

Chamber Digest

March 2011

Volume 28 Issue 10



Upcoming Events

- March 1:** Des Moines Summit & Legislative Day, State Capitol
- March 15:** Am I Getting My Market Share Seminar, 7 a.m., Fisher Comm. Center
- March 18:** Friday Forum, Noon, Fisher Community Center
- March 24:** Business After Hours, 4 - 6:30 p.m., Marshalltown Broadcasting

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15th Annual Des Moines Summit and Legislative Day



The Marshalltown Area Chamber of Commerce will sponsor the 15th Annual Des Moines Summit and Legislative Day on Tuesday, March 1. Each year, a large delegation, including participants in the Iowa Valley Leadership program, head to the State Capitol to meet with elected officials on issues of importance to the Marshalltown community.

This year's agenda includes meetings with

local elected officials, including Senator Steve Soddors and Representatives Lance Horbach, Annette Sweeney and Mark Smith, as well as Senate and House leadership. The day will also include a meeting with Lieutenant Governor Kim Reynolds. One of the highlights of the day is the Taylor's Maid-Rite lunch, served to the Marshalltown delegation and all state senators and representatives, as well as their staff members.

"We have a task force who has been busy putting the agenda for the day together," said Abie Chadderdon, Vice Chair of Government Affairs. "We hope to meet with new department heads for Education, Workforce Development and Economic Development as well."

If you are interested in participating in this year's Des Moines Summit, please register online at www.marshalltown.org/chamber/events.php. Cost is \$20 per person and includes transportation and lunch. For more information on the Chamber's Government Affairs program, log on to the Chamber's website: www.marshalltown.org/chamber/government.php.

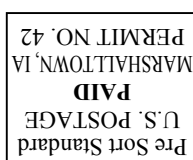
This event is supported in part by the Chamber's Government Affairs sponsors.

15th Annual Des Moines Summit and Legislative Day: March 1, 2011

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ADDRESS SERVICE REQUESTED

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



MEMBER SPOTLIGHT

Marshalltown Jaycees

The Marshalltown Jaycees were founded in 1931 as a men's only service organization comprised of junior chamber members, otherwise known as "JCs" (Jaycees). In 1984, Jaycees became a coed organization and began accepting membership from female business professionals as well.

The Marshalltown Jaycees now consists of approximately 20 members, on average, ages 21 – 40, who share a common interest in helping the community, volunteering their time and talents, and networking with other like-minded individuals. One of the largest benefits of membership with the Jaycees is

the professional training opportunities that are available to members. Members are also able to hone their skills in the areas of business development, management, and community service while increasing national and international networking opportunities.

In addition to professional development, Jaycees are known for their efforts to improve their local community through fundraisers and community events. The Marshalltown Jaycees sponsor the Haunted Forest in October and annual Easter Egg Hunt each spring, while also participating in the Relay for Life and Bowl for Kids Sake, among others. Jaycees have been consistently committed to shaping and improving the community.

According to Dee Vajgrt, Vice President of the Marshalltown Jaycees, "Marshalltown is a great community that is always changing and we like to mold our young professionals so that they can help with the constant improvement of Marshalltown." Vajgrt credits the Marshalltown Area Chamber of Commerce with helping them to be active in the community and to see the changes. She further added, "It's important to support the Chamber and be a part of the unity it provides."



The Marshalltown Jaycees are always accepting new members ages 21 – 40, and volunteers who would like to help out with events. If you would like more information about the Marshalltown Jaycees, contact Dee Vajgrt at marshalltownjaycees@yahoo.com or 641-328-4642. You can also find more information about the Jaycees on Facebook under "Marshalltown Jaycees."



Above: A group of Jaycees pose during their annual Haunted Forest event around Halloween.

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.

A-One Geothermal, Inc.

James Clark, Projects Manager & Chad Harkins, Commercial Sales Manager
1645 135th Street
Earlham, IA 50072
515-758-2559

A-One Geothermal is a family-owned business specializing in geothermal loop installations for homeowners, homebuilders, HVAC installers, schools and commercial properties.

Inside n' Out Construlation, LLC

Ed Wyllie, Owner
2644 Ridge Road
Marshalltown, IA 50158
641-753-7950 or 515-7445-1388

Inside n Out Construction does various types of construction work, specializing in residential, agricultural and commercial metal roofing.

