

# Chamber Digest

April 2011

Volume 28 Issue 11



## Upcoming Events

- April 1 & 15:** Chamber's Friday Forums, Noon, Fisher Community Center
- April 5 - 7:** Washington D.C. Summit
- April 12:** Business After Hours, 5 - 7 p.m., Child Abuse Prevention Services & Big Brothers Big Sisters, 811 East Main St.
- April 16:** Shred Day, 9 - 11 a.m., United Bank & Trust, 2101 South Center St.

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## Marshalltown heads to Washington



Photo courtesy of Michelle Spohnheimer.

A delegation of Chamber and community members are busily preparing for the 20th Annual Washington D.C. Summit trip, April 5 - 7. Each year, the Chamber leads a group who meets with resources like the U.S. Chamber of Commerce, National Manufacturers Association and others. The group also sits down with congressional staff and Senators Charles Grassley and Tom Harkin and Congressman Tom Latham.

The group will carry a comprehensive community agenda with topics including education, workforce, transportation, healthcare, immigration and community development.

This year's trip is co-chaired by John Hughes and Doug Gervich.



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# MEMBER SPOTLIGHT

## The Headliner Salon • Spa • Gifts

### History of The Headliner

Many have heard of Susan Untiedt and The Headliner Salon before; however, most do not realize that this salon offers a wide array of services besides hair cuts and styles. Opened in 1976, its first location was at a new strip mall on Third Avenue. A gift shop was added at this location and eventually skin care services, as well. Then, in 1994, The Headliner Salon, Spa, and Gifts moved to its present-day location at 118 West Main Street in Marshalltown.

### Products and Services Offered

The Headliner, as it is known by many, is now a one-stop shop for all of your hair care and pampering needs. The Headliner offers hair cuts and styles as well as keratin-smoothing treatments and therapeutic facials. Other services provided include waxing, spa pedicures and manicures, perfect makeup color charting, and makeup applications and lessons. In addition to some of the more traditional salon services, the Headliner also offers retexturizing body wraps, massages, and even wig fitting and sales.

Today, The Headliner has five employees and two massage therapists on staff to ensure that all of your needs are met. Owner, Susan Untiedt and her staff, pride themselves on being friendly professionals providing quality service. According to Untiedt, one of the benefits of being a business owner is that she is “able to change to meet the needs of our customers.” This desire has led Susan to continually add to the products and services she offers. Today, she carries all of one’s favorite hair and skin care products at her Main Street salon, including Kenra, Nioxin, Aquage, Biolage, OPI, Mirabella Makeup, and Bioelements Skin Care.

The new location on West Main Street also brought the addition of an improved gift shop with a wide selection of unique gift ideas that include purses, jewelry, scarves, greeting cards, coffees, newborn items, games, childrens books, and much more.



### Community Involvement

The Headliner has been in business for 35 years and contributes that success to meeting customer needs, being involved in the community, and always being members of the Marshalltown Area Chamber of Com-

merce. Untiedt stated that she supports the Chamber because it “keeps me informed of legislative issues that affect my business. I appreciate their efforts to improve our community and business atmosphere by attracting businesses and families to help us grow.”

She further stated, “I have always been a member – we all need to band together for the good of all.” Untiedt and her staff have continued to be involved with the community through their memberships with the Marshalltown Area Chamber of Commerce and the Marshalltown Central Business District. They are also actively involved with Quakerdale and the West Marshall basketball, track, and cross country teams. Untiedt has always loved the Marshalltown Community because she is able to deal with people she knows, and “store owners care about their customers,” she added.

To learn more about The Headliner Salon • Spa • Gifts, stop into their salon and gift shop at 118 W. Main Street in Marshalltown, or call (641) 752-3122 for more information or to schedule an appointment.

## www.marshalltown.org Statistics

	Feb 11	Avg/Month	YTD Total
Unique Visitors	2,078	2,097	4,194
Number of Visits	3,065	3,089	6,178
Page Views	11,175	11,187	22,374
Hits	84,512	85,841	171,681

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.

View past issues of the Chamber Digest, ribbon cutting and courtesy call photos and much more online at [www.marshalltown.org](http://www.marshalltown.org).

