

Chamber Digest

September 2011

Volume 29 Issue 4



Upcoming Events

August 30: Rural-Urban Dinner, Consumers Energy, 5:30 p.m.

September 5: Labor Day, Chamber office closed

September 22: Business After Hours, 5 - 7pm, Meskwaki Bingo-Casino-Hotel in conjunction with the Grinnell & Tama-Toledo Chambers

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Chamber co-hosts annual Rural-Urban dinner

The annual Rural-Urban dinner co-sponsored by the Marshalltown Rotary Club, Marshall County Farm Bureau and the Marshalltown Area Chamber of Commerce is scheduled for Tuesday, August 30. It will be held at Consumers Energy. We are pleased to announce that Barrett Barr will be the featured speaker.

Mr. Barr grew up in Marshalltown, Iowa, where he lived on a small acreage. After graduating from Marshalltown High School, he attended Iowa State University where he received Bachelor of Science and Master of Science Degrees in Economics focusing on Agricultural and Financial Economics.

After completing graduate school at Iowa State University, Mr. Barr began his career at John Deere Financial in Johnston, Iowa, where he worked as a credit risk analyst developing statistical and economic models predicting customer behavior and customer default probability.

After about two years with JD Financial, Barrett moved to the Agriculture and Turf division of John Deere in Kansas City, where he became an economist. As the economist responsible for the US and Canada, Mr. Barr works on projects related to the North American and global agricultural economy.

His research focuses on how economic scenarios and public policies impact Deere and Company and provides forecasts of farm financial information, such as farm income and profitability, which is critical to Deere and Company's equipment demand. With this in-depth knowledge of the agricultural economy Mr. Barr also



Mr. Barrett Barr

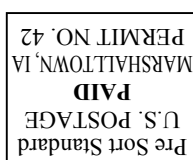
2011 Rural-Urban Dinner keynote speaker

forecasts equipment sales for Deere giving factories lead time for production scheduling.

Mr. Barr currently lives with his wife, Kanlaya, in Olathe, Kansas.

The dinner will begin at 5:30 p.m. with a social hour. The meal will consist of steaks, cooked by the Marshall County Cattlemen's Association and sides from Smokin' G's BBQ Catering Service.

Chamber members can reserve a spot by calling the Chamber office 641-753-6645. Rotary and Farm Bureau members should RSVP through their respective organizations.



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ADDRESS SERVICE REQUESTED

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

MEMBER SPOTLIGHT

Big Brothers Big Sisters

Big Brothers Big Sisters (BBBS) originated in Marshall County in 1972 when a group of concerned citizens recognized some young people in the community needed a one-to-one, man-to-boy relationship. Big Brothers was founded to serve that purpose. In 1973, Big Brothers began to receive United Way funding. Big Sisters began in 1975, and Big Brothers Big Sisters was then united into one corporation.

BBBS has a Board of Directors made up of volunteers from the community. The Board determines policy and plans activities and fundraisers related to the organization. Some Board members are also Big Brothers and Big Sisters, but this is not required.

Heart of Iowa Big Brothers Big Sisters has 6 employees who work to provide one-on-one school and community-based mentoring for students. The staff recruit volunteers to serve as mentors.

"Being a volunteer mentor with our organization takes only an hour or 2 a week," said Director Melanie Beath. "The rewards and benefits are far reaching and continual."

Beath and other staff members are very connected in the Marshalltown community, including participation in various coalitions, active members of the Community Y, local churches, as well as being a member of United Way and the Chamber.

When asked why Heart of Iowa Big Brother Big Sisters maintains its membership in and supports the work of the Marshalltown Area Chamber of Commerce, Beath replied, "It is important to be connected to the community and other business partners. [The Chamber] is a valuable resource for sharing information and finding out about new opportunities and potential partners, as well as having a good resource for additional volunteers. Finally, it helps us our message of hope and help with the community."

There are a variety of ways people can get involved and connected with Big Brothers Big Sisters. They are always in need of volunteer mentors. There are 3 programs available for interested applicants: community-based, school-based and Y-mentoring. If you are interested or would like more information, contact their office at 641-753-6370 or email bbbsoffice@gmail.com.

Additionally, BBBS is looking for interested community members to serve on our Board of Directors.

Last, their annual Bowl For Kids Sake Fundraiser is coming up in March 2012. Save the Date and think about getting some family, friends and/or coworkers together to make a team for some great bowling fun that helps BBBS match local children with a Mentor.

