

Chamber Digest

June 2010

Volume 28 Issue 1



Upcoming Events

May 31: Memorial Day: Chamber Office closed

June 15: 112th Chamber Annual Meeting

Register for tickets online:

www.marshalltown.org/chamber/events.php

Open to employees of Chamber members businesses/organizations only. This event is not open to the public.

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112th Chamber Annual Meeting

All Chamber members are encouraged to attend the 112th Annual Meeting of the Marshalltown Area Chamber of Commerce on Tuesday, June 15 at the Best Western Regency Inn. The event will begin at 5:30 p.m. with a cocktail hour, followed by dinner, program and keynote presentation by University of Northern Iowa Head Basketball Coach Ben Jacobson.

Ben Jacobson was named Head Coach for the UNI Men's Basketball team on March 22, 2006. Since taking his post, he has kept the Panthers in the top half of the Missouri Valley Conference. Over the past three years, Jacobson has had more wins (59) than any coach in his first three seasons at UNI. Prior to becoming UNI's Head Basketball Coach, Jacobson served as Assistant Coach at both UNI and the University of North Dakota, his alma mater.

A native of Mayville, North Dakota, Jacobson graduated from Mayville-Portland High School in 1989 as valedictorian. He received his bachelor's degree in physical education from the University of North Dakota in 1994.

In addition to Jacobson's keynote presentation, the Chamber's Annual Meeting will feature a program recognizing Chamber board members, highlights from the past year and a preview of the Chamber's 2010/2011 program of work. The evening will also highlight several Chamber members as the Chairman's Community Impact and Chamber Person of the Year awards are presented.

In 2008, Emerson Process Management - Fisher Division was awarded the Chairman's Community Impact Award. In 2009, it went to Marshalltown Medical Surgical Center. The Chairman's Community Impact Award is given to a business or organization that has made a significant impact on the landscape of Marshalltown.

At last year's event, Michelle Spohnheimer, City of Marshalltown, was designated the Chamber Person of the Year. The Chamber Person of the Year award recognizes an outstanding volunteer who has demonstrated a dedication to the Chamber's mission and program of work.

The Annual Meeting will also feature an award presented by the Marshalltown Young Professionals, called the Young Professional of the Year. This award will recognize an outstanding MYP member who has shown a dedication to the mission and programs of the MYP organization and has exhibited leadership skills, both inside and outside the MYP organization.

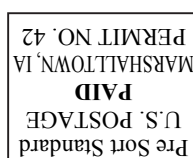
Tickets can be reserved online at www.marshalltown.org/chamber/events.php. Registrations are required for this event. Tickets are \$50 per person or \$360 for a table of eight. This event is open to all Chamber members (including all employees of Chamber member businesses/organizations).



Coach Ben Jacobson

Affix label here
This direction

ADDRESS SERVICE REQUESTED
P.O. Box 1000
Marshalltown, IA 50158
Marshalltown Area Chamber of Commerce



MEMBER SPOTLIGHT

Marshalltown Company

Focusing on quality and innovation for over 100 years, MARSHALLTOWN has grown to become one of the world's largest & finest manufacturers of construction tools. MARSHALLTOWN's tools have been the standard of quality since 1890 and are used by professionals and homeowners throughout the world for use with asphalt, brick, concrete, drywall, EIFS, paint, plaster, tile and wallpapering. These tools can be seen with the MARSHALLTOWN, QLT by Marshalltown, and Nu-Pride labels.

It Started With Dave

Jesse Cyrus Williams, best known as J.C., and his younger brother, Enoch Lester, known as E. Lester, both started working at a very early age, after their father died in 1884. J.C., went to work as an apprentice with Dave Lennox and Lennox Machine Company around 1885 with E. Lester following shortly after his brother.

Dave Lennox, also fatherless at an early age, befriended both J.C. and E. Lester, perhaps because of the similar loss of their fathers, and the three remained lifelong friends.

Dave is also credited with making the first MARSHALLTOWN plastering trowels which were used by masons building the Marshall County Courthouse from 1884 to 1886. Dave kept working with the masons to create the highest quality trowel available.