## 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.

### Farm Credit Services of America

Judy Freese, Accounty Specialist  
203 W Merle Hibbs Blvd  
Marshallt753-3393

*Farm Credit Services of America, based in Omaha, Nebraska, is dedicated to serving the agricultural credit and financial needs of farmers and ranchers in Iowa, Nebraska, South Dakota and Wyoming.*



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

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Fax: 641-752-8373  
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**Mike Schlesinger**  
**Kevin Swartz**  
**David Vollmar**

**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.



Appliance Doctor	19
C's Landscape & Design	2
First Presbyterian Church	7
H & R Block	4
Mary Kenagy	19
<b>Mtown Christian School</b>	<b>5</b>
Riddle's Jewelry	13
Tallyho Travel	2
The UPS Store	7
Youth & Shelter Services	4

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## Business After Hours

**April 12, 2011**

5:00 - 7:00 p.m.

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

**May 12, 2011**

5:00 - 7:00 p.m.

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

**August 2011**

TBD

Meskwaki Bingo-Casino-Hotel  
1504 305th Street  
Tama

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](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.

## Community Job Fair: April 6

On Wednesday, April 6, the public is invited to the annual Community Job Fair at the Marshalltown Community College Student Activity Center, 3700 S. Center Street, in Marshalltown. From 10:00 a.m. to 2:00 p.m., exhibitors from across Central Iowa will display information on job and career opportunities, as well as, education and training options available to those seeking employment or education for a new job or career change. The event is free and open to the public.

The Community Job Fair is a great venue for job seekers to familiarize themselves with employers from throughout the greater Central Iowa area. Companies set up booths where their representatives provide information about their business; opportunities within the company, education requirements of specific jobs; and the application process. Community members, including recent MCC alumni, and MCC students who are seeking a new career have the chance to ask questions and learn more about good opportunities that surround them.

The current economy means there are a lot of applicants for every job opening, so job seekers will find this job fair a good opportunity to sharpen their skills. There will be free resume critiquing, the popular Employer Panel, and the Opportunities Workshop for residents who are new to Marshalltown or if English is not their first language.

The free Community Job Fair is a great place to get new ideas, information and assistance to maximize your personal job search, as well as discover opportunities you didn't know about. Mark your calendar now for April 6, 10:00 a.m. to 2:00 p.m.

The Community Job Fair is sponsored in part by the Marshalltown Area Chamber of Commerce.

Please direct questions to Sandy Supianoski, Employment Specialist, 641-844-5780, or [Sandy.Supianoski@iavalley.edu](mailto:Sandy.Supianoski@iavalley.edu).



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# BUSINESS NEWS

## Community Shred Day

United Bank & Trust and the Marshalltown Area Chamber of Commerce are once again partnering to offer "Community Shred Day." This event will be held at United Bank & Trust, 2101 S. Center Street on Saturday, April 16 from 9:00 a.m. to 11:00 a.m. in the bank's parking lot. The public is invited to bring their confidential, personal information to the bank to be shredded by On-Site Information Destruction Inc. This is offered at no cost to the public; however, there is a 10-box limit.

The public will have the opportunity to properly dispose of documents containing personal information such as bank statements, tax records, and other paperwork that may include personal data including account numbers or social security numbers. "Shredding such documents helps reduce the risk of becoming a victim of identity theft, which is an issue that affects millions of consumers every year," said Jennifer Hass, Marketing Officer at United Bank & Trust.

In addition to protecting a consumer's identity, shredding paper is also environmentally responsible as the paper that is shredded at the event will be recycled into tissue paper. "With Earth Day right around the corner, it's important to participate in activities that help protect the environment," said Lynn Olberding, Director of Membership and Marketing for the Marshalltown Area Chamber of Commerce. "The Chamber appreciates partnering with United Bank & Trust on this event again this year," added Olberding.

Consumers can obtain valuable information about identity theft from [www.ubtna.com](http://www.ubtna.com) or visit the Federal Trade Commission website at <http://www.ftc.gov/bcp/edu/microsites/idtheft/>. For additional ways consumers can help protect the environment, visit <http://www.epa.gov/earthday/tips.htm>.

Contact United Bank & Trust at 641-753-5900 or [info@ubtna.com](mailto:info@ubtna.com) for more information about Shred Day.

