

# Chamber Digest

October 2010

Volume 28 Issue 5

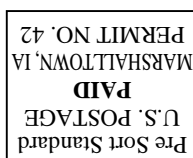


## Upcoming Events

- October 6:** Business After Hours,  
Farmers Savings Bank, 5:00 - 7:00 p.m.
- October 14:** Candidate Forum, Fisher  
Comm. Center Auditorium, 5:30 p.m.
- November 3:** Business to Business Showcase  
Fisher Comm. Center Auditorium,  
5:00 - 7:00 p.m.  
Key sponsor: Hy-Vee

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## Candidate Forum scheduled for October 14

The Chamber's Government Affairs committee will sponsor the general election candidate forum on Thursday October 14. It will be held starting at 5:30 p.m. in the Fisher Community Center Auditorium. The Chamber is working with local TV station KDAO to produce the forum and rebroadcast it prior to the November 2 general election.

This election has candidates running for state, county and city elected positions.

### City of Marshalltown

A citizen's petition called for a special election to fill the vacant at-large City Council seat left by the resignation of Bill Backoff. Four candidates are vying for this position. The person elected will serve one year and will need to run again in 2011 for a full four-year term.

The candidates are:

Timothy Bradbury  
Roger Halleck  
Leon Lamer  
Patrick Stansberry

### Marshall County

County Attorney

Jennifer Miller is running unopposed for

County Treasurer

Jarret Heil (R)

Susan Klaessy (D)

County Supervisor (elect two)

Deane Adams (R)

Bettie Bolar (D)

Pat Brooks (D) Incumbent

Dave Thompson (R)

### State of Iowa

State Representative District 43

Jane Jech (R)

Mark Smith (D) Incumbent

State Representative District 44

Mike Gerhart (D)

Annette Sweeney (R) Incumbent

The forum will allow audience members to hear from each candidate. Reservations are not required for those wanting to attend the forum, but space is limited.

## General Election: November 2

The Marshall County Auditor's office is busy with preparations for the upcoming General Election on November 2. Absentee ballots are now available in the Marshall County Auditor's office and may be cast during regular office hours from 8:00 a.m. through 4:30 p.m., Monday through Friday, through November 1. Voters may also choose to have a ballot mailed to them. Absentee ballots must be requested in writing.

Forms are available at the Auditor's Office and on the county website at [www.co.marshall.ia.us](http://www.co.marshall.ia.us).

Persons wishing to cast a ballot in the General Election will need to be registered to vote in Marshall County. The deadline for early registration is Saturday, October 23. Registration forms can be found on the county website.

*continued on page 5*

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ADDRESS SERVICE REQUESTED

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

# MEMBER SPOTLIGHT

## Bantz Chiropractic Center

For just over a year, Dr. Eric Bantz has been practicing chiropractic care in Marshalltown at the Bantz Chiropractic Center. Formerly Phipps Chiropractic Center, Dr. Larry Phipps had provided chiropractic care to the community for nearly 30 years. In July 2009, Bantz purchased the established practice in hopes of providing the same level of care for many years to come.

Bantz Chiropractic Center, a family-owned business, employs Dr. Eric Bantz, as well as Megan Bantz (office manager) and McKenzie Roseland. Roseland, the newest member of the team, is a massage therapist who has her own business within Bantz Chiropractic Center. Roseland offers 30, 45 and 60 minute massages in a relaxed atmosphere. She designs each massage based on the customer's needs and desired pressure level.

The center provides chiropractic and massage therapy services that promote natural and holistic alternatives for healthcare. According to Bantz, common ailments such as headaches, low back pain and sciatica are relieved with chiropractic care. They also provide extremity care, involving shoulders, elbows, wrists, knees, ankles and feet.

"We focus on providing treatments that put the body in the best position to achieve and maintain optimum health," said Bantz. "That includes children. Many people don't know that kids can be adjusted."



Bantz explained that children can be adjusted safely by using the same amount of pressure as checking a tomato for ripeness. "Ear infections, colic, constipation, lack of sleep or feeding can all be corrected by utilizing low-force adjustments of the spine," Bantz added.