Williams Brothers Start

J.C. had an entrepreneurial spirit much like Dave Lennox, and so, at the age of 20, J.C. started his own machine shop. Thus the present day Marshalltown Company was born. E. Lester became the plant superintendent at Lennox and added his wages to help support the fledgling Williams brothers' business. When the brothers felt more financially secure, E. Lester left Lennox and joined his brother at the Williams Brothers' Machine Shop.

Dave Lennox had no real interest in making MARSHALLTOWN plastering trowels and turned the trowel-making business over to J.C. and E. Lester and he gave his young friends a forge, an anvil and a grinding wheel.

About 1902, the Williams brothers moved their business to its present site on South 8th Avenue in Marshalltown. MARSHALLTOWN featured their plastering trowels in their 1904 catalog and stated, "Our object in issuing this catalogue of the tools we make, is to intelligently present to the plasterer the superior quality of our tools." The two brothers also soon began making MARSHALLTOWN brick trowels as part of their new company, Marshalltown Trowel.

Brothers Separate

By 1918 J.C. and E. Lester owned several businesses - Marshalltown Trowel Company, LaPlant Tool Company, the Lennox Throatless Shear Company and the Bogardus-Nelson Gauge Company.

At that time, the brothers decided to separate Marshalltown Trowel Company and J.C. became the president of the company. The other three companies were consolidated into one called Marshalltown Manufacturing. E. Lester was named the president of Marshalltown Manufacturing.

In 1925 J.C. died at the age of 54 and E. Lester took over the duties as president of Marshalltown Trowel. In 1945, E. Lester died and Marshall-

town Trowel Company reorganized its top management positions. Robert Thornbury became president. J.C.'s three sons all took on management positions - D.V. as vice-president, Ralph as secretary and J. Clinton as treasurer.

Since the days of its founders, MARSHALLTOWN has expanded their markets for their tools so that today these MARSHALLTOWN tools can be seen throughout the world. As a result of the increasing export business, in 1981 MARSHALLTOWN was presented with the E Star Award for maintaining a 15 percent or higher average in export sales and for its continuing contribution to the nation's balance of trade.

Through the years MARSHALLTOWN's product line and facilities have expanded greatly. In 2003 the company officially became Marshalltown Company. This name change reflected the expanded product offering of roughly 3000 different products. MARSHALLTOWN is no longer only a "trowel" supplier. To people in the industry and to their customers, they are known for the best tools and they are known by one name - MARSHALLTOWN.

Today, MARSHALLTOWN operates two manufacturing facilities, one in Marshalltown, Iowa and another in Fayetteville, Arkansas. MARSHALLTOWN distributes its products from a highly automated Distribution Center also located in Arkansas.

In February of this year, MARSHALLTOWN acquired a significant competitor named Cleform. This acquisition not only strengthened the company's position in the concrete industry, but also put them squarely into the concrete and mortar mixer business, the asphalt tool business, and the shovel business. Despite the 80% fall in the U.S. housing market since 2006, MARSHALLTOWN has continued to develop new, innovative products and has strengthened its position within the construction tool industry so that it is prepared to acquire more competitors in the near future.

When asked what MARSHALLTOWN's "little known secret is" company President, Joe Carter responded, "MARSHALLTOWN is known throughout the world as the standard of quality for tools and we have a substantial portion of our business from export customers. We make more than just trowels!"

Carter, a Chamber Board member, and his employees are very involved in the community. "Our employees are involved in many service organizations such as Kiwanis and Rotary throughout the area. They have been involved in community activities like Oktoberfest, the Holiday Stroll, and the BBQ contest weekend. Our employees have been a great support for many local projects like the Library and the expansion of our bike paths," said Carter.

It is obvious to see the impact MARSHALLTOWN has had on the community. The company and its management team believe in the community and want to support and promote local business.



