They make great tools and provide a lot of good jobs right here in Marshalltown."

In addition to all the products listed above, Strand's has three full-time interior designers, including Kim West, formerly of Upstairs-Downstairs, who has more than 30 years of experience.

"We can help people with their interior decorating from floor to ceiling and wall to wall," said West. "We do a lot of draperies and customer drapery treatments. We also do customer upholstery, a service not a lot of people know about."

"I really think in the business we're in, we have the best employees in town," added Carter. "Our people are familiar with our products. Instead of selling a gallon of paint, we're trying to offer solutions to our customers' challenges."

So whether you need paint for one room or carpet for your entire office, Strand's has the products and services you're looking for.

## 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.

### **C's Landscape & Design**

Chris Luetkeman, Owner  
1922 Story Street  
Boone, IA 50036  
515-432-1961

*Chris Luetkeman has nearly 20 years experience in landscape design and construction.*

### **Energy Shield**

Mark Schroder  
2639 86th #C  
Des Moines, IA 50322  
515-554-9355

*Energy Shield specializes in attic blankets, offering energy savings to homeowners.*

### **Lawn Doctor of Ankeny-Altoona-Marshalltown**

Cary Hughes, Owner  
125 W. Merle Hibbs Blvd. #422  
Marshalltown, IA 50158  
641-352-0450

*Lawn Doctor specializes in lawn care services, tree and shrub care, weed control and pest control.*

### **U.S. Energy Savers**

Dave Field, Owner  
602 NE Lowell Dr.  
Ankeny, IA 50021

*U.S. Energy Savers is a family owned company with years of experience in energy efficient products and installation.*