Bantz Chiropractic Center's reach extends beyond the walls of their office at 105 Westwood Drive. Eric and Megan are both very involved in the Chamber, as well as the Marshalltown Young Professionals and are proud supporters of the Marshalltown High School and Marshalltown Community College athletics. Eric serves as a volunteer coach for the MHS wrestling program and McKenzie Roseland offers off-site massage sessions at Iowa River Hospice on a regular basis.

While Bantz enjoys his role as volunteer wrestling coach, it's the role of owner/operator that he appreciates more. He stated that while a lot of hard work goes into sustaining and growing a successful business, he's happy to have the ability to do what he wants and enjoys: helping people. "I absolutely love what I do," he said. "I am very fortunate to be able to do what I do in a great community such as this."

Shortly after opening the practice, Dr. Bantz joined the Chamber. "It's very important to support local businesses within a community. The Chamber is specifically designed to help local businesses through networking and offer various resources so that we may all succeed," said Bantz.

"Chiropractic is not for everyone, but time and time again we see amazing results for a variety of ailments," stated Bantz. "There is no textbook method. Everyone is different and everyone responds differently to treatment. My duty, as a doctor of Chiropractic, is to teach the community about chiropractic and direct healthcare towards prevention and maintenance, so that quality of life is better and that we achieve optimum health."

Bantz Chiropractic Center is located at 105 Westwood Drive. For appointments or additional information, call 641-752-1010.



Dr. Eric Bantz, CCEP, CCSP



McKenzie Roseland, LMT

### 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.

#### Haven

Brian Peters and Daniel Carnahan, Owners/Operators

12 N. 1st Street

Marshalltown, IA 50158

641-844-1007

*Haven offers a diverse menu for breakfast and lunch, including gourmet sandwiches and baked good, as well as a variety of coffee drinks. Catering available for group or business meetings.*

# LEADERSHIP

**Chamber**  
Chair: Liz Zuercher



**Board of Directors**

**John Hughes**  
Chair Elect  
**Deb Borton**  
Chair Elect-Elect/V.C.,  
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**Paul Gregoire**  
Past Chair  
**Kathy Baker**  
Treasurer  
**Paul Beals**  
V.C. Education  
**Abie Chadderdon**  
V.C. Government Affairs  
**Jeff Vance**  
V.C. Membership Services  
**Don Turbiville**  
MEDIC Chair  
**Alan Anselman**  
**Joe Carter**  
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**Denise Kemp**  
**Angie Nelson**  
**Joe Nevel**  
**Matt Pisney**  
**Susan Untied**

**Ex-Officio**  
**Gene Beach**  
City of Marshalltown  
**Brian Burnside**  
MMSC  
**Dr. Chris Duree**  
IVCCD  
**Denny Grabenbauer**  
Marshall Co Supervisor  
**Dr. Marvin Wade**  
MCSD  
**Liz Wilke**  
MCVB

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.

**MCVB**  
Chair: Bob Wenner



**Board of Directors**

**Liz Wilke**  
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**Deanna Davis**  
Past Chair  
**Joyce Miller**  
Secretary  
**Jennifer Howard**  
**Dan Moellers**  
**Fauna Nord**  
**Gary Robertson**  
**Gary Ross**  
**Chad Weir**

## Staff

**Ken Anderson**  
President  
**Lynn Olberding**  
Director of Membership & Marketing  
**Megan Bantz**  
Administrative Assistant  
**Joel Akason**  
MEDIC President  
**Kenn Vinson**  
MEDIC Business Manager  
**Shannon Espenscheid**  
MCVB Director  
**Sauna Banks**  
Administrative Assistant

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: Don Turbiville



**Board of Directors**

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Vice Chair  
**Jim Lowrance**  
Treasurer  
**Sharon Greer**  
Secretary  
**Bill Grabe**  
Past Chair  
**Liz Zuercher**  
Chamber Chair  
**Gene Beach**  
**Beth Brochette**  
**Pat Brooks**  
**Paul Gregoire**  
**Brian Heithoff**  
**Mike Miller**  
**Loras Neuroth**  
**Mike Schlesinger**  
**Kevin Swartz**

**Ex-Officio**  
**State Representative**  
**Mark Smith**  
**State Senator**  
**Steve Soddors**

## Thank You Reinvesting Members

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



Almost Like Home	2
Ben's Tire	22
Boland Recreation	9
Five Star Real Estate Group	16
Heartland Dental Professionals	9
Historical Society	4
Jerry Johnson Pro Shop	18
Lawn Doctor	1
LeGrand Oil	19
Martin Marietta Aggregates	33
Moore Law Firm	17
Premier Office Equipment	9
Sit N Sleep Furniture	12
Subway	18

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## Business After Hours

**October 6, 2010**

5:00 - 7:00 p.m.