LEADERSHIP

Chamber
Chair: Paul Gregoire



Board of Directors

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Chair Elect
John Hughes
Chair Elect-Elect
Ric Anderson
Past Chair
Kathy Baker
Treasurer

Liz Zuercher
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Doug Joslin
V.C. Membership
John Hughes
V.C. Quality of Life
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Alan Anselman
Ellen Bergman
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Nick Loney
Joe Nevel
Fauna Nord
Jeff Vance

Ex-Officio
Gene Beach
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Bob Wenner
MCVB

MCVB
Chair: Deanna Davis



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Kenn Vinson
MEDIC Business Manager
Shannon Espenscheid
MCVB Director
Shauna Banks
Administrative Assistant

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Marshalltown, IA 50158
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Email:
info@marshalltown.org

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: Don Turbiville



Board of Directors

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Past Chair

Gene Beach
Pat Brooks
Douglas Gervich
Sharon Greer
Paul Gregoire
Brian Heithoff
Mike Miller
Loras Neuroth
Mike Schlesinger
Kevin Swartz

Ex-Officio
State Representative
Mark Smith
State Senator
Steve Sadders

Thank You Reinvesting Members

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



Baker, Dean DDS	50
Bishop Consulting Engineers	14
Brown's Shoe Fit Co.	3
CM Berg Design	12
Cartwright, Druker & Ryden	34
Clark, David D.D.S.	27
Clemons Inc.	35
Concrete Inc.	46
Evans Abstract Company	33
First Baptist Church	12
First Presbyterian Church	6
Godfrey Motors Inc.	10
Grimes, Buck, Schoell, etc. all	46
Headliner Salon - Spa - Gifts	29
Home Rental Center	27
Iowa Wholesale Supply	36
Ken Wise Chrysler	45
Kenagy, Mary	18
Landon-Landon & Associates	46
Lennox Employees Cred. Union	26
Life Investors	5
Marshalltown Aviation, Inc.	36
Marshalltown Chiropractic	13
Mike's Bike & Fitness	25
Newbury Mgmt	16
PepsiAmericas	50
Pretzelmaker	13
Raymon	22
SagePoint Financial	20
Smiles In Motion	7
Sub City	10
Taco John's	34
Triad Real Estate Services	30
Vogel Family of Funeral Homes	51

Thank you for supporting the
Marshalltown Area Chamber of
Commerce!

Are you ready to increase your
website traffic? Contact Lynn at
641-753-6645 about online directory
upgrades!
Visit the Chamber website at
www.marshalltown.org

Business After Hours

July 14, 2010
5:00 - 7:00 p.m.
Central Iowa Fair
1308 East Olive Street

August 2010
Available for sponsorship

Contact Lynn
Olberding at the Chamber
office to schedule a Business
After Hours event at your
business.
These events are great ways to
promote your business!

Listen weekly to
Chamber Chat
Sunday Mornings 6:30 am
on 99.5 KDAO FM
7:30 am on 1190 KDAO AM

the Chamber
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www.marshalltown.org

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CPA
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Marshalltown, IA 50158

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Fax (641) 753-3942
Cell (641) 485-4351
E-Mail: rghack@marshallnet.com

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.

Thai restaurant opens at Marshall Town Center

Shoppers and residents with a taste for Pan Asian food can satisfy their taste buds at Marshall Town Center's newest eatery, A-1 Thai Cuisine.

The fast casual restaurant recently opened near the main mall entrance. Operated by the husband and wife team of Eklian Jeelanton and Pavisa Pornin, this is the first Thai restaurant in Marshalltown and offers a menu based on the couple's native Thai cooking.

The eatery offers a different special each day

including chicken vegetable soup, hot and sour soup, Thai style egg soup, pad Thai, chicken or pork fried rice, and several dishes spiced with curry. Various pastas made from rice are available to team with a selection of Asian sauces. All dishes are made with fresh ingredients. Customers can watch the husband and wife team prepare orders on a large grill visible from the seating area. Selections can be made from the posted menu board for eating in or take-out.

Jeelanton, who has 20 years experience in the restaurant business, prides himself on cooking with small amounts of cholesterol free oil in a super sized, 24 inch wok. "Quick cooking in a large wok preserves the freshness of the ingredients. Our customers tell us they appreciate that," he said.