The next Bowl for Kids Sake event is Saturday, March 3 or 10, 2012. Watch for more details and sign up information, or contact Big Brothers Big Sisters at 641-753-6370 if you are interested in being a Sponsor of this event.



Correction

In the August issue of the Chamber Digest, the Member Spotlight article about the Marshalltown Development Foundation incorrectly credited the community of Grinnell with being a model for the Marshalltown mural. The correct community was Newton. We apologize for this misprint.

www.marshalltown.org Statistics

	Jul 11	Avg/Month	YTD Total
Unique Visitors	2,063	2,032	14,227
Number of Visits	3,380	3,134	21,939
Page Views	10,852	9,395	65,768
Hits	81,529	83,889	587,225

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.

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P.O. Box 1000
Marshalltown, IA 50158
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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.

MEDIC
Chair: Doug Gervich



Board of Directors

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Steve Soddors
City Administrator
Randy Wetmore

Thank You

Reinvesting Members

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



Adland Engraving	23
Alliant Energy, Interstate Power	42
Animal Medical Clinic, P.C.	24
Area Education Agency 267	24
Best Western Regency Inn	36
Bjelland Plumbing, Inc.	17
Bolar, Bettie	1
Casey's General Stores	20
Central Iowa Art Association	10
Central Iowa Family Planning	2
Denny's Hometown TV	22
Embers Retirement Community	19
Fisher Division of Emerson	94
Hahn Roofing	11
Hay Construction Services, Inc	15
Hy-Vee Drugstore	41
Image Maker Marketing	4
Iowa Home Care	2
Iowa Valley Comm. College Dist.	20
Iowa Valley Continuing Education	19
Iowa Veterans Home	23
KCRM Radio 96.7 FM	7
Life Serve Blood Center	11
Martin Marietta Aggregates	34
Mitchell Family Funeral Services	7
Proshield Fire Protection	5
Rainbow Car Wash, Inc.	25
Riverside Cemetery	17
Smokin' G's BBQ Catering	3
Sports Page Sporting Goods	21
Stalzer's Furniture	13
Superior Welding Supply Co.	3

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Business After Hours

September 22, 2011

5:00 - 7:00 p.m.

Meskwaki Bingo-Casino-Hotel
in conjunction with the Tama/
Toledo and Grinnell Chambers
1504 305th Street
Tama, IA

October 2011

5:00 - 7:00 p.m.

Business-to-Business Showcase
Key Sponsor: Hy-Vee
Fisher Community Center
709 South Center Street

November 17, 2011

5:00 - 7:00 p.m.

Grandview Heights
910 East Olive Street

December 2011

Date TBD

US Bank

123 West Main Street

**Book your 2012 Business After
Hours event now!**

Contact Lynn

**Olberding at the Chamber
office for details and to schedule
a Business After Hours event.**

**Don't forget to purchase
Area Dollars for your
friends, family and
coworkers!**

**They are great gifts - always
the perfect fit!**



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.

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.

First Tax

Peggy Patterson, Owner
7 Westwood Drive
Marshalltown, IA 50158

First Tax is a locally-owner income tax preparation company. Office hours are Tuesdays from 8:30 a.m. - Noon and by appointment.

The Chamber office will be closed Monday, September 5 in observance of Labor Day.

U.S. Cellular reveals more *Calling All Communities* enhancements

U.S. Cellular has announced exciting enhancements to its third annual \$1 million Calling All Communities campaign. In May, the company revealed that it was increasing the number of winners from 10 to 18 schools in the community-driven campaign that awards thousands of dollars to schools to enhance learning opportunities for students across the country.

Now, U.S. Cellular has announced that the school garnering the most votes will receive \$150,000. The next 17 runners up will receive \$50,000 each. Schools won't be the only winners in this year's campaign. Residents supporting Iowa schools will have more opportunities to vote and enjoy some cool rewards.

Between September 9 and October 6, anyone 18 years or older can visit a U.S. Cellular store and ask an associate for a code to vote for their favorite school at uscellular.com. Each online voting code gives people the opportunity to vote once daily until the campaign ends. The voting cards will feature a peel-off that gives thousands of lucky supporters a chance to cast two votes a day or be one of 18 people to win one year of free U.S. Cellular wireless service. In addition, 2,000 randomly-selected voters will be awarded \$25 U.S. Cellular debit cards simply for supporting their schools. "We wanted to reward more schools with much-needed funds and the people who work so hard to support them," said Don Cochran, director of sales for U.S. Cellular in Iowa. "Each year, we're amazed at the power of a few determined individuals who get the ball rolling in their community and the creativity of large and small schools across the country as they rally to win."