Farmers Savings Bank  
205 West Main Street

**November 3, 2010**

5:00 - 7:00 p.m.

Business to Business Showcase  
Hosted by Hy-Vee Food Store  
at the Fisher Community Center  
709 South Center Street  
*Table sponsorships available.*

**December 15, 2010**

5:00 - 7:00 p.m.

US Bank  
123 West Main Street

**Book your 2011 Business After  
Hours event now!**

**Contact Lynn  
Olberding at the Chamber  
office to schedule a Business  
After Hours event at your  
business.**

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promote your business!**

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# FACES & PLACES

**Faces & Places** is a monthly 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 six 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.

## Almost Like Home Open House

The staff at Almost Like Home invite Chamber members and the public to an open house on Monday, October 4 from 10:00 a.m. - 7:00 p.m. Enjoy continental brunch from 10:00 a.m. - Noon, light refreshments from Noon - 5:00 p.m. and wine and cheese from 5:00 - 7:00 p.m. Come learn more about Almost Like Home, including their Alzheimer's and dementia care. Personal tours will be available throughout the day.

Almost Like Home is located at 2102 South 5th Avenue in Marshalltown.



**Listen Weekly to Chamber Chat**  
Sunday Mornings 6:30 a.m. on 99.5 KDAO FM and  
7:30 a.m. on 1190 KDAO AM

## www.marshalltown.org Statistics

	Aug 10	Avg/Month	YTD Total
Unique Visitors	2,557	2,459	19,673
Number of Visits	3,565	4,067	35,534
Page Views	15,520	16,491	131,924
Hits	86,966	98,347	786,775

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.

## Central Office Supply to reopen in Ben Franklin store location

Three local businessmen have partnered to reopen Central Office Supply, which closed on August 30. Bill Pearce, owner of Pearce McClenathan Accounting, Tally Ho Travel, and Hamilton Travel of Grinnell stated that during discussions with other local business people it was quickly decided that it was important for Marshalltown to retain this business and serve the local economy. Pearce has teamed with Ed Gifford, owner of Minuteman Printing and Tags, and John Reardon, owner of Those Ink Guys to reopen this business. "These two guys bring years of industry skills and experience to the table and this move will be a perfect expansion for them" Pearce said.

The group will reopen the business before the end of September in the former Ben Franklin store located at 4 East Main Street in Marshalltown under a similar name as the closed company. This fast turnaround has been possible due to great support and assistance from many other local businesspeople. The new ownership has said, "United Bank & Trust was quick to assist us, 1st Rate Realty's Aimee Deimerly-Snyder and Jay Hanson worked quickly to find the right location, and many others helped network in indentifying employee candidates. Without this help, it would have taken much longer to do this. Everyone realized how important time was and jumped in to lessen the risk of losing this business in the community."

The new business will immediately expand the product lines and services previously offered by Central Office Supply. The retail space will offer office, janitorial, and safety supplies along with small equipment. This new location will also allow a showroom featuring new and used office furniture and industrial equipment. In addition, a copy center and area interest/spirit apparel boutique will be added. John Reardon announced that he will integrate his business, Those Ink Guys, into the space as will. He commented, "This move will give my business tremendous exposure and I can bring my decade of retail office supply management experience into the new company at the same time."

Pearce said that some of the Central Office Supply employees will join the new business and commercial sales reps are in the process of being hired. This staff will be responsible for serving businesses and industrial companies in Marshall and surrounding counties. In addition to the retail and face-to-face commercial marketing, the company will launch an improved web-based sales system along with the opening in order to round out its marketing presence.

Ed Gifford commented, "Our goal is to provide unbeatable service at unbeatable prices. With our expanded product lines we can offer our customers a one-stop vendor for all of their operating supplies, printing, and marketing needs. Our combination of old-fashioned personal service, product availability, and technology will make the ordering process and businesses markets and we plan to do the same with this new venture."