Have you considered hosting a Business After Hours event? It's a great way to get Chamber members into your business and showcase what you do!

www.marshalltown.org Statistics

	Apr 10	Avg/Month	YTD Total
Unique Visitors	2,217	2,494	9,976
Number of Visits	4,885	4,455	17,820
Page Views	16,402	18,406	73,622
Hits	102,188	105,890	423,561

The Chamber's website traffic continues to be strong. Is now the time to consider upgrading your listing and increasing your online visibility?

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.

AAA-Ankeny to provide Safety Day

AAA Travel, Ankeny branch, invites you to participate in their Safety Day on Wednesday, June 9 from 11:00 a.m. - 2:00 p.m. (1975 N. Ankeny Blvd in Ankeny). Safety Day events include child safety identification cards, window chip repairs, VIN etching, bicycle safety helmet fittings, passport photos, battery checks and a light lunch. The first fifty children will receive a free bicycle helmet. There will also be a drawing for a free emergency roadside kit. All services are free.



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Karri Henning, Broker/Owner

Valerie Bellile ★ Julie Blazek

Kristin Polley ★ Martha Garcia

Janet Miller ★ G. Ward Miller

Jane Chizek ★ Melody Bennett

Phil Henning ★ Moises Garcia ★ Joan Johnson

BUSINESS NEWS

41st Annual Scholastic Banquet

On May 5, the Marshalltown Area Chamber of Commerce, Koehler Insurance, United Bank and Trust and business sponsors honored twenty six graduating seniors from East Marshall, GMG, Marshalltown and West Marshall high schools who represent the top five percent of their graduating class. Keynote presentation was given by Edward Peng of Emerson Process Management - Fisher Division. Principals Rex Kozak (East Marshall), Mark Polich (GMG) and Bonnie Lowry (Marshalltown) and teacher Jamie Dee (West Marshall) honored the students.

Thank you to our key sponsors Koehler Insurance and United Bank and Trust; Friend of Education sponsors Hy-Vee, Independent Insurance Services, M. Gervich & Sons, MMSC and Strands; and Student sponsors Bantz Chiropractic Center, Dr. David Clark, Consumers Energy, Eyecare Associates, Farmers Savings Bank, Helfer Auto Service, Hermanson Orthodontics, Marshalltown Broadcasting, Marshalltown Company, Marshalltown Community College, Marshalltown General Dentistry, Marshalltown Young Professionals, McFarland Clinic, Steve & Mary Rund and Villa del Sol.



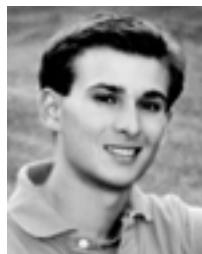
Students (from L to R): East Marshall's Teresa Dolash, Taylor Johnson, Andrew Rubenbauer and Jase Schossow; GMG's Seth Appelgate, Joseph Barloon and William Worden.



Students (from L to R): Marshalltown's Tyler Bell, Jack Collison, Joel Conrad, Patrick Fink, Angela Giannetto, Cole Grewell and Holly Hasman.



Students (from L to R): Marshalltown's Michael Harris, Britanny Hurley, Tanner Metz, Andrew Metzger, Allison Sherman, Taylor Smith and Ashley Swanson.



Students (from L to R): Marshalltown's Nicholas Thimesch and Richard Walker; West Marshall's Luke Byerly, Julia Pusill and Kody Sjoblom.



Left: Scholastic Banquet keynote speaker Edward Peng spoke to the honorees about life's lessons and encouraged them to pursue their dreams.