# LEADERSHIP

## Chamber

Chair: Ric Anderson



### Board of Directors

**Paul Gregoire**

Chair Elect

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**Nick Loney**

V.C. Business Growth & Development

**Liz Zuercher**

V.C. Government Affairs

**Doug Joslin**

V.C. Membership

**John Hughes**

V.C. Quality of Life

**Bill Grabe**

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**Doug Beals**

**Ellen Bergman**

**Scott Carnahan**

**Jacque Goodman**

**Jim Gruening**

**Fauna Nord**

**Jeff Vance**

### Ex-Officio

**Gene Beach**

City of Marshalltown

**Deanna Davis**

MCVB

## MCVB

Chair: Dennis Grabenbauer



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**Bob Wenner**

Secretary

**Mike Stegmann**

Past Chair

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**Jennifer Howard**

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**Gary Ross**

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**Liz Wilke**

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**Lynn Olberding**

Director of Membership & Marketing

**Shauna Banks**

Administrative Assistant

**Jocelyn Dilorio**

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.org

## MEDIC

Chair: Bill Grabe



### Board of Directors

**Dan Hassman**

Chair Elect

**Jim Lowrance**

Treasurer

**Rob Cooper**

Secretary

**Brian Heitoff**

Past Chair

**Parke Adamson**

**Gene Beach**

**William Beohm**

**Bob Berger**

**Pat Brooks**

**Douglas Gervich**

**Sharon Greer**

**John Hermanson**

**Carol Hibbs**

**Dean Kenagy**

**Leon Lamer**

**Mike Miller**

**Loras Neuroth**

**Mike Schlesinger**

**Kevin Swartz**

**Don Turbiville**

**Kenn Vinson**

**Glenn Ytzen**

### Ex-Officio

**Marvin Wade**

**Dick Hierstein**

**Mark Smith**

**Steve Soddors**

**Karen Squires**

**Tim Wynes**

## Thank You Reinvesting Members

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

Acme Printing Co., Inc.	6
Angel Store	1
Animal Rescue League	1
Appliance Doctor	17
Center Associates	17
Central Office Supply	13
Chase Insurance Services	22
Culligan Water Conditioning	12
Center Street Dairy Queen	6
Des Moines Cold Storage	17
<b>Doll Distributing, LLC.</b>	<b>15</b>
Downey & Gantz DDS PC	7
Edward Jones – Reyes	1
<b>Fareway Stores, Inc.</b>	<b>45</b>
Floyd Harthun	3
Harvester Golf Club	4
H & R Block	2
Iowa Hospice	2
Jane Jech	1
Jaycees	4
<b>KCRM</b>	<b>5</b>
Lillie Mae Chocolates	8
Logs to Lumber	4
Long John Silvers	1
Marquart	9
M'town Board of Realtors	17
M'town Christian School	3
<b>M'town Packaging Co.</b>	<b>15</b>
Marshalltown Speedway	4
MICA	6
<b>New Horizons Realty</b>	<b>10</b>
Paul Koehler	2
Pilgrim Heights	2
Pizza Hut	16
Professional Developers, Inc.	7
Proshield Fire Protection	13
Riddles Jeweler's	11
Sonic Drive-In	1
<b>Steiner &amp; Associates PC</b>	<b>5</b>
Steve Badger	12
Sun Daze Salon	3
Super 8	12
Totem Bowl	46
Trinity Lutheran Church	4
<b>UPS Store</b>	<b>5</b>
Youth & Shelter Service	2

## Business After Hours

**April 21, 2009**

5:00 - 7:00 p.m.

Vogel Family Funeral Home  
405 West Main Street

**May 2009**

5:00 - 7:00 p.m.

Business to Business Showcase  
Table sponsorships available

**June 24, 2009**

5:00 - 7:00 p.m.

Iowa Hospice  
2 West Main Street

**July 15, 2009**

5:00 - 7:00 p.m.

Central Iowa Fair  
1308 East Olive Street

**2009 dates still available -  
contact Lynn Olberding at the  
Chamber office to schedule a  
Business After Hours event at  
your business. There are also  
opportunities to host a Business  
to Business Showcase.**

**These events are great ways to  
promote your business!**

## CPA

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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.

# 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](mailto: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.

## Luncheon to honor elected officials

Local elected officials will be recognized for their work during the 2nd Annual Appreciation Luncheon at noon on April 24 at Iowa Valley Continuing Education's Dejardin Hall.

The lunch, hosted by the Marshalltown Development Foundation in partnership with IVCE, the Marshalltown Area Chamber of Commerce and the Times-Republican, is open to the public and will again this year feature a key note presentation by David Okerlund and recognition of local, state and federal elected officials.

The guest list includes Senators Tom Harkin and Charles Grassley, Representative Tom Latham, State Senator Steve Sodders, State Representative Mark Smith, Mayor Gene Beach, Marshall County Supervisors and administration, Marshalltown City Council, Marshalltown and Iowa Valley school board members.



David Okerlund

Motivational humorist David Okerlund will present "Mama never taught me to drive a garbage truck," an address on how to maintain a positive attitude in times of change.

Registration is \$15. Please register through Iowa Valley Continuing Education by phone 641-752-4645, in person at 3702 South Center Street, or online at [www.iowavalley.com](http://www.iowavalley.com). When requesting tickets, please reference IVCE course CPD8100801.

Please register by April 17.

## www.marshalltown.org Statistics

	Feb 09	YTD Total	Avg/Month
Unique Visitors	2,805	5,857	2,929
Number of Visits	4,488	9,065	4,533
Page Views	48,875	93,137	46,569
Hits	96,214	221,210	110,605

Page views were up 140% in February 2009, compared to February 2008.

The calendar of events and the business directory are the most viewed sections of the Chamber website.

Don't forget to check the chamber website for business directory information, event photos, program information and calendar of events. Contact Lynn Olberding at the Chamber office for more information.

## Chamber hosts Friday Forum



Representatives Mark Smith, Annette Sweeney and Lance Horbach and Senator Steve Stodders speak to a group, gathered at the Fisher Community Center on March 20 for the Chamber's Friday Forum.

## Craft Show & Bake Sale

Friday, April 3rd - 5:00 pm -8 pm  
Saturday, April 4th - 9:00 am-3 pm

*Free Admission • Free Parking  
Raffle Drawing • Kitchen Open*

**Central Iowa Fairgrounds  
CVB Activity Building**

1308 E. Olive Street, Marshalltown, IA

**641-753-3671**

# BUSINESS NEWS

## Finding ways to make your business more energy efficient

Your Chamber recently hosted an energy efficiency seminar with Energy Efficiency Consultants, a partner of Alliant Energy. In uncertain economic times we are all looking to find ways to save money. Energy efficiency is a great place to start looking. By reducing your energy usage you will save money. Many utility providers offer incentive programs to help customers pay for energy efficiency projects. Some of the energy saving tips shared during the seminar are listed below.