# BUSINESS NEWS

## Chamber developing 2011 legislative priorities

During the next 60 days, the Government Affairs committee will be developing state legislative priorities for Chamber board adoption. These priorities are developed through member input, issues research and state-wide partner engagement. Your Chamber is an active member of the Iowa Chamber Alliance and the Iowa Association of Business & Industry. These state partner sources provide us with a framework of the issues that are likely to be presented in the 2011 session. Members will then be asked to provide input about the potential issues, as well as being asked about additional issues that are affecting local businesses.

The priorities, once adopted by the board, will be presented to our elected officials and will be used to guide our work during the legislative session.

The outcome of the general election will affect the emphasis of our legislative priorities. The following general issues categories are on the radar screen at this early juncture:

**Tax Credits** – How will these be altered, and what effect will that have on economic development efforts – state and local?

**Business Climate** – We have strongly opposed the whole array of “anti-business” legislation like doing away with Right-to-work; employee choice of doctor in the worker’s comp. System; and prevailing wage.

**Property Tax** – Will there actually be any meaningful property tax reform that impacts the commercial/industrial property tax disparity?

**Workforce** – We expect that community college job training programs will be scrutinized closely, as well as how Adult Basic Education is being funded.

**Transportation** – Needs for improving and maintaining our highway and road infrastructure are greater than the projected revenue to support this system. How we choose to fund this will be the debate – if not this coming session then it will need to be faced in the near future.

Education; how the state handles economic development; environmental issues; and insurance mandates are all issues that will receive attention.

Members, please watch your email. We will be using electronic surveying tools to get your views on a variety of these issues.

## 2011 Washington DC Summit

The dates have been set for the 2011 Washington DC Summit. A group of local constituents will meet with elected officials, congressional staff members and outside resources from Tuesday, April 5 - Thursday, April 7. The group will carry a comprehensive community agenda to Washington.

Individuals interested in helping plan or attending next year’s Summit are encouraged to attend the first planning meeting, slated for Friday, November 5 at 9:00 a.m. at the Fisher Community Center. Summit planning meetings will take place the first Friday of the month November - April, with the exception of January 1.

## General election

*Continued from page 1.*

Polling sites will be the same as in the Primary Election this past June. The 2nd ward voters continue to vote at Miller Middle School due to construction at the Iowa Veterans Home. 1st ward voters will once again vote at the Public Library due to structural issues at the VFW Hall.



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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)

## October 2010 Calendar of Events

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Farmer's Market	Wed/Sat	108 North 2nd Ave
Clock & Watch Auction	Oct 1-2	Tom Harris Auctions
Memory Walk	Oct 2	Cultural Center
Jewelry Sale	Oct 5	MMSC
Power of the Purse	Oct 5	Elmwood Country Club
Nature Story Hour	Oct 6	Grimes Farm & Conservation
After School Movie	Oct 6	Public Library
Art Walk	Oct 7	Main Street
Artist Reception	Oct 8	Fisher Community Center
Star Gazing	Oct 8	Green Castle
Fall Thrift Sale	Oct 8-9	Salvation Army
Fire Department Open House	Oct 9	Fire Department
Art & Compassion Luncheon	Oct 10	Fisher Community Center
Observation Tower Tour	Oct 12	Grimes Farm & Conservation
Films	Oct 14	Public Library
Go Fish Concert	Oct 16	MHS Auditorium
Nature Story Hour	Oct 20	Grimes Farm & Conservation
Downtown Architecture	Oct 21	Marshall Co. Courthouse
Community Theatre Play	Oct 22-24	Martha Ellen Tye
Craft & Business Show	Oct 23	Fairgrounds
Halloween Hike	Oct 23	Grimes Farm & Conservation
Simon Estes Concern	Oct 23	MHS/Community Auditorium
Anniversary Open House	Oct 24	MHS/Community Auditorium
Salad Brunch	Oct 29	Binford House
Beaux Arts Ball	Oct 29	Orpheum Theatre Center
Community Theatre Play	Oct 29-30	Martha Ellen Tye
Luncheon & Fashion Show	Oct 30	Binford House
Halloween Carnival	Oct 31	Cultural Center
Trick or Treat	Oct 31	Marshalltown City Limits