**Congratulations
2010
graduates!**

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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

June 2010 Calendar of Events

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Nature Story Hour	June 2	Grimes Farm & Conservation
Free Fishing Days	June 4-6	State of Iowa
Latino Heritage Festival	June 5	Main Street
Gala 2010: Retro 70's	June 10-13	Martha Ellen Tye
State Hershey Track Meet	June 12	MHS Track & Field
Solar Viewing & Potluck	June 12	Green Castle Recreation
Bird Bath Bonanza	June 14	Grimes Farm & Conservation
Nature Story Hour	June 16	Grimes Farm & Conservation
State Center Rose Festival	June 17-20	State Center Main Street
WWII Fighter Pilot	June 17	Historical Museum
Orpheum Theatre Opening	June 24-26	Orpheum Theatre Center
State BBQ Championship	June 25-26	Riverview Park

Post your 2010 events FREE on the MCVB self-posting calendar at www.visitmarshalltown.com

June 2010 Meetings & Conventions

Group	Date	Location
2010 Pepsi Clincher Classic	June 4-6	South 6th St Complex
IA State Button Society	June 11-12	BW Regency Inn
State Hershey Track Meet	June 12	MHS Track & Field



Go to www.visitmarshalltown.com for a list of upcoming events, dining and lodging options, attractions and more!

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Bicycle Club offers businesses free bike rack installation

Businesses interested in providing a bike rack for employees and customers can purchase a locally-made bike rack, with free installation from the Iowa Valley Bicycle Club. These racks are state-of-the-art and practical for all bike types. Company logos may be included on the rack (additional charge may apply).

For more information and to see pictures of the racks, contact Tom Kurth with the Iowa Valley Bicycle Club at 641-752-1148.

12th Annual BBQ Contest slated June 25-26

The 12th Annual Iowa State Barbeque Championships are slated for June 25-26, 2010, at Riverview Park in Marshalltown.

"This year's BBQ event will be just as outstanding as previous events," said event chair Bob Wenner. "We are working to add more opportunities for the whole family to have a good time and to stay longer."

Events kick off Friday afternoon with a classic car show, BBQ samples for sale, kids inflatables, games and other entertainment. The Lincoln Highway Band, Major Day and Flipside will all take the stage throughout Friday evening

"In addition to the always-fun inflatables, we are adding the Euro-Bungee Jumper which is a combination trampoline and bungee rope experience," Wenner said. "We are also working to add more entertainers who will be walking around the park grounds providing fun for all ages."

Saturday features the always-popular Iron Skillet Competition, as well as more games and entertainment for the whole family. Bands Loose Neutral and CPR will also be playing for the crowd.

Saturday afternoon the BBQ contest officially begins. The food turn-ins are staggered from noon to 2:00 p.m., with winners announced at 4:00 p.m. Throughout the two-day event, patrons will be able to sample amazing BBQ from the best cooks around.

"It will be more than just sampling all that great BBQ food; there will also be great fruit pies and funnel cakes," Wenner said. "Additional food vendors are contacting us weekly."

The Iowa State Barbeque Championships are sponsored by the Iowa Barbeque Society. For more information visit the event's website at www.iabbq.org/marshalltown.

"Join us for fun!" added Wenner.



CONVENTION & VISITORS BUREAU

Orpheum Theater grand opening gala schedule announced

It has been nearly sixty-one years since the original RKO Orpheum Theater opened at 220 East Main Street. Just as the grand opening was held in 1949, the re-opening of the new Orpheum Theater Center Grand Opening Gala will begin on Wednesday, June 23, sixty-one years after the original. There will be a flurry of activity June 23 through June 26 with entertainment for all ages, says Pip Gordon, Orpheum Theater Director.

"We are so excited to present a broad range of events at the Orpheum Theater Center to celebrate the rebirth of a great Marshalltown landmark and a fabulous Iowa movie tradition," says Pip Gordon. "Citizens will have an opportunity to relive some of their old movie days, enjoy a symposium on stage and film and have the opportunity to get to pick up their feet at the Grand Gala Ball. Our hope is that once in the building folks will really feel proud of what the community has achieved at the Orpheum."

June 23 has been set aside for an invitation only Opening Ceremonies to honor many of the people who were instrumental in saving the Orpheum. A red carpet event will begin at 7:00 p.m. for the Black Tie Affair guests. Chuck Carpenter of KDAO will announce live from the red carpet and KFJB will broadcast from the Black Box Theatre. Special guests will be ushered inside where hors d'oeuvres await in the Black Box Theatre.