Public and private schools, kindergarten through high school, are eligible to win a share of \$1 million that can be used any way the schools see fit. Past champions have said that while the money was an educational boon for the schools, the campaign to win stimulated an equally rewarding

and lasting sense of community.

U.S. Cellular has awarded \$100,000 to a pair of Iowa schools. Last year, Central Lutheran School in Newhall spent most of its \$100,000 prize on a new gymnasium and kitchen remodel. The school also devoted 10 percent of its award to mission projects. Each grade from preschool through eighth received \$1,000 to give to a person, organization or several individuals. Carroll Kuemper Catholic High School used the \$100,000 it won two years ago to establish an endowment fund for teachers' salary enhancements and invest in school-wide wireless connections and mobile computer labs.

No purchase is necessary, and you don't have to be a U.S. Cellular customer to vote. The winning schools will be announced in October and November. For more information about U.S. Cellular, its cutting-edge phone lineup, high-speed nationwide network and Calling All Communities, visit uscellular.com or U.S. Cellular's Facebook page.

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- Furnace Ducts
- Commercial
- Tama Co. – 484-5950

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BUSINESS NEWS

2012 Legislative Session Preview

While the 2012 Legislative session is still four months away, some significant issues are receiving early attention.

Economic Development Incentives – A revamp of the state’s economic development department was passed in the last days of the 2011 session, and Iowa Partnership for Economic Progress was formed. The incentives the department uses to attract and retain jobs also received considerable attention. Incentives did remain in the budget, but at reduced levels. Now that IPEP is in place, there is work being done in the interim to determine what Iowa’s incentive package should be to help meet the Governor’s 200,000 job creation goal.

Education – The Governor made it very clear during his election campaign that education reform would be a priority. The discussion centered on education reached a peak during the recent Education Summit. The Governor’s education team is working on the reform proposals that will be presented for legislative consideration. A draft of the education reform proposals will be presented later this fall so that the reforms can be ready for legislative consideration in January.

Transportation – A Citizen’s Advisory committee has been holding input meetings around Iowa during the summer. The goal is to put together a transportation infrastructure plan that would provide guidance to decision makers about how to improve and expand Iowa’s highway system. Discussions have included ways to increase funding for highways. At this point it is not clear whether the Legislature will be asked to increase the gas tax as one means of increasing revenues dedicated to road improvements.

Property Tax Reform – Commercial property tax relief and/or property tax reform was the topic of considerable discussion during most of the 2011 session. In the end, a compromise between the House plan and the Senate plan could not be reached and the issue stalled. The House, Senate and the Governor all have stated that this issue will be considered in the 2012 session. No new specific proposals have been presented at this point that might break the deadlock. All parties agree that property tax reform is needed, but as in the past, getting it done is proving to be very difficult.

Microsoft Office Training

Your Chamber is excited to offer a special training in Windows 7 and Microsoft Office, on Thursday, September 9 from 11:30 a.m. - 1:00 p.m. The Focus on Your Business Tips and Tricks session is a step-by-step demonstration designed to introduce small and home-based business owners to some useful features in Microsoft® products—in particular Microsoft Office and the Windows® 7 operating system—that can help them save time, easily connect with others, and enjoy peace of mind.

Cost is \$15 per person, which includes lunch. One copy of Microsoft Office 2010 and one copy of Windows® 7 will be given away to a lucky attendee!

Register by emailing lolberding@marshalltown.org or watch for online registration coming soon. Please register on or before Friday, September 2.

Multiple attendees from the same business or organization is allowed.

Save the date

The annual Fall Business-to-Business Showcase is coming in October!

The showcase, sponsored by Hy-Vee, will be held at the Fisher Community Center.

If your business would like to participate, please email lolberding@marshalltown.org or watch for more information coming soon!

www.everydaychampions.org

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

September 2011 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 Avenue
Main Street Farmers Market	Thursdays	Courthouse Square
Tubers Edge	Saturdays	River's Edge
"Popeye"	Sept 2-4	Orpheum Theater
Loose Neutral	Sept 4	John Ernest Vineyard
Labor Day	Sept 5	
Senior Dance	Sept 5	Senior Center
Nature Story Hour	Sept