**Community Shred Day**  
**Saturday, April 12, 9:00 - 11:00 a.m.**  
**United Bank & Trust, 2101 South Center Street**



## Salute to Professionals

Several downtown Marshalltown businesses and restaurants are unveiling a plan to recognize fellow downtown business people. The series of events, entitled "Salute to Professionals" kicks off in April with a Salute to Health and Wellness Professionals.

During "Salute to Professionals" week, over 20 downtown shops and restaurants will offer a special welcome to a targeted group, with a variety of incentives for individuals to stop in and introduces themselves.

The "Salute" schedule for 2011 includes the following business fields, most of which are represented in the downtown area:

Health Care & Wellness	April 25-29
Marshalltown Industry	May 16 - 21
Legal & Financial	June 20-24
Government & Military	July 18-23
Entrepreneurs	August 15 - 20
Education & Human Services	September 12-17


MCBD Retail chairperson Pam Swarts, owner of The Perfect Setting, states that the purpose of the "Salute to Professionals" series is to forge a stronger connection between people who work in the downtown area. "We hope to have fun, with prize drawing and give-aways, but most importantly, we want to demonstrate the warmth and personable nature of our businesses."

Swarts invites area business representatives to contact her for further information at 641-752-5737.

## Sign up for Legislative Updates!

Email [info@marshalltown.org](mailto:info@marshalltown.org) to keep up to date on what's happening at the Iowa State House.

**Legislative Update**  
From the Iowa State House




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# CONVENTION & VISITORS BUREAU

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

## April 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
"An American Tail"	April 1-3	Orpheum Theater Center
Reader's Theater	April 1	Orpheum's Black Box
IA Taxidermy Show	April 2	BW Regency Inn
Community Job Fair	April 6	MCC Student Activity Center
Nature Story Hour	April 6	GrimesFarm & Conservation
Afterschool Movie	April 6	Public Library
Lioness Card Party	April 8	Midnight Ballroom
"Rebel Without a Cause"	April 8-10	Orpheum Theater Center
Uncle Ike Nature Program	April 9	Izaak Walton League
Spring Concert	April 9	MHS/Community Auditorium
Films	April 11	Public Library
"High Noon"	April 15-17	Orpheum Theater Center
Community Shred Day	April 16	United Bank & Trust
Brown Bag Lunch	April 17	Grammer Grove
Solstice Strings	April 17	Binford House
Prairie Burn	April 18	Green Castle Recreation
Earth Day	April 19	MCC Student Union
Nature Story Hour	April 20	GrimesFarm & Conservation
Book Club	April 21	Community Y
"Grease"	April 22-24	Orpheum Theater Center
"Psycho"	April 22	Orpheum Theater Center
Dia de los Ninos	April 29	Public Library
AKC Dog Show	Apr 29-May 1	Central Iowa Fairgrounds
"Blue Hawaii"	Apr 29-May 1	Orpheum Theater Center
English Tea	April 30	Binford House

Post your 2011 events FREE on the MCVB self-posting calendar at [www.visitmarshalltown.com](http://www.visitmarshalltown.com)

## April 2011 Meetings & Conventions

Group	Date	Location
IA Federated Women's Club	April 14-16	BW Regency Inn
Y Healthy Kids Day	April 16	Community Y
Lionesses Meeting	April 30	Fisher Community Center

## Marshalltown Speedway Racing Season Begins

The Marshalltown Speedway kicks off its 47th season on Friday, April 1 with the Tri-County S&B Trailers Frostbuster. Race promoter Toby Kruse has commitments from drivers throughout Iowa as well as from the four states surrounding Iowa. Fans are welcome to come to the Speedway as early as 5:30 p.m. and racing starts at 7:30 p.m. You won't want to miss the 5th Annual Havoc on the High Banks on Friday, September 23 through Saturday, September 24.

Race fans can purchase tickets at the Speedway. Children 11 and under are \$2.00, adults are \$9.00, seniors 65+ are \$7.00 and pit passes are \$20.00 per race.