At 8:00 p.m. the invitation only guests will enjoy a special program and ribbon cutting ceremony with a special performance by singer Amber Dui-mstra. This will be followed by a social time in the Black Box Theatre with cocktails and refreshments. Governor Chet Culver is one of the invited guests.

On Thursday, June 24, the Orpheum Box Office will open at 10:00 a.m. for distribution of free movie tickets, sponsored by Iowa Valley Community College District. There will be five original RKO films shown on Thursday. The movies are from the period when the Orpheum originally opened. Movies will be shown as follows: 11 a.m. "Treasure Island" directed by Victor Fleming; 1 p.m. "Pinocchio" supervised by Ben Sharpsteen and Hamilton Luske; 4 p.m. "Citizen Kane" directed by Orson Wells; 7 p.m. "The Thing" directed by Christian Nyby; and 9 p.m. "Notorious" directed by Alfred Hitchcock. Tickets are limited and will be distributed first-come first-served. They are free but tickets are required.

On Friday, June 25, the Orpheum will be open for free tours and an open house from 9 a.m. to 1 p.m. The Box Office will be open for movie ticket distribution, 9 a.m. to 9 p.m. Movies presented on Friday will be 1 p.m. "Pinocchio" supervised by Ben Sharpsteen and Hamilton Luske; 4 p.m. "Citizen Kane" directed by Orson Wells; 7 p.m. "The Thing" directed by Christian Nyby; and 9 p.m. "Notorious" directed by Alfred Hitchcock.



On Saturday, June 26, the Orpheum is open for free tours and an open house from 9 a.m. to 11 a.m. "Treasure Island" will be shown at 11 a.m. A special Orpheum Gala Opening Symposium will be held at 2 p.m. on Saturday, June 26. This will be held in the movie theater with free admission, sponsored by Iowa Valley Community College District, however, tickets are required and available at the Orpheum Box Office.

Professor David Engel of Marshalltown Community College will moderate the symposium. Guest speakers include Dr. David Hinton, professor of film studies at the University of Tennessee presenting "Marshalltown and the Movies"; and Gene Beach, Mayor of Marshalltown and President of Marshalltown Community Theatre presenting "Marshalltown and the Theatre".

At 5:00 p.m. Saturday, the RKO film, "King Kong" directed by Marion Cooper will be presented. Tickets are free during the Orpheum Grand Opening Gala and are available at the Orpheum Box Office, sponsored by IVCCD.

On Saturday evening adults are invited to the Orpheum Opening Gala Anniversary Ball, a black tie affair, 9:00 p.m. to Midnight. Tickets are available at the Orpheum Box Office for \$25 or at Mary Katherine's. Denny Grabenbauer will serve as the emcee for the special evening. Entertainment features The High Society Big Band from the Des Moines area that has performed across the state of Iowa. High Society is a 16-piece Big Band with its own vocal group, The High Tones. They specialize in the eras of classic swing and Big Band, reminiscent of the original Orpheum early days.

The \$3.2 million Orpheum Theater Renovation project is part of the \$35 million bond issue approved by voters in December 2006. For more information about The Orpheum Theater Center, a member of the League of Historic American Theaters and is administered by Iowa Valley Community College District contact Pip Gordon, 641-844-5909 or Pip.Gordon@iavalley.edu.

Linn Creeks Arts Festival raffle

For just \$5 you can have the opportunity to own three original pieces by 2009 Linn Creek Arts Festival Best of Show winner Carolina Niebres.

Niebres has been making pottery for 10 years, using stoneware and porcelain to make pieces that are functional and unique. Toward the end of the firing process on her work she introduces baking soda, sawdust and water into the kiln to create unique and unpredictable patterns and deposits on each pot.

Tickets are available at The Perfect Setting, The Marshall County Arts & Culture Alliance, the Marshalltown Convention & Visitors Bureau, Farmers Savings Bank and from festival committee members. Tickets are on sale now until the drawing on Sunday, July 18. For more information, visit www.linncreekartsfestival.com.



AMBASSADORS VISITS



The Chamber Ambassadors visited Mark Ross, owner of The Cabinet Shoppe (134 West Main Street) on Tuesday, April 27 for a courtesy call.