MetLife Home Loans

Bev Espenscheid, Branch Manager & Jamie Sandvick, Mortgage Loan Consultant
Marshalltown, IA 50158
641-751-5600

MetLife Home Loans, a division of MetLife Bank, is among the nation's top 10 mortgage originators.

TIG Distributing, Inc.

Lisa Tharpe, CFO & Joe Tharpe, COO
308 May Street
Marshalltown, IA 50158
641-752-7876

TIG Distributing, Inc. is a Marshalltown-based warehouse and distribution facility shipping a wide variety of cleaners and lubricants to industrial and consumer markets.

Would your business like to be featured as a Member Spotlight in the Chamber Digest? Email lolberding@marshalltown.org for details. Members drawn at random.

LEADERSHIP

Chamber
Chair: Liz Zuercher



Board of Directors

John Hughes
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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
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Joan Jaimes
Denise Kemp
Angie Nelson
Joe Nevel
Matt Pisney
Susan Untiedt

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



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Liz Wilke
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Past Chair
Joyce Miller
Secretary

Jennifer Howard
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Fauna Nord
Gary Robertson
Gary Ross
Chad Weir

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President
Lynn Olberding
Director of Membership & Marketing
Megan Bantz
Administrative Assistant
Kenn Vinson
MEDIC Business Manager
Shannon Espenscheid
MCVB Director
Shauna 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
Pat Brooks
Paul Gregoire
Brian Heithoff
Mike Miller
Loras Neuroth
Mike Schlesinger
Kevin Swartz
David Vollmar

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.



Accu-Tax	11
Binford House	7
Central Iowa Machine, Inc.	6
Downey & Gantz DDS PC	9
Fareway Stores, Inc.	47
Grandview Heights	15
Jech, Jane	3
KDAO AM/FM/TV	33
Katie J's Catering	2
Marquart Concrete Products	11
New Horizons Realty	12
Pilgrim Heights Camp	4
Professional Developers, Inc.	9
Waterbeck Spray Foam	1

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CPA

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Marshalltown, IA 50158

(641) 752-3024

Fax (641) 753-3942

Cell (641) 485-4351

E-Mail: rghack@marshallnet.com

Business After Hours

March 24, 2011

4:00 - 6:30 p.m.

Marshalltown Broadcasting
(KFJB, KIX 101.1)
123 West Main Street

April 12, 2011

5:00 - 7:00

Child Abuse Prevention Services
and Big Brothers Big Sisters
811 East Main Street

May 2011

Five Star Real Estate Group
2110 South Center Street

June 2011

Available for sponsorship

July 14, 2011

5:30 - 7:30 p.m.

Central Iowa Fair
1308 East Olive 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.**

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

**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**

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 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.

Qwest expands local service between Marshalltown and Laurel

Effective March 1, 2011 the Qwest local calling areas for Marshalltown and Laurel will be expanded to allow local calls between the two communities. With this local calling area expansion, Marshalltown customers will no longer need to dial "1+" before the telephone number and long distance charges will no longer apply when calling telephone numbers beginning with (641) 476. You may need to reprogram any automatic dialing equipment such as speed calling or fax machines. Your monthly telephone rates will not increase as a result of this expansion.



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

Storey Kenworthy opens in Marshalltown

Storey Kenworthy, Iowa's largest family-owned office products & furniture company, is expanding and has opened up a Marshalltown office in the City Centre building at 16 E. Main Street.



Francis Kinion

Francis Kinion, a long time Marshalltown resident and local office products business person, has joined Storey Kenworthy and will run the local office. "We are excited to have Fran join us.

His expertise and experience will be a great fit for our organization," said Ed Minnick, Vice President of Sales at Storey Kenworthy.

Earlier this year, Storey Kenworthy also purchased the Waterloo firm Matt Parrott & Sons. Matt Parrott is a 142 yearold, independently owned; printing, promotional products, office products and furniture company with locations in Waterloo and Cedar Rapids. Including the addition of the new Marshalltown location, the company now has 9 locations and over 160 employees statewide. Other statewide locations include Des Moines, Ames, Fort Dodge, Spirit Lake, Mason City and Decorah .

In addition to being the largest office supplier in Iowa, Storey Kenworthy's main furniture lines are Allsteel and Hon products. Both of these suppliers are Iowa-based manufacturers out of Muscatine.

"It's exciting for us to have an expansion in these economic times. Most towns in Iowa don't have a local stationer anymore, we are fortunate to have the buying power and vendor affiliations to have an opportunity to grow like this", Minnick added. "And to have a long time office products expert like Fran join us. I hope Marshalltown is as happy to have us as we are to be here!"