1 – Lighting is the first place you should look at for energy efficiency. On average lighting accounts for 30% of a commercial buildings electrical usage. If your building uses HID lighting (high pressure sodium or metal halide) these should be replaced with fluorescent fixtures. A 400 watt metal halide light fixture uses 458 watts of electricity. A fluorescent light fixture with six T8 lamps generates the same amount of light and uses just 221 watts of electricity.

There are now many choices of fluorescent fixtures. The larger diameter, T-12 tubes are driven by inefficient magnetic ballasts, while the newer (smaller diameter) T-8 tubes have energy efficient electronic ballasts, which are 30+% more efficient than the old ones. Also, many spaces are over lit. You may be able to reduce the number of tubes per fixture by 50% with equivalent savings.

2 – Control what you have. All facilities can realize great savings by implementing energy management systems. These systems can be very complex or very simple. A complex energy management system can control a number of systems such as, lighting, HVAC, compressed air systems, etc. simultaneously from one location. Smaller facilities can realize substantial savings by utilizing occupancy sensors, and clock programmable thermostats.

You may have a very efficient HVAC system in place already. By adding programmable thermostats you will be able to make that existing system even more efficient by allowing the thermostat to precisely control temperatures as well as night setbacks. Setting back your temperature when the building is not occupied will reduce the amount of energy used as well as save wear and tear on the equipment.

3 – Identify your big energy users. Take a look at your building to identify what uses large loads of energy. What system is always on? It may be HVAC, lighting, electric motors etc. or you may have a piece of machinery in your business that runs all the time. When you see a spike in your energy bill, can you identify what caused the spike? By finding out what you are spending your energy dollars on, you can then determine the best way to make that system as efficient as possible. By taking the time to identify areas that could be more energy efficient and implementing a plan to improve efficiency, you will see your utility bill drop and your profits rise.

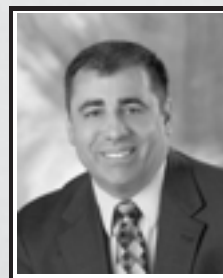
For more information on energy efficiency, Incentive programs or to schedule a complimentary comprehensive energy analysis of your facility contact: Steve Barry at Energy Management Consultants, LLC. Office: 1-800-820-3550 x128 or [stevebarry@emcccontrols.com](mailto:stevebarry@emcccontrols.com).

# Koehler Insurance



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# CONVENTION & VISITORS BUREAU

For the time and a description of the events below, log on to the MCVB website's Calendar of Events at [www.VisitMarshalltown.com](http://www.VisitMarshalltown.com)

## April 2009

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
StoryTime	Tues. & Fri.	Public Library
Marshall Co. Students Art	April 5-28	Fisher Community Center
Job Fair 2009	April 1	Student Activity Center
Nature's Story Hour	April 1	GrimesFarm & Conservation
Storm Spotters Training	April 2	IVCE - DeJardin Hall
Triple Header Frostbuster	April 3	Marshalltown Speedway
Spring Craft Show	April 3-4	Central Iowa Fairgrounds
Carrie Newcomer Workshop	April 4	Central Christian Sanctuary
Carrie Newcomer Concert	April 4	Miller Middle School
Easter Egg Hunt	April 4	Iowa Veterans Home
Benefit for RC Daters	April 4	Moose Lodge
Men's Chorus Concert	April 4	MHS Auditorium
Statewide Tornado Drill	April 8	Statewide
Good Friday	April 10	MCVB Office closes at Noon
Easter	April 12	
Nature's Story Hour	April 15	GrimesFarm& Conservation
Citizen of the Year Roast	April 16	Best Western Regency Inn
Card Party	April 17	Art & Culture Center
County Garage Sale	April 18	Central Iowa Fairgrounds
Dog Shows	April 25	Central Iowa Fairgrounds
Garden Planting	April 27	Fisher Community Center
Dia de los Ninos/los Libros	April 30	Public Library