### March

- 25-27 Marshall Town Center Car Show
- 27 Open Practice

### April

- 1 Tri County Heating S & B Trailers Frostbuster
- 8 Season Opener / Ryan Ashton Racing
- 15 Haverhill Social Club Night
- 22 Kruse Family Evening
- 29 Johnny Ray's Sports Bar and Grille Night

### May

- 6 Old Timer Lounge Racing
- 13 Cliff Chambers Memorial / UAW Local 893
- 17 Deery Brothers Late Model Miller Lite 50/UAW Local 893
- 20 Scout Night/Phoenix E-Waste Solutions Racing
- 27 Evening Optimist Club / Midwest Liquid Systems Racing

### June

- 3 Minute Man Printing Night
- 10 JR Motorsports Night / Faster Pastor Race
- 17 Arnold Motor Supply Night/O'Leary Racing
- 24 No Shoes Motorsports / Clement Heating & Cooling Racing
- 28 IMCA Great American Stock Car Shootout

### July

- 1 Leytham Racing / Kids Bike Races
- 8 Bud Night / Sorenson Racing
- 15 Stensland Farms Night at the Races
- 22 Hy-Vee Night/Hogeland Auto Plaza Kids Night
- 29 Johnny Ray's Sports Bar & Grill Night Racing

### August

- 5 Modified Gambler Race / Old Timer Lounge
- 12 New Hope Cardboard Classis / J & V Napa Racing
- 19 Vibbard Racing / Nostalgia Cars
- 26 Custom Concrete Night Racing

### September

- 2 Dairy Queen Larry Wollam Season Championship
- 23 5th Annual Havoc on the Highbanks
- 24 5th Annual Havoc on the Highbanks



**Make Marshalltown Your Destination!**

# CONVENTION & VISITORS BUREAU

## Meetings Nearly a Trillion-Dollar Industry

The U.S. meetings industry contributes \$907 billion to the U.S. economy, generating 6.3 million jobs and providing \$64 billion in federal and \$46 billion in state and local tax revenue, according to a study released by PricewaterhouseCoopers and an alliance of 14 meetings industry organizations.

Sponsors of the study said that the nearly \$1 trillion figure was a conservative estimate because the study was conducted in 2009 during a historic low point in meetings industry revenue.

The Economic Significance of Meetings to the U.S. Economy study, which featured contributions from meetings industry associations such as MPI, PCMA, ASAE, DMAI and the CIC, will serve the purpose of educating legislators, the media and the public of the value of meetings, and stemmed from what industry leaders readily acknowledge as a lack of a cohesive message when meetings and events were assailed in wake of the TARP bailout.

"Today is a historic day for our industry," said Roger Dow, president and CEO of the U.S. Travel Association, a national umbrella organization representing all segments of the U.S. travel and tourism industry. "This is really the first-ever definitive, quantitative, researched-based analysis of the economic significance of face-to-face meetings are to this country.

As we look at a country that is trying to climb out of a recession," he continued, "[This gives] understanding to the critical role that meetings and events play in supporting jobs and communities across America, and really creating an environment that fosters both innovation and business success, to quantify the economics, the employment and the significance of this industry and use that to really share this story with legislators, regulators, economists and the public."

Key findings of the study, which Dow said will be updated in coming years, included the following:

- There were 1.8 million corporate and business meetings, trade shows, conventions, congresses, incentive events and other meetings that took place in the U.S. during the study, which was conducted in 2009.
  - These meetings directly generated \$263 billion in spending, created 1.7 million jobs and contributed \$106 to the gross domestic product.
  - The total output of the meetings industry was measured at \$907 billion and contributed 6.3 million jobs.
  - 205 million attendees participated in the nation's conventions, conferences, congresses, trade shows and exhibitions, incentive events and corporate/business meetings.
  - Corporate/business meetings accounted for 1.3 million of the meetings.
  - 85 percent of the meetings were conducted at venues with lodging, and generated 250 million room nights/overnight stays.
- The breakdown of the \$263 billion in direct spending is as follows:
- \$151 billion was meeting planning and production related.

- \$113 billion was travel and tourism related, which represents 16 percent of the \$708 billion travel and tourism sector in the U.S.

Panelists emphasized that the study was conducted to counter the negative perception issues that have roiled the meetings industry in the wake of the TARP bailout and resulting "AIG Effect."

"I think the primary goal was first and foremost, after a time where our industry was significantly misunderstood and vilified to a certain extent, we needed to all have common data to demonstrate the contribution that this industry makes to jobs—and we're seeing now that for every meeting we have three jobs—the economic impact, and also about taxes," said Bruce MacMillan, president and CEO of MPI. "If meetings and events are eliminated from a community, it impacts the local taxes, the state and the federal taxes, and at this time every tax dollar counts.