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BUSINESS NEWS



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Legislative Session in full swing

Your Chamber is actively engaged in the legislative process as the 2011 session progresses.

Friday Forums:

The Chamber has sponsored two Friday Forums that give you the opportunity to hear directly from our elected officials and to question them directly about the issues that are important to you. There are four more Friday Forums scheduled and you are encouraged to mark your calendars. The forum is held at noon in the auditorium of the Fisher Community Center (709 South Center Street).

The dates for the remaining Friday Forums are: February 25, March 18, April 1 and April 15.



Photo courtesy of Andrew Potter, Times-Republican

Above: Representative Mark Smith, Senator Steve Soddors and Representative Lance Horbach discuss happenings at the State House prior to the start of the Chamber's Friday Forum on February 11.

Weekly Legislative Update:

The legislative process is very fluid. Issues come and go and change quickly as they work their way through the legislature. The Chamber's Weekly Legislative Update is designed to provide you with timely information electronically about the status of the issues in any given week.

Legislative Update
From the Iowa State House

The focus is on the Chamber's legislative priorities and we attempt to provide you with information that puts the issues in perspective based on actual activity versus what may be published in a news story. If you are interested in receiving our weekly updates you can "opt-in" by letting us know that you want to receive the weekly email. Send your "opt-in" request to info@marshalltown.org.

For more information, visit the Chamber's website: www.marshalltown.org/chamber/government.php.

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

March 2011 Calendar of Events

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Storytime	Tues/Fri	Public Library
Saturday Adventures	Saturdays	Orpheum Theater
Drama Club	Saturdays	Orpheum Theater
Kids Open Studio	Saturdays	FCC Art Studio
Country School	March 1	Orpheum Theater Center
Nature Story Hour	March 2	GrimesFarm & Conservation
AfterSchool Movie	March 2	Public Library
Icarus the Owl Live	March 4	American Legion Hall
"Mary Poppins"	March 4-6	Orpheum Theater Center
Indoor Racing	March 5	Central Iowa Fairgrounds
Bowl for Kids Sake	March 5	Totem Bowl
World Read Aloud Day	March 9	Public Library
"Ghostbusters"	March 11-13	Orpheum Theater
Bowl for Kids Sake	March 12	Totem Bowl
Ducks Unlimited Banquet	March 12	Best Western Regency
Book Club	March 17	Community Y
"The Godfather"	March 18-20	Orpheum Theater
"The African Queen"	March 25-27	Orpheum Theater
Radio Auction	March 28-31	12:30 on the Radio (KFJB)
Readers' Social Hour	March 29	Public Library

Post your 2011 events FREE on the MCVB self-posting calendar at www.visitmarshalltown.com

March 2011 Meetings & Conventions

Group	Date	Location
Y State Swim Meet (girls)	March 5	Community Y
Y State Swim Meet (boys)	March 6	Community Y
Water Environment Assoc.	March 9-11	BW Regency Inn
AAU Gold Volleyball Tourn.	March 26	YMCA, Miller, Lenihan
Iowa Taxidermist Assoc.	Mar. 31-Apr. 3	BW Regency Inn

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.

Tourism equals money for Marshalltown

Saturday, February 12 more than 195 swimmers participated in the IH-SAA Boys State Swim Meet at the Community Y of Marshalltown. It is not only the swimmers that boost the population of our city for the weekend. Each swimmer on average brings 2 people with them whether they were family, friends or fans.

The more than 470 hotel rooms Marshalltown has available were full on Friday night prior to the event. The average cost of a hotel room in Marshalltown is \$79.00 per night. This means that more than \$37,000.00 was spent on overnight stays in Marshalltown on Friday night alone.

The Iowa Tourism Office estimates that travelers spend over \$132 per day at events such as this. This amount includes hotel stay, food, shopping and transportation. You may have noticed more people at the mall or shopping downtown this weekend or you may have had to wait a little longer to get a table at your favorite restaurant. The economic impact of events like this means so much to our local economy. The Marshalltown Convention & Visitors Bureau will continue to work with our local sporting venues, meeting places and tourist attractions to bring people to Marshalltown.

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CONVENTION & VISITORS BUREAU

Cultural Exchange Brings Grinnell production to Marshalltown

The Marshall County Arts & Culture Alliance and the Marshalltown Community Theatre are partnering with the Grinnell Area Arts Council to bring Actors Theatre of Grinnell to Marshalltown Friday, March 4, 2011, for a special performance of the classic *Waiting for Godot* by Samuel Beckett. The performance marks the beginning of what local arts advocates hope will become increased cultural exchanges between the two communities.