Post your 2009 events on the MCVB self-posting calendar at [www.visitmarshalltown.com](http://www.visitmarshalltown.com)

## April 2009

Date	Group	Location
April 2-3	IA State Slueth Users	BWRI
April 3-4	IA Citizens for Community Improvements	BWRI
April 8-9	USDA OCIO	BWRI
April 18-19	USTA State Tumbling & Trampoline	Roundhouse
April 24-26	IA Jurisdiction of Woodmen of the World	BWRI
April 26	Catholic Order of Foresters	KC Hall



Thank you for making Marshalltown your destination!

## Local Easter egg hunts planned

Easter and egg hunting; you can't have one without the other. In addition to hunting eggs in your own backyard, Marshalltown is offering some other locations for children to fill their baskets with treats.

Marshalltown Jaycees Easter Egg Hunt is set once again to take place at the Iowa Veteran's Home, on Saturday, April 4 at promptly 10:00 a.m. Children ages 8 and under are invited to participate free of charge and race for candy on the front lawn. The Easter Bunny is likely to make an appearance. The candy disappears quickly so be sure to be there early. If you would like to make a donation of candy, cash or time please contact Michelle Spohnheimer with the Marshalltown Jaycees at 641-751-5480 or e-mail [admin@marshalltownjaycees.org](mailto:admin@marshalltownjaycees.org)

FBC Marshalltown invites all families with children 4th grade and under to their 3rd annual Easter "Egg"stravaganza on Saturday, April 11 at 9:00 a.m. Families are treated to a free pancake breakfast, entertaining puppet show and egg hunt. FBC is also adding a free family photo booth this year. Families may pick up their photos the following day at either of their Easter Worship Services at 8:30 a.m or 10:00 a.m. All activities will be held inside but the hunt will be outside. Please dress for the weather. If you have questions or need further information, please call the FBC office at 641-753-3528. FBC is located at 700 Olive Street E.



**"When Success  
and Experience Count...  
Put the Best to  
Work For You!"**



**752-5500**  
**2110 South Center**

**Karri Henning, Broker/Owner**  
**Valerie Vajgrt ★ Julie Blazek**  
**Kristin Polley ★ Martha Garcia**  
**Janet Miller ★ G. Ward Miller ★ Ginny Nielson**  
**Jane Chizek ★ Rick Beasley ★ Sherry Beasley**  
**Melody Bennett ★ Phil Henning**  
**Moises Garcia ★ Beth Barrett**  
**Joan Johnson**

# CONVENTION & VISITORS BUREAU

## Marshalltown Speedway Racing Season Begins

The Marshalltown Speedway kicks off its 45th season on April 3, with the Tri-County S&B Trailers Frostbuster. Race promoter Toby Kruse has commitments from drivers throughout Iowa as well as surrounding states. Fans are welcome to come to the Speedway as early as 5:30 p.m. with racing starting at 7:00 p.m.

Race fans can purchase tickets at the Speedway. Children 12 and under are \$2.00, adults are \$8.00 and pit passes are \$20.00 per race.

### APRIL

- 3 Tri County Heating S & B Trailers Frostbuster
- 10 Season Opener / Ryan Ashton Racing
- 17 Elliott Racing/Hobby Stock King of the Hill
- 24 Media Night/Kruse Family/Stock Car Gambler

### MAY

- 1 David Brown Racing Night
- 8 Cliff Chambers Memorial / UAW Local 893
- 15 Scout /Shriners/ FFA Night/Hobby Stock GamblerRace
- 20 USMTS Modifieds, Stock Cars, Sport Mods, Hobby Stocks
- 22 Evening Optimist Club / Midwest Liquid Systems
- 29 Ron's Towing / Modified King of the Hill

### JUNE

- 5 Minute Man Printing / Dwarf Car Gambler Race
- 12 JR Motorsports Night / Faster Pastor Race
- 19 Arnold Motor Supply Night/O'Lear Racing/Little League Night
- 26 No Shoes Motorsports / Clement Heating & Cooling Sport Mod King of the Hill