Post events online at [www.visitmarshalltown.com](http://www.visitmarshalltown.com)

## October 2010 Meetings & Conventions

Group	Date	Location
Soil Conservation & DNR	Oct 4-6	BW Regency Inn
Watershed Project Coordinators	Oct 4-6	BW Regency Inn
Central Iowa Cycling Club	Oct 15	Fairgrounds
IA Methodist Women's Missions	Oct 15-17	IA Valley Cont. Ed.
Pheasants Forever	Oct 16	Fairgrounds
Iowa Button Society	Oct 16	Fisher Comm. Center
Daughters of the Am. Revolution	Oct 16	Center Street Baptist
Break Out Swim Clinic	Oct 23	Horne-Henry Center
Snowmobile Event	Oct 31	Fairgrounds

## MCVB Director Attends Upper Midwest CVB Conference

MCVB Director, Shannon Espenscheid, recently returned from the three-day Upper Midwest Convention and Visitors Bureau Conference held in the Quad Cities. The conference focused on issues related specifically to CVBs. Some of the topics discussed at the convention included trade show return on investment, creating powerful bids, sports marketing and the future of the tourism industry. Espenscheid brought back many ideas that she can use in Marshalltown to promote the city as an overnight destination for leisure, sports and meetings.

### Make Marshalltown Your Destination!

Thinking about hosting a family reunion, planning for a wedding, or hosting a group gathering in Marshalltown?

Contact the Marshalltown Convention & Visitors Bureau for information on attractions, recreation, dining ideas and much more!

Call 641-753-6645 or visit [www.visitmarshalltown.com](http://www.visitmarshalltown.com).



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**Kristin Polley ★ Martha Garcia**  
**Janet Miller ★ G. Ward Miller**  
**Jane Chizek ★ Melody Bennett**  
**Phil Henning ★ Moises Garcia**  
**Joan Johnson ★ Robin Runge**  
**Connie Mogard ★ Courtney Watson**

# CONVENTION & VISITORS BUREAU

## Art Walk 2010



Downtown Marshalltown welcomes the arts-loving public to enjoy a festive night during Art Walk 2010, Thursday October 7, 5 – 8 pm! Approximately 2 dozen artists and several entertainers will be inside various places of business with original works of art for show and sale. Food and entertainment make it a complete evening for meeting friends and exploring downtown. The event is co-sponsored by the Marshall County Arts and Culture Alliance, Central Iowa Art Association, and Main Street/Central Business District.

The MCVB has added a "Special Deals" coupon link to their website. Visitors and community members can find the coupons posted at [www.visitmarshalltown.com](http://www.visitmarshalltown.com).

The special deals coupon page is a PDF document with an active link to each businesses website. Any Marshall County business can participate in our Special Deals coupon page. The coupons must be good for 3 months, (July 1, 2010 - September 30, 2010.)

If a business would like to offer a special deal, please call the MCVB office at 641-753-6645. For ideas on what other local businesses are offering, please log onto [www.visitmarshalltown.com](http://www.visitmarshalltown.com).

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## MHS/Community Auditorium Silver Anniversary Celebration

The 25th anniversary of the Marshalltown High School/Community Auditorium will be celebrated with an all-star concert Saturday, October 23 and a community open house Sunday, October 24.

The Silver Anniversary Concert at 7:00 p.m. on October 23 will be headlined by internationally acclaimed bass baritone Simon Estes. Estes, an Iowa native will perform with the Iowa State University Wind Ensemble and the Dallas Brass. The Dallas Brass will also hold a workshop with Marshalltown High School musicians, culminating in members of the MHS brass section joining the illustrious line-up on stage for the finale.

Tickets are \$10 and go on sale October 9 from the Auditorium Box Office.



**Simon Estes**



**Dallas Brass**

On Sunday, October 24, there will be an open house at 2:00 p.m. with performances from high school students in each of the arts that utilize the auditorium: speech, drama, debate, band, choir, and orchestra. There is no charge for this event.

The MHS/Community Auditorium was dedicated on

October 27, 1985. The \$2.9 million project was funded through private and public support from Marshalltown Community School District and the Marshalltown community.