Actors Theatre of Grinnell is a recently-formed troupe of experienced actors and directors whose purpose is "to explore challenging works for actors and to enhance local educational opportunities in theatre and stagecraft," according to director Tom Lacina. *Waiting for Godot* is perhaps the perfect play to kick off their performances, as it is "considered one of the seminal 'experimental' works of modern theatre," according to Sandy Mofett, a member of the troupe.

Director Tom Lacina was inspired in his choice of the play by a performance he saw in New York City in the summer of 2009 featuring Nathan

Lane, Bill Irwin, John Goodman and John Glover. "I've been thinking about the play ever since," Lacina says, "perhaps even more so during the past year as my family has searched



Actors Theatre of Grinnell will present *Waiting for Godot* March 4 in Marshalltown.

for life's meaning in a deeper way." Audiences who are interested in provocative theater will especially enjoy this show because it will leave them thinking and even puzzling the next day.

Organizers hope the Marshalltown community will support this cultural exchange event by attending the production at the Martha-Ellen Tye Playhouse, which begins at 7:30 p.m. Tickets are \$10 each/\$5 for students, and will be available at the door the evening of the performance. Additional information is available by contacting Mary Giese at the Marshall County Arts & Culture Alliance at 754-5616 or at TheAlliance@marshallnet.com.

2001 Marshalltown Dog Park Registrations

The Marshalltown Dog Park is now accepting annual registrations for 2011. This inexpensive activity for your dog is still \$20/dog if your dog is spayed/neutered.

You can pay for your annual registration at the Marshalltown Park and Recreation office W. State Street between 8:30 am & 5:00 pm. Remember to bring in your current vaccination papers.

We appreciate your continued support and hope to see you and your furry friends at our park

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AMBASSADORS VISITS



Larry Wegner, owner of Larry's Towing & Tire, 909 North 3rd Avenue, and employees pose with the Chamber Ambassadors during a courtesy call to celebrate the business's more than 10 years as a Chamber member on January 25.



F & J Racing (701 North 3rd Avenue) owners Fred and Jackie Ingraham visit with the Chamber Ambassadors during a courtesy call on January 25.



Stephanie Erickson, manager of Maurices and her staff celebrate the store's relocation to 50 La Frenz Lane with a grand opening and ribbon cutting with the Chamber Ambassadors on January 28.

Chamber Ambassadors Roster

Doug Beals	Moore Law Firm
Kendra Buegly	Farm Credit Services of America
Hilary Crane	Riddles Jewelry
Deanna Davis	KDAO AM/FM/TV
Dennis Grabenbauer	Image Maker Marketing
Pat Gulbranson	Iowa Wholesale Supply/Bath & Kitchen
Joe Hannam	Packaging Corporation of America
Denny Hass	Denny's Hometown TV & Appliance
Brad Hauschildt	Wells Fargo Bank Iowa, N.A.
Terry Kluck	Zeno's Pizza
Joe Leonard	Fareway Stores, Inc.
Dan Moellers	Jiffy Convenience Store
Kris Naughton	ServiceMaster of Marshalltown
Mark Osmundson	KDAO AM/FM/TV
Jon Pierce	United Bank & Trust NA
Reed Riskedahl	
Mary Rund	
Gary Schaudt	F&M Bank
Roger Schoell	Grimes, Buck, Schoell, Beach & Hitchins
Andy Schwandt	Mediacom/OnMedia
Mark Stenson	McGregors Furniture
Kevin Vaughn	Sign Creations/Vaughn's Pub
Tom Wahl	McAtee Tire Sales & Service Center, Inc.
Andrea Warren	Wells Fargo Bank Iowa, N.A.
Bruce Wirin	Edward Jones Investments

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.

BUSINESS NEWS

Improve Home and Business Expo: February 18 - 20



www.marshalltown.org Statistics

	Jan 11	Avg/Month	YTD Total
Unique Visitors	2,116	2,116	2,116
Number of Visits	3,113	3,113	3,113
Page Views	11,199	11,199	11,199
Hits	87,164	87,164	87,164

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.