### JULY

- 2 Great American Stock Car Shootout
- 3 Great American Stock Car Shootout / Bike Races
- 10 Hoskins Construction / Showdown at Motown
- 17 Aarons Fair Night / Sport Mod Gambler Race
- 24 Hogeland Auto Plaza Kids Night / Elliott Racing
- 31 Hy-Vee Night / Modified Gambler Race

### AUGUST

- 7 Engelkes Racing / Stock Car King of the Hill
- 14 New Hope Cardboard Classis / J & V Napa
- 19 Deery Brothers I.M.C.A. Late Model Miller Lite 50
- 21 Custom Concrete Night / Dwarf Car King of the Hill
- 28 Nostalgic Race / Vis Roofing Night

### SEPTEMBER

- 4 Dairy Queen Larry Wollam Season Championship
- 18 3rd Annual Havoc on the Highbanks
- 19 3rd Annual Havoc on the Highbanks
- 27 End of Season Oktoberfest City Festival race

**Marshalltown Speedway – What Friday Nights are Made for!**

## Easter Sunday Buffet April 12, 2009 10:45 AM - 2:00 PM

- **Baron of Beef, Carved Ham, Baked Chicken, Lasagna**
- **Large Array of Fresh Homemade Salads**
- **Whipped Potatoes & Gravy, Sage Dressing, Irish Potatoes**
- **Green Bean Casserole, Corn, Glazed Carrots**
- **Wheat & White Rolls with Butter**
- **Assorted Desserts**
- **Beverage Included**

**Adults \$14.95**  
**Children (3-10) \$7.95**

**For Reservations Call**  
**641-752-6321**



**Regency Inn**  
**3303 South Center Street**  
**Marshalltown, IA 50158**





# AMBASSADORS VISITS



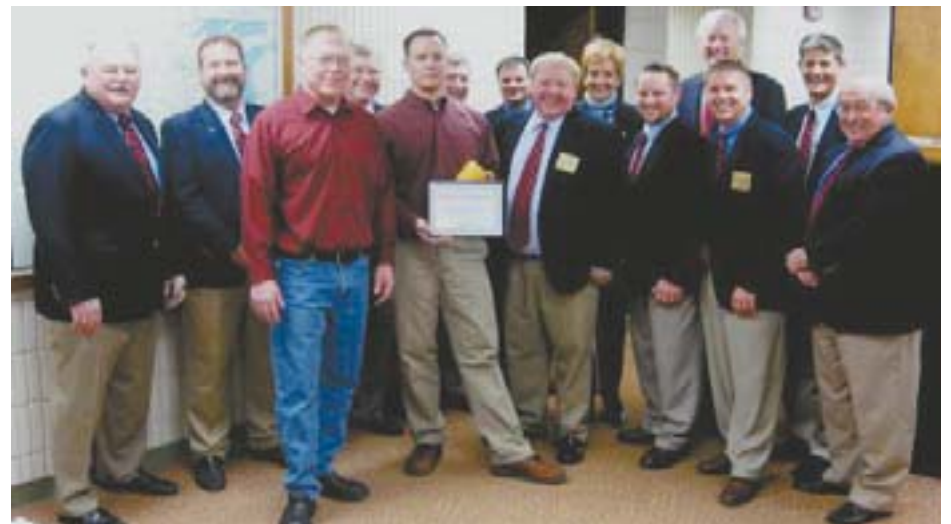
Mary Curley, owner of Mary Katherine's and Studio 119 (119 East Main) celebrates the one-year anniversary of Studio 119 with the Chamber Ambassadors on February 24.



Applebee's manager Doug Chaloupek is congratulated for the restaurant's remodel during a courtesy call on February 24. Applebee's Neighborhood Grill & Bar is located at 3101 South Center Street.



Pepsi Americas Territory Sales Manager Thad Lents gives a tour of the Pepsi Warehouse facility at 1605 East Jackson Street during a Chamber Ambassadors courtesy call on March 10.



The Chamber Ambassadors learned about the L.E. Myers Company (1405 Jackson Street) from Office Manager Benjamin Reed during a courtesy call to the business on March 10.

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 p.m. and 4:45 p.m. 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.

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.