Amy Edmonson and staff at Assessment Services Inc. (307 West Main Street #A) celebrated a ribbon cutting on April 27 with the Chamber Ambassadors.



Employees, dignitaries and the Chamber Ambassadors celebrated the grand opening of the Veteran's Community Based Outpatient Clinic (101 Iowa Avenue West) with a ribbon cutting on May 4.



The Chamber Ambassadors visited Troy Hermansen and staff at Godfather's Pizza (50 Lafrentz) for a ribbon cutting celebrating the new business in the community on May 11.

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.



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



View past issues of the Chamber Digest online at
www.marshalltown.org.

BUSINESS NEWS



A large crowd of Chamber Ambassadors, employees and management staff gather at Thomas L. Cardella & Associates (2500 South Center Street) for a ribbon cutting on May 11.

See pictures of past Ambassadors ribbon cuttings and courtesy calls on the Chamber website at www.marshalltown.org.



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[24778-v3-335] IM-46-1205

Private industry tool effectively used by Marshall County

With the leadership of Marshall County Auditor Karen Squiers, the process of handling real estate divisions was redesigned using a well accepted private industry practice – Kaizen or Lean Process.

Auditor Squiers stated, “The economic environment we are facing today requires that businesses and government agencies look for cost effective and efficient ways to provide goods and services to the public. Lean methodology provides the framework and tools necessary to be successful at that goal.”

The chart below clearly shows that improvement in efficiency will lead to better customer service and cost reductions.

Results -

	Current	New	% Change
Total Steps	140	44	69%
Total # Delays	19	4	79%
Value Added Steps	20	13	35%
Decisions	15	7	53%
Total Handoffs	11	4	64%
Lead Time - Days	5 days	3.3 hrs.	36.7 hours



11

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ECONOMIC DEVELOPMENT

Business Retention and Expansion

Business retention and expansion is a core component of any economic development program and compliments efforts to attract new businesses and the creation of new businesses. Business retention and expansion programs assist businesses in an effort to keep them from relocating to other areas, help them survive economic difficulties, assist them with expansions that add new jobs and increase their competitiveness in the wider marketplace.

The focus is thus on existing companies, which form the local or regional economic base. Studies have shown that the businesses already existing in a community are responsible for up to 80% of all net local employment, and many communities consider business retention and expansion programs to be their primary mission.

Business retention and expansion programs typically involve partnerships of the business and community leadership that assess the economic base and the needs of individual companies within the community through periodic surveys and interviews with business owners and managers at company facilities. These surveys and interviews are normally carried out by economic development agencies. Based on these contacts and the information they generate, economic development organizations can intervene with strategies designed to retain and assist firms. This is important because the impact of a business closing or relocating can be significant.

Closing or moving can reduce local employment, reduce the local tax base, lower surrounding property values, contribute to blight or decline, lower community image and lead to additional business closings. Conversely, business expansion and or retention can keep or increase local jobs, preserve or increase the local tax base, increase local property values and enhance the community's image and economic health.

Business retention and expansion also plays a key role in efforts in business attraction and recruitment. Many of the same economic development tools are used in both efforts. And existing businesses are the best sources for finding out if a community is a good place to locate and conduct business. The survival of businesses and the ability to retain them is integrally related to bringing new businesses into the area.

For more information about this and other economic development-related topics, visit www.marshalltownworks.com.



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Economic Statistics

March	2010	2009
Employment – Marshall County		
Labor force	20,420	20,140
Unemployed	1,730	1,400
Percent unemployed	8.5	7.0
Total employment	18,690	18,740
Marshalltown Construction		
Building permits	6	12
Residential dwelling units	0	1
New residential construction	\$0	\$0
Residential addition/remodeling	\$53,000	\$111,000
New commercial/industrial permits	0	1
New commercial/industrial	\$0	\$3,000
Remodeling commercial/industrial	\$0	\$106,000
Marshall County Construction		
Building permits	6	7
New Residential Dwelling Units	1	1
New Residential Construction	\$356,600	\$240,000
Residential addition/remodeling	\$6,000	\$21,000
New commercial/industrial permits	3	1
New commercial/industrial	\$267,800	\$957,500
Housing		
Single family home sales	28	26
Average sale price	\$110,618	\$73,240
Median sale price	\$92,750	\$74,000

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Board Chair reflects on year

It has been another solid year for your Chamber and with that I would like to thank the multitude of volunteers for their efforts in making 2009/2010 successful.