"Now we have that benchmark data," he continued. "We can demonstrate once and for all the significant economic impact that this makes on the economy. Now we're all starting on the same page, and we can tell our story in Washington and in small communities across the country." MacMillan's assessment was echoed by other industry leaders.

"This data did not exist prior to now," said Deborah Sexton, president and CEO of PCMA. "We had anecdotal data [from individual associations]. We now have a united research project that speaks to the industry and not to the individual associations.

"This industry has to be understood," Sexton continued. "We can't find ourselves in the same situation we found ourselves two years ago where no one understood the value of what this industry brings to cities, to states, to the country, to the world, for that matter. I don't think it's over just because the research is done. Now is just the beginning."

The impact of the meetings industry on the economy is massive. According to the study, the U.S. meetings industry contributes more to the economy than the auto industry (\$78 billion) and the information and data processing industry (\$76 billion). It fell short of the impact of the health-care industry, however, which is approximately \$1 trillion.

Phase two of the project will be to quantify the information to government officials on the federal, state and local levels.

"On March 15 and 16 when we have our legislative action summit, we will be providing our attendees as they go up for their [Capitol] Hill appointments with some of this information to explain to the legislators that they meet with the value of the meetings industry and how important it is to their district," said Joseph A. McInerney, president and CEO of the American Hotel & Lodging Association.

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# AMBASSADORS VISITS



The Chamber Ambassadors enjoyed a visit to Earl May (3001 South Center Street) on February 22 during a courtesy call. The store has been a Chamber member for more than 45 years.



Owner Toby Godfrey, welcomes the Chamber Ambassadors to Godfrey Motors on February 22 for a courtesy call. Godfrey Motors is located at 3008 South Center Street in Marshalltown.



The Chamber Ambassadors visited Back at the Ranch (16 W Main St) during a courtesy call on March 8. The store features western-themed apparel, including hats, boots and jewelry.



Jodi Faustlin, Executive Director of McFarland Clinic was visited by the Chamber Ambassadors on March 8 for a courtesy call. McFarland Clinic has two Marshalltown locations: 312 East Main and 303 Nicholas Drive.

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.





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# BUSINESS NEWS

## Des Moines Summit and Legislative Day

Over 40 people represented Marshalltown March 1st at the annual Des Moines Summit & Legislative Day, including this year's Iowa Valley Leadership class. The day began with briefings from Representative Mark Smith and Senator Steve Sodders. The briefings were followed by meeting with key legislative leaders including Senator Mike Gronstal, Representative Kraig Paulsen, Senator Paul McKinley, Senator Jack Kibby and Senator Joe Bolckom. It was a great opportunity to hear from the names in the news about the legislation that is being considered.

David Roederer, Director of Management provided a summary of the Governor's budget proposal and Iowa Chamber Alliance Interim Executive Director John Stineman gave an update on current economic growth legislation. The highlight of the day was the opportunity to meet with Lt. Governor Kim Reynolds. After the Lt. Governor's brief remarks, the group was able to ask questions during the 30-minute interactive session.

The meeting schedule concluded with a discussion about the proposal to remake the Iowa Department of Economic Development. IDED director Debi Durham outlined the proposal, and she presented additional information about the priorities for achieving the Governor's economic growth goals.

Marshalltown's annual trip to the State Capitol has also become known as "Maid-Rite Day". For the past 12 years we have served between 400-500 Maid-Rite sandwiches each year. The Chamber appreciates the work of Sandy Short and her crew at Taylor's Maid-Rite.

The Des Moines Summit & Legislative Day is made possible by our sponsors Emerson Process Management – Fisher Controls, Marshalltown Medical & Surgical Center and Lennox Manufacturing.



Agriculture is a big part of the Marshall County economy. The Chamber's Ag/Business committee has launched a new initiative to reach out to area ag-related businesses to thank them for their important contributions to our area economy. The first visit was made to the Central Iowa Farm Store where members of the committee were joined by Chamber Ambassadors. Todd Cassady provided an overview and a tour of the family-owned business. Central Iowa Farm Store is located at 203 Iowa Avenue West.