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# BUSINESS NEWS

## Chamber's Spring Home & Garden Show: March 13 - 15

*Photos courtesy of Mark Osmundson, KDAO*



[www.everydaychampions.org](http://www.everydaychampions.org)

# ECONOMIC DEVELOPMENT

## Economic Statistics

January	2009	2008
<b>Employment – Marshall County</b>		
Labor Force	20,170	20,490
Unemployed	1,510	1,120
Percent Unemployed	7.5	5.5
Total employment	18,660	19,370
<b>Marshalltown Construction</b>		
Building permits	7	8
Residential dwelling units	0	0
New residential construction value	0	0
Residential addition/remodeling value	0	0
New commercial/industrial permits	1	0
New commercial/industrial value	\$1,019,000	0
Remodeling commercial/indust. value	\$1,471,000	\$2,332,000
<b>Marshall County Construction</b>		
Building permits	3	
Residential dwelling units	1	
New residential construction value	\$356,000	
Residential addition/remodeling value	\$30,000	
New commercial/industrial permits	0	
New commercial/industrial valuation	0	
Remodeling commercial/indust. value	\$10,000	
<b>Housing</b>		
Single Family Home Sales	15	24
Average Sale Price	\$118,610	\$121,243
Median Sale Price	\$85,000	\$113,400

## Microenterprise in Iowa

Carpenters, machine shop operators, seamstresses, accountants, computer repair -- these businesses may be relatively small, but they are making a very large difference when it comes to job creation and help for our nation's struggling economy. Many of these businesses can be called a "microenterprise."

The United States defines a microenterprise as a business with five or fewer employees, which requires \$35,000 or less in start-up capital, and which does not have access to the traditional commercial banking sector. For the majority of microenterprises, the owner is the sole operator and employee.

Structural unemployment, such as plant closings and corporate downsizing, has led many to create their own jobs. Microenterprise provides moderate and low-income individuals a viable alternative to minimum wage labor and public assistance.

Microenterprise employment represents 18.2% of all private employment in the United States and there are a total of 23,508,440 microenterprises in the entire U.S.\*

According to statistics for Iowa derived from the U.S. Census Bureau and U.S. Department of Commerce:

- There are a total of 232,325 microenterprises in Iowa.
- Microenterprises provide employment for an estimated 308,168 people in Iowa.
- Microenterprises account for 16.8% of all jobs in Iowa.
- Marshall County has a total of 2,534 microenterprises and approximately 85% of all businesses in the county with employees are microenterprises.

Federal Support for microenterprises comes from the Small Business Administration (SBA) through a Microloan Program that can provide funding for lending capital and grants for technical assistance to micro entrepreneurs. Iowans can contact the Iowa Foundation for Microenterprise and Community Vitality at [www.iowamicroloan.org](http://www.iowamicroloan.org).

*\*Statistics derived from U.S. Census Bureau and U.S. Department of Commerce.*



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# BUSINESS NEWS

## Campaign Training for Women

Registraton is underway for the 2009 Ready to Run <sup>TM</sup> Iowa campaign training school, scheduled for Friday, April 3 from 8:00 a.m. to 5:30 p.m. at the Scheman Building on the Iowa State University campus.

Ready to Run <sup>TM</sup> Iowa is a one-day, comprehensive, bi-partisan campaign training workshop offered every other year by the Carrie Chapman Catt Center for Women and Politics and the Ames League of Women Voters. The day-long session addresses topics unique to women as they seek greater participation in the political process, however the campaign school is open to anyone interested in running for elected office, serving on public boards and commissions, and/or working on a political campaign.

Registration is \$75 per person if postmarked by March 21, 2009 and \$100 per person after March 21. For more information, visit [www.las.iastate.edu/cattcenter/readytorun.shtml](http://www.las.iastate.edu/cattcenter/readytorun.shtml).

**Help shape Marshalltown's future and make this an even better place to live, work and raise a family!**

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## Seating at Marshalltown Speedway supports the Target 5 Program

As the 45th consecutive season begins to take shape, Central Iowa Fair Board members and racetrack promoters have been very busy in giving the historic Marshalltown Speedway a first class face-lift.