As we approached FY 2009/2010, our main focus points were legislative affairs and education. Very quickly our efforts began, and over the year our influence and efforts in Des Moines made a real difference. We fought hard for pro-business issues for our members. We worked, and will continue to work, with our local educational systems to further our “partnership” with them and will continue to show leadership by taking on projects like the “Renovate the Roundhouse” effort.

In 2009/2010 we made a step change in our planning process by taking a more future-oriented approach to strategic planning. The Board spent considerable hours revisiting the mission of your Chamber and developing strategies we will follow over the next 3 years. Going forward we have asked Board members to drive the action plans required to feed our strategies. Utilizing additional volunteers will allow us to continually add value and provide meaningful programming to our members.

To my colleagues on the Board and to the Chamber staff, a huge “thank you”. To my successor, Liz Zuercher, good luck and know that I will assist with the Chamber’s direction and planning as you see fit.

~Paul Gregoire, 2009/2010 Chair, Chamber Board of Directors

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	Female	Male	Female	Male	Female	Male
\$100,000	11.38	12.34	14.44	18.38	33.60	40.08
\$250,000	18.16	21.88	27.78	35.44	64.75	82.69
\$500,000	30.19	35.88	48.56	59.94	113.31	148.75

*Premiums shown are for Preferred Elite Class (non-tobacco)

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YOUNG PROFESSIONALS

Upcoming MYP Events

June

2nd	Social Lunch at Hy-Vee	Noon
9th	YP Connect Committee	Noon
16th	Lunch & Learn: CEO Roundtabl	Noon
30th	MYP Executive Committee	Noon

Please note: All dates/times/topics are subject to change.

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Plans underway for 2010 YPIowa conference

The Marshalltown Young Professionals are busy making plans for the 7th Annual YPIowa conference, to be held in Marshalltown on Friday, September 24. Each year, a different young professional organization is selected to plan and host the conference.

Keynote presentation will be given by Kristin Lindeen of the Question Behind the Question (QBQ) and will focus on accountability. The schedule for the day centers on the theme "Stand Up. Stand Out. Be Upstanding and Outstanding", with emphasis on personal and professional accountability. Break-out topics in accountability in board/volunteer positions, CEO panel discussion, accountability in your communications, and team-building, among others. The event will feature a CEO roundtable lunch, with executives from across central Iowa. Event chairs include Shannon Espenscheid (Logistics), Janelle Holmgren (Programming), Denise Kemp (Marketing/PR) and Amanda Thill (Social).



MYP members get a preview and tour of the Orpheum Theater from Theater director Pip Gordon as part of the May Lunch & Learn event. Membership in the Marshalltown Young Professionals is open to any local young person wanting to connect to individuals and the community.

www.everydaychampions.org

BUSINESS NEWS

Washington D.C. Summit wrap-up

The Chamber's 19th Annual Washington D.C. Summit was held April 26 - 28, with more than twenty people representing business and community development organizations. The group presented comprehensive community agenda including funding and support for the arts, support for a Korean Trade agreement, support for the "Start Sooner, Stay Longer, Keep Learning" Rogers Neighborhood initiative, healthcare priorities, immigration discussion, workforce development and training, an update on stimulus package funding projects, as well as several funding requests for

community development projects.

The group met with representatives from the Partnership for America's Economic Success, National Manufacturer's Association, Institute for a Competitive Workforce, American Immigration Council, Americans for the Arts; as well as staff for Congressman John Mica (Ranking minority member - House Transportation and Infrastructure committee), Congressman Tom Latham, Senators Charles Grassley and Tom Harkin. The group also met one-on-one with Senator Grassley and Congressman Latham.



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