Since the doors opened a quarter century ago, more than 680 community events and more than 1,800 school events have taken place in the space.



# AMBASSADORS VISITS



The staff at Theisen's Home-Farm-Auto were visited by the Chamber Ambassadors on August 24 for a courtesy call. Theisen's is located at 602 Iowa Avenue West and has been a Chamber members since 2000.



The Chamber Ambassadors welcomed new business Floors and More to Marshalltown with a ribbon cutting on August 24. Floors and More is located at 3211 S. 14th St. and specializes in a variety of flooring products.



Congressman Tom Latham prepares to cut the ribbon at the August 27 Rural Entrepreneurship Incubator – Phase I Project ribbon cutting. The center is part of Marshalltown Community College (3700 South Center Street).



Loras Neuroth and staff at Independent Insurance Services (11 E. Church St.) welcome the Chamber Ambassadors on September 14 for a courtesy call, celebrating the agency's continued support of Chamber programs.

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

# BUSINESS NEWS



Mayor Gene Beach cuts the ribbon, celebrating the completion of renovation to the City Hall Complex, including the Historic Carnegie Building, City Hall and the Liese Addition, at the September 14 open house.

See pictures of past Ambassadors ribbon cuttings and courtesy calls on the Chamber website at [www.marshalltown.org](http://www.marshalltown.org).

## Rural-Urban Dinner



The Rural-Urban Dinner, a co-operation of the Marshalltown Area Chamber of Commerce, Marshalltown Rotary Club and Marshall County Farm Bureau, was held on Tuesday, August 31 at Consumers Energy.

Nearly 200 people in attendance enjoyed a presentation on climate change its effect on Iowa by Iowa State Professor of Agronomy and Extension Climatologist S. Elwynn Taylor.

Photos courtesy of Deb Borton.



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

# ECONOMIC DEVELOPMENT

## Employment Outlook

Each quarter the Manpower Employment Outlook Survey is conducted to measure employers' intentions to increase or decrease the number of employees in their workforces during the next quarter. This forward looking employment survey gathers responses globally from 61,000 employers from across 36 countries and territories, regionally from across four regions of the United States, by industry sector, and more locally by Metropolitan Statistical Areas (MSA). All employers participating in the survey worldwide are asked the same question, "How do you anticipate total employment at your location to change in the next three months as compared to the current quarter?" Results for the fourth quarter 2010 outlook are a mixed bag.

Globally employment forecasts are strongest in India, Brazil, Taiwan, China, Peru and Australia, while hiring intentions are weakest in Italy, Ireland, Spain and Greece where employers report negative hiring initiatives.

In the United States, 18,000 employers are surveyed. For the fourth quarter 2010, 15% of employers anticipate an increase in staff levels while 11% expect a decrease in payrolls. This represents a down tick from third quarter 2010 data. The Northeast leads the positive employment outlook with a Net Employment Outlook (NEO) score of +9% when seasonally adjusted. The Midwest, South and West follow in descending order. (The NEO is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting a decrease in hiring activity.)

In the industry sector, mining, construction, durable and non-durable goods manufacturing, transportation and utilities, wholesale and retail trade, information, financial activities, professional and business services and leisure and hospitality services all have positive outlooks while education and health services and government sectors foresee employment decreases.

In Iowa the fourth quarter NEO has dropped to 1% from a third quarter NEO score of 19%, indicating a significant slow down. In the Des Moines-West Des Moines MSA, employers expect to hire at a sluggish rate for the fourth quarter 2010. 11% of companies expect to hire more employees, while 20% expect to reduce their payrolls. This results in a NEO of -9%, significantly less optimistic than both third quarter 2010 and previous year results.

Economic Statistics		
July	2010	2009
Employment – Marshall County		
Labor force	20,370	20,550
Unemployed	1,460	1,310
Percent unemployed	7.1	6.4
Total employment	18,970	19,240
Marshalltown Construction		
Building permits	20	13
Residential dwelling units	3	0
New residential construction valuation	\$26,000	\$0
Residential addition/remodeling	\$264,000	\$103,800
New commercial/industrial permits	1	1
New commercial/industrial valuation	\$3,000	\$249,000
Remodeling commercial/industrial	\$1,090,000	\$80,000
Marshall County Construction		
Building permits	2	7
New Residential Dwelling Units	0	3
New Residential Construction Value	\$23,770	\$381,000
Residential addition/remodeling valuation	\$0	\$44,000
New commercial/industrial permits	0	0
New commercial/industrial valuation	\$0	\$0
Housing		
Single family home sales	34	48
Average sale price	\$116,560	\$97,206
Median sale price	\$109,950	\$82,475

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**For additional economic development information, please visit**  
[www.marshalltownworks.com](http://www.marshalltownworks.com).  
It is a great resource for current demographic information about Marshalltown, Marshall County and the state of Iowa.