ECONOMIC DEVELOPMENT

Consultants Site Labor Costs and Incentives as Top Site Selection Factors

In a recent survey of site selection consultants by Area Development magazine, labor costs and state and local incentives were tied as the number one criteria when recommending sites to their clients. More than half of the consultants say incentives are more important to their clients now than in the past and nearly half believe that tax incentives along with other financial incentives such as grants and loans are very important.

Number three on the list of criteria is highway accessibility. A site needs good infrastructure access in order to make a clients' short list of potential locations.

Fourth on the consultants' list of priorities is the availability of skilled labor. Having a work force with the required skill sets to perform the job is always important. In these recent difficult economic times, large numbers of unskilled labor has become available due to plant closings and lay-offs.

Improving their work skills would greatly improve their chances in the labor market for skilled labor.

Energy availability and cost ranked fifth in importance in site selection. Rising energy costs are impacting clients' facility plans and many are making energy-saving modifications to their facilities. Seeking LEED certification and sustainable energy development are also starting to show more importance in clients' facility plans.

The sixth spot in the survey was given as proximity to major markets and suppliers. Transportation costs and delivery time to customers and from suppliers weigh heavily into this factors rating.

Available tax exemptions' was ranked seventh in importance among those consultants surveyed.

Occupancy and construction cost is ranked number eight by consultants. Another tax-related factor was rated ninth in importance in site selection. This factor is the corporate tax rate.

And rated number ten in importance by site selection consultants is the availability of existing buildings. The ability to get projects up and running quickly in response to rapidly changing market conditions weighs heavily in importance to clients.

When it comes to quality of life factors, low crime rate is the number one factor of importance, while recreational opportunities place last. In tough economic times, recreational needs are put aside.

For more information about site selection and economic development, visit the Marshall Economic Development Impact Committee website at www.marshalltownworks.com.





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Economic Statistics

December	2010	2009
Employment – Marshall County		
Labor force	20,470	20,470
Unemployed	1,470	1,670
Percent unemployed	7.2	8.2
Total employment	19,000	18,800
Marshalltown Construction		
Building permits	6	4
Residential dwelling units	0	0
New residential construction valuation	\$0	\$0
Residential addition/remodeling valuation	\$44,000	\$31,000
New commercial/industrial permits	4	0
New commercial/industrial valuation	\$0	\$0
Remodeling commercial/industrial value	\$576,000	\$942,000
Marshall County Construction		
Building permits	1	1
New Residential Dwelling Units	1	0
New Residential Construction Value	\$0	\$0
Residential addition/remodeling valuation	\$35,000	\$0
New commercial/industrial permits	0	1
New commercial/industrial valuation	\$0	\$30,000
Housing		
Single family home sales	35	38
Average sale price	\$83,009	\$105,250
Median sale price	\$80,000	\$127,604

Do you spend more time planning your vacation than your financial future?

When you plan your vacation, you probably spend time visiting a travel agent, booking your flight and hotel, even consulting sightseeing guides. But, how much time do you spend planning something much more important--your financial future?

You can start by spending time with your local SagePoint Financial representative. Based on your current income and savings and your goals for

the future, your SagePoint Financial representative can answer your questions about a wide range of investments and help you plan for your retirement.

Remember, you have only one financial future. We believe it deserves the kind of careful planning we can help you with. Why not take the time to call or visit us?

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Kileen D. Rezac, CFP

Branch Office Manager

25 S. Center St.

Marshalltown, IA 50158

641-752-2041

800-369-1588



BUSINESS NEWS

2nd Annual Taste of Marshalltown



Roughly 250 people attended the 2nd Annual Taste of Marshalltown event on February 8. Attendees enjoyed samples from Center Street Dairy Queen, H & F Distributing, Haven, Hy-Vee, John Ernest Vineyard & Winery, The Junction Restaurant, Legends American Grill, Meskwaki Bingo-Casino-Hotel, Morning Glory Bakery, Orpheum Theater Coffee House, Pizza Ranch, and Smokin' G's BBQ Catering. Each participating business also gave away a \$25 gift certificate or prize during the evening.

"It was a great event and a huge crowd," said Laurie Wadle, owner of Morning Glory Bakery. "We made lots of good contacts and look forward to next year's event."

Chamber Business After Hours
hosted by Marshalltown Broadcasting
Thursday, March 24 (4:00 - 6:30 p.m.)
Lower level - 123 West Main Street

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, March 4 at 9:00 a.m. at the Fisher Community Center.

Marketing seminar

The Marshalltown Area Chamber of Commerce and Marshalltown Broadcasting, Inc. (KFJB/KIX101.1) are sponsoring a seminar for business owners and marketers, "Am I Getting My Market Share?" Tuesday, March 15.