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Iowa Department of Economic Development Director Debi Durham speaks to the Marshalltown delegation gathered for the 15th Annual Des Moines Summit and Legislative Day at the State Capitol in Des Moines.

More than 40 people attended this year's event.

# ECONOMIC DEVELOPMENT

## MEDIC Website and LOIS

Upgrades have been made to the LocationOne Information System (LOIS) portion of the Marshall Economic Development Impact Committee's (MEDIC) web site, [www.marshaltownworks.com](http://www.marshaltownworks.com). Revisions have been made to the Internet-based application that publishes the detailed information on Marshalltown and Marshall County and their buildings and sites. The new LOIS incorporates the latest internet technology with easy navigation based on today's user needs.

These improvements will greatly improve the experience of visitors to the MEDIC web site. After clicking on the demographics, buildings or sites links, visitors will see the wealth of data available and how easily it is to access it. The new layout now features custom navigation on top and a left margin navigation menu. All the same data and information is there, it is just more accessible to visitors. Most drop-down menus, which many people didn't even know were there, have been changed to visible menus on the left margin navigation.

The layout now features Google mapping. The Marshalltown and Marshall County overview pages and all property pages provide options for satellite, hybrid, and terrain views, as well as street views where it is available.

The new LOIS also has a "gallery" section for visitors to go directly to images, and there are now thumbnail photos to the properties' overview pages.

New map and radii reports have been implemented. As an example, the ArcGis maps will include such maps as median household income, population change, topographic and a diversity index.

MEDIC maintains the LOIS information for Marshalltown, Marshall County, and all the incorporated communities in Marshall County. The Location One system runs in real-time and the information in the system is available for anyone using the web as soon as it is entered. This same Marshalltown/Marshall County LocationOne information is displayed on the State of Iowa, MEDIC, Alliant Energy, and LocationOne web sites.

LOIS allows anyone to print brochures, summaries of buildings, sites, localities, counties, regions or states, from the presentation site. Building and site brochures are one page; county, region and state brochures are two pages; and locality brochures are typically four pages. These printable brochures are downloadable as Adobe PDF files.

MEDIC is one of more than 6,500 communities throughout 16 states electing to link to a customized LOIS site to ensure that users have direct access to that information and to showcase the advantages of their individual communities, regions and states.



For additional economic development information, please visit [www.marshaltownworks.com](http://www.marshaltownworks.com).

[www.marshaltownworks.com](http://www.marshaltownworks.com)

## 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

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**Kileen D. Rezac, CFP**

**Branch Office Manager**

**25 S. Center St.**

**Marshalltown, IA 50158**

**641-752-2041**

**800-369-1588**



## Central Iowa Art Association offers many activities

The Central Iowa Art Association was created by three local women more than fifty years ago to provide a place and direction for them to practice their painting and to grow as painters. In the years since the Association has began operating, the focus of the organization has expanded to include- its first purpose; art education for adults, as well as promotion of area artists and their work, free art activities for children and the education and training of area individuals as docents (tour providers) for the Fisher

Impressionist Art Gallery located in the Fisher Center.

One of the CIAA sponsored activities for children is open studio - available for children age 6 through 12 the first four Saturdays of the month from September through May. Children can arrive unaccompanied by adults and use the art studio products to experiment and explore art. The supervised program welcomes anywhere from half a dozen to more than thirty-five children each week for the three hour event.

The Association also sponsors for fee art classes for children. School children meet once a month for Art Trek – a structured art program that meets from September through June. Children need not be members of the Association to participate. Each month they participate in a new kind of art exploration – batik, painting, art from found objects, and more. Twice per year the Association sponsors Art Camp. The summer program is one week long and is art intensive. Working from early morning to the middle of the afternoon, the children learn multiple art forms and create an entire portfolio of art. The winter art camp, squeezed in between the Christmas and New Year holidays, during winter break focuses on one kind of art or one of a series of art projects. Each child also leaves with a portfolio of art experiences.

Even though the children serve as one of the Association's key missions, the CIAA also provides beginning and intermediate lessons in oil painting, watercolor, drawing and photography. The classes above are provided in 2 –two hour pods with all supplies provided with the registration. An advanced oil painting course is also offered.

The CIAA lists current classes on the Marshalltown Convention & Visitors Bureau Community Calendar each month. The studio and business office for the CIAA are located in the north end of the Fisher Community Center and are open to the public from 10:00 a.m. to 4:00 p.m. weekdays. The Central Iowa Art Association may be contacted through email at [ciaa@iowatelecom.net](mailto:ciaa@iowatelecom.net) or by telephone 753-9013. The business manager for the organization is Janet Busch.



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# YOUNG PROFESSIONALS

## Upcoming MYP Events

### April

1	MYP After Hours at Jax	4:30 p.m.
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/Prof. Dev. & YP Connect meeting	8:30 a.m.
18	MYP Lunch & Learn: Mtown Airport	Noon

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

Would your business be interested in hosting MYP at your location?  
Are you a CEO who would like to participate in a luncheon?  
To find out ways that you can get involved, contact the Chamber office  
at 641-753-6645 or email [info@marshalltownyp.com](mailto:info@marshalltownyp.com).



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## MYP Member Spotlight: Liz Wilke

**Name:** Liz Wilke

**Employer:** AmericInn Motel and Suites of Marshalltown

**Family:** Husband Doug (Bank of the West) and 3 daughters: Taylor (14) Victoria (12) Claire (2)

**Hometown:** Marshalltown, MHS Class of 93

**What does your job entail?** Manager duties include hiring and training of staff, daily and monthly bookkeeping, payroll and sales.

**How long have you been employed at your current employer?** 4 ½ years

**What was your first job?** Younkers at the age of 16.

**What's the last book you read:** One that I read to my 2 year old.

**Leadership is...** setting a good example for your employees to follow. Creating an atmosphere where your employees enjoy coming to work and value the company they work for.

**Why are you involved in MYP?** MYP has allowed me the opportunity to meet people I may not have otherwise. It has allowed me to experience an excellent social and networking group where I can meet people in our community and learn about their jobs and skills.

**What other community organization are you involved in?** Chair Elect MCVB Board of Directors, MYP Executive Committee and also Board of Directors for Oktoberfest.

**What's one of the best things about living/working in Marshalltown?** Watching the community that I grew up in expand and continue to grow.

**What's something about you most people don't know?** I love to travel with my family and friends. I have been to France, Hawaii, the Caribbean, Mexico and many other spots within the US.

**Favorite vacation spot:** Anywhere with a warm inviting beach!

**If you could have any other job than the one you have, what would it be and why?** I love working with people and I consider myself creative.

Any job that could utilize these talents would be great.

**Why should other young professionals join MYP?** MYP is a great networking opportunity. My father has always told me "it's not what you know, it's who you know!" I love my job at the AmericInn Motel & Suites and I was approached about this job 4 ½ years ago because someone recommended me. Connections with people are valuable and the MYP gives me this connection.



**Do you know a young professional in the community that may be interested in the Marshalltown Young Professionals?**



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

# BUSINESS NEWS

## 42nd Annual Scholastic Banquet

Each spring, the Chamber partners with local businesses to sponsor the Scholastic Banquet, recognizing the top five percent of graduating seniors from Marshall County high schools. Graduates from East Marshall, GMG, Marshalltown and West Marshall high school will be recognized on May 4 at the Best Western Regency Inn.

Shomo-Madsen Insurance and United Bank and Trust serve as key sponsors of this event. Terry Buzbee, President of Fisher Controls division of Emerson Process Management will be the keynote speaker.

“This is just one way the Chamber connects to the education community,” said Paul Beals, Vice Chair of Education for the Chamber Board of Directors. “We appreciate the hard work these students put towards their education and enjoy celebrating their scholastic achievements with them, their parents and guardians and administrators.”

Businesses can sponsor students for \$30 each or be listed as a “Friend of Education” at the event by donating \$100. Interested businesses should fill out and return the enclosed flyer to the Chamber office or email Lynn Olberding at lolberding@marshalltown.org.

Watch for the list of scholars with photos in next month’s Chamber Digest.

## Key Sponsors:

**Shomo-Madsen Insurance**  
**United Bank & Trust**

**The Scholastic Banquet recognizes the top 5%  
of graduating seniors from  
East Marshall High School  
GMG High School  
Marshalltown High School and  
West Marshall High School**

**Wednesday, May 4  
Best Western Regency Inn**



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