## Beaux Arts Ball



The 2010 Beaux Arts Ball is rapidly approaching. This year's ball is a black and white masquerade event being held at the Orpheum Theater Center on October 29 from 7:00 - 10:30 p.m. The 2010 Beaux Arts ball is a fundraising event to help support the Central Iowa Art Association and will feature delicious appetizers and champagne, entertainment

featuring Annie Grieshop duet and the Hagen Trio, and a silent auction.

The ambiance of the event is best described by Jeannine Heng, the Beaux Arts Ball committee décor chair, "Since the ball will be in the Black and White motif, we will feature beautifully decorated white branches against the background of the black walls in the Black Box Theater, with the stunning effect of the overhead lighting systems. And since this will also be a masquerade ball, this area will be 'masquerading' as a fairyland for Beaux Arts Ball attendees."

Every guest will receive red carpet treatment and black and white formalwear is encouraged. For menswear, the CIAA has partnered with Mary Katherine's to provide a \$49.95 special on their standard tux rental for gentlemen interested in wearing a tux to the event. Simply mention the Beaux Arts Ball when reserving your tux!

To make this a true masquerade event, handmade masks will be provided to guests as they enter the event. There are beautiful masks available complimentary for both men and women, and are provided by JoAnn Smith and the Beaux Arts Ball committee. If you are interested in an elegant evening out, please do hesitate to call or visit the CIAA to purchase your ticket. There are only 150 tickets available. Cost is \$50 single/\$85 couple for CIAA members and \$55 single/\$95 couple for non-members.

## Arts & Compassion Soup Luncheon

A variety of hand-crafted ceramic art objects created and donated by Marshalltown area ceramic artists will be available for purchase through a silent auction as a special feature of this year's fourth annual Arts & Compassion Soup Luncheon.

The luncheon will be held on Sunday, October 10 from 11:30 p.m. to 1:00 p.m. in the Fisher Community Center Auditorium, 709 S. Center Street, Marshalltown. The event is co-sponsored by The House of Compassion and the Marshall County Arts & Culture Alliance. Tickets are available from board members of either organization for ten dollars each and will also be available at the door on the day of the event. Proceeds benefit both organizations.

As in the past, Marshalltown High School art students will donate hand-crafted soup bowls that guests will select from as they enter the event and take home afterwards as part of the price of admission.

"The bowls made by the MHS art students are always very beautiful, and people enjoy selecting one to keep," comments Mary Giese, Executive Director of the Marshall County Arts & Culture Alliance. "In addition, we are fortunate to have many accomplished adult ceramic artists in the Marshalltown area, and several of them are donating some very nice pieces for the silent auction," she states. "We appreciate their generosity, and we know those who come to the soup lunch will enjoy looking at and bidding on these pieces as well."

The menu this year includes a choice of smoky chicken chowder or Tex-Mex chili, corn bread, a dessert bar and beverage and is prepared by the experienced volunteers who oversee the soup kitchen at the House of Compassion for the daily evening meal served there.

"The volunteer workers and board members of the House of Compassion always enjoy collaborating with the Alliance on the soup luncheon. It's an important fundraiser for both organizations, plus it gives all of us a chance to showcase our services to the community and to call attention to the reality of poverty right here in Marshall County," said Jean Bergen, Executive Director of the House of Compassion.

For additional information, contact Mary Giese at the Marshall County Arts & Culture Alliance, 641-754-5616 or Jean Bergen at the House of Compassion, 641-752-5999.

October is National Arts and Humanities month. For more information about arts and cultural opportunities in Marshalltown, visit the Alliance website at [www.artsandculturealliance.org](http://www.artsandculturealliance.org).



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## 7th Annual YPIowa conference a success

The 7th Annual YPIowa Conference was held on Friday, September 24, at Iowa Valley Community College District in Marshalltown. Over 150 young professionals from across the state of Iowa gathered for a day filled with professional and personal development and networking. The event was hosted by the Marshalltown Young Professionals.

Kristin Lindeen, the keynote speaker, opened and closed the conference with her presentation addressing the issue of being personally accountable for your actions at work, at home and in the community. She taught conference goers to ask better questions to get to the real “question behind the question.” When the correct questions are asked, the automatic result is a stronger culture and enhanced morale throughout our organizations. Only then can great things happen. Conference attendee Denise Case said, “It’s easy in the business world to blame someone else when something goes wrong. Kristin really addressed this issue and taught us to address these problems differently. When we ask ‘how can I adapt to a changing world’ or ‘What can I do to develop myself,’ our perspective on the problem immediately changes in a forcefully positive way.”

Breakout sessions throughout the continued to focus on the theme of “Being Upstanding and Outstanding.” Gale Mote presented “Be the Pebble”, in which she discussed the five essentials of how to “create positive ripples in the lives of the people you care about most, at work and at home.” Other break-out sessions included information about being a successful board member of an organization, political action and involvement, how to use body language to communicate, entrepreneurs in Iowa and many others.

A highlight of the day was the Businesses Leaders Roundtable. Twenty-five business leaders from across Iowa joined the conference for an intimate lunch in which the young professionals at their table were able to ask them questions and get to know their personal story.

Emerson Process Management-Fisher Division and Generation Iowa Commission were the Executive Sponsors of the 2010 YPIowa Conference. Other sponsors were Alliant Energy Foundation, Kansas State University Distance Learning, Marshalltown Convention & Visitors Bureau, Marshalltown Medical & Surgical Center, State Farm Insurance, Hy-Vee Food Store of Marshalltown, Iowa State University MBA Program, Marshall Economic Development Impact Committee (MEDIC), Marshalltown Area Chamber of Commerce member, Sauer-Danfoss, Atlantic Coca-Cola Bottling, Farmers Savings Bank, Iowa Association of Business & Industry, Marshalltown Times-Republican, Meskwaki Bingo-Casino-Hotel, Morning Glory Bakery and Newton Manufacturing.

Conference planning committee members included Jill Bidwell, Denise Case, Shannon Espenscheid, Janelle Holmgren, Denise Kemp, Lynn Olberding, Brent Redman and Amanda Thill.

The YPIowa Conference is hosted by a different community each year. The 2011 conference will be held in Sioux City.

# BUSINESS NEWS

## Can Do for Cleaniac!

Just like the children's story, the Chamber's Keep Marshalltown Beautiful task force is asking businesses, individuals and organization to "think you can, think you can, think you can" for Cleaniac. The KMB task force is partnering with the Marshalltown Redemption Center to "Can Do for Cleaniac."

Started by the Assistance League, Can Do for Cleaniac, is a program that helps fund KMB's betterment projects and education through donations of cans and bottles at the Marshalltown Redemption Center. Businesses and individuals alike can drop their clean cans and bottles, ask to have the donation amount go to the Can Do for Cleaniac effort and the Redemption Center will track and tally donations that come in.

More than \$4,500 has been collected since the program started. These monies have been used for Community Clean-up campaigns, the annual Downtown Clean-up events and school events centered around Earth Day. The plan for the program is to use donations to help create an educational program for citizens about the important of community betterment.

Donations can be dropped off at the Marshalltown Redamption Center Monday, Tuesday, Thursday and Friday from 9:00 a.m. - 4:00 p.m. or Saturday from 9:00 a.m. - Noon. The center is closed Sunday and Wednesday.

For more information on this project, please contact Lynn Olberding at the Chamber Office (641-753-6645 or lolberding@marshalltown.org)



### Can Do for Cleaniac Program

Donate your clean cans and bottles at the Marshalltown Redemption Center and ask that your generous donation be allocated to the Can Do for Cleaniac program!

The Chamber is seeking help from 2 - 4 volunteers who will help with the Can Do for Cleaniac program one day every other month.

For more information about volunteering, please contact Lynn Olberding at the Chamber office.



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