This free seminar will be held from 7:00 a.m. to 9:00 a.m. (with continental breakfast served from 7:00 - 7:30 a.m.) at the Fisher Community Center, 709 South Center Street in Marshalltown. Billy Solberg, Marketing Consultant and Vice President of DDS Marketing in Sioux Falls, South Dakota will host the seminar. Solberg advises media and marketers throughout the Midwest on effective marketing, and during the seminar, he will show attendees how to calculate their business' market potential, create a marketing budget and how to compute the return on investment from their advertising.

The seminar will cover effective radio, print and cable advertising. You will have the opportunity to meet with Billy Solberg, on a first-come, first-serve basis to discuss your marketing efforts.

Contact your KFJB/KXIA Account Manager if you would like to set up a private, confidential meeting with Mr. Solberg.

Look for the seminar insert in this issue of Chamber Digest for further information on the "Am I Getting My Fair Market Share?" seminar.



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YOUNG PROFESSIONALS

Upcoming MYP Events

March

2	Social Lunch at HyVee	Noon
9	Social/Professional Dev. Committee	Noon
16	MYP Lunch & Learn: TBD	Noon
17	St. Patrick's Day Happy Hour at Legends	4 - 6 pm

April

6	Social Lunch at Junction Bar & Grill	Noon
13	YP Connect Committee	Noon
20	MYP Lunch & Learn: TBD	Noon

May

4	Social Lunch at Haven	Noon
11	Social/Professional Dev. Committee	Noon
18	MYP Lunch & Learn: TBD	Noon

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

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!

Now is a great time to get involved! You won't want to miss all of the great events planned for 2011.

For more information, please contact Lynn Olberding at the Chamber office, 641-753-6645



MYP Member Spotlight: Janelle Holmgren

Name: Janelle Holmgren

Employer: Fisher division of Emerson

Family: Husband – Tim;
Daughter – Olivia, age 4 1/2;
Son – Aiden, age 7 months

Hometown: Dows, IA

What does your job entail? A little bit of everything Human Resources related!

How long have you been employed at your current employer? 10 years

What was your first job? Besides working on the family farm, Administrative Support at a car dealership.

What's the last book you read: Either a book about a Disney princess, a 'Fancy Nancy' series book, or an 'Olivia' series book ... anything a little girl enjoys.

Leadership is... not having to tell anyone you are a leader, but demonstrating it through actions.

Why are you involved in MYP? For the opportunity to connect with other professionals. The connections I've made have allowed me to enhance leadership skills, made me more committed to the community, and provided a social network.

What other community organization are you involved in? First Baptist Church Deaconess

What's one of the best things about living/working in Marshalltown? You can really do everything here. Marshalltown is a 'big little town' that offers quality education, family life, recreation and entertainment.

What's something about you most people don't know? In another life I'd like to pursue a PhD and be a college professor.

Favorite vacation spot: A little known lake resort in Minnesota.

If you could have any other job than the one you have, what would it be and why? An architect. I love the detail and beauty of ancient and modern buildings.

Why should other young professionals join MYP? Every young profes-

sional needs to develop a network. Networks help to encourage personal and professional development as well as commitment to community. MYP offers the opportunity to network with a diverse occupational group within Marshalltown.

For more information about the Marshalltown Young Professionals, contact the Chamber office or visit www.marshalltownyp.com.



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BUSINESS NEWS

Chamber and MEDIC host Local Industry Trade Show

In an effort to connect local industries with one another to share information about products and services available in the Marshalltown area, the Chamber and Marshall Economic Development Impact Committee (MEDIC) hosted a Local Industry Trade Show on January 27 at the Fisher Community Center.

Local industries that participated in the event included Adland Engraving and Screenprinting, Alliant Energy, Bruin Manufacturing, Emerson/Fisher, Green Products, Handy Industries, Iowa Valley Continuing Education, Lennox, M. Gervich and Sons, Marshalltown Company, Marshalltown Water Works and T.I.G. Distributing. A representative from each participating business was given an opportunity to briefly speak to the group about their company's history and product lines. After brief introductions, participants were encouraged to visit display tables and talk to industry representatives one-on-one.

"The idea behind the event was to open people's eyes to the many products produced in the Marshalltown area," said Ken Anderson, Chamber President. "Some great connections were made and businesses learned about one another."

The organizations hope to make this an annual event.



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