With cooperation of the Martha Ellen Tye Foundation, Marshall County Supervisor's and many individual supporters, new west side grandstands will be up and ready for the season opener on April 3. Updating facility grants were awarded by MET and MCS to bring the grandstand area up to a first class facility.

"Many issues were dealt with when looking at our grandstand area," says Fair Board president Jeff Wollam. "The first and foremost was the west side just wasn't safe. They also were not handicap assessable."

Bleachers were purchased from American Aluminum Seating from Marshalltown and new chain link fencing from Schneider Fencing also from Marshalltown. Local labor was used in construction of the bleachers, along with all local labor, "we feel we were able to use the Chamber's Target 5 program to it's fullest," concludes Wollam.

The Marshalltown Speedway will open it's doors for practice on Sunday, March 29, with the regular season starting on Friday, April 3.



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# YOUNG PROFESSIONALS

## MYP receives Consider Iowa grant

The Marshalltown Young Professionals were recently awarded a grant from the Consider Iowa program. Consider Iowa was created to retain educated professionals by helping them find career opportunities in Iowa.

The grant requires the organization to connect with the Marshalltown Community College student body for a joint networking and social event. This event is scheduled for Thursday, April 23 and is called "Network Rocks!"

"The idea behind the event is to provide both our membership and the MCC student body a fun, alcohol-free event that will bring the two groups together to share ideas and make contacts," said MYP President Denise Kemp. "Our event will include speed networking between MCC students and MYP members between two sets from local bands."

"This is a great way to put the 'community' back in the college," said Elaine Peterson, Supervisor, Student Development for MCC.

"I think both groups hope this leads to future partnerships," said Kemp.

This event is open to MYP members, MCC students and guests only.



## Upcoming MYP Events

The Marshalltown Young Professionals have an exciting spring and summer planned with social and professional development events.

If you or your employee could benefit from being involved with the Marshalltown Young Professionals, please contact Lynn Olberding at the Chamber at 641-753-6645 or by email at [info@marshalltownyp.com](mailto:info@marshalltownyp.com).

### April

1	MYP Social Lunch	AmericInn	Noon
3	3rd Annual Murder Mystery	AmericInn	7pm
8	YP Connect Committee Meeting	Fisher Comm. Cnt	Noon
9	Financial Lunch & Learn	Fisher Comm. Cnt.	Noon
	Topic: Finances from a Woman's Perspective		
15	Lunch & Learn	Fisher Comm. Cnt.	Noon
	Topic: Wellness		
23	Network Rocks!	Student Activity Cnt.	7pm

### May

6	MYP Social Breakfast	Hy-Vee	7:30am
13	MYP Social/Prof. Dev. Meeting	Fisher Comm. Cnt.	Noon
20	Lunch & Learn	Fisher Comm. Cnt.	Noon
29	Family BBQ	Kiwanis Park	5:30pm

**Do you know a young professional in the community that may be interested in the Marshalltown Young Professionals? Employees of Chamber member businesses can join MYP now for just \$25!**



Please contact Lynn Olberding at the Chamber, 641-753-6645, for more information.

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# BUSINESS NEWS

## Cleaniac Community Clean-up Week planned for April 20 - 24

Spring is upon us and that means spring cleaning! Cleaniac is asking all Marshalltown community members to participate in the Cleaniac Community Clean-up Week, scheduled for April 20 - 24.

Cleaniac is determined to make Marshalltown the cleanest city in Iowa, but he can't do it alone! Cleaniac needs your help to spruce up your neighborhood, business and community.

During the Community Clean-up week, you'll see a variety of projects throughout town. We encourage you to clean-up your business and home or work with a local church or service club to identify a clean-up project of your own. Schools have been encouraged to identify a project on school grounds that students can help with during the Clean-up Week.

Students from local schools will also participate in a Cleaniac Poster contest, with winners from each school.

The community is invited to participate in the annual Downtown clean-up on Friday, April 24.

**Cleaniac**




## CGA hosts March Chamber Business After Hours




A huge crowd gathered on March 19 to celebrate CGA's 50th Anniversary during Chamber Business After hours. Those in attendance were treated to office tours, food from Zoske's BBQ and Smoking G's BBQ and John Ernest Vineyard & Winery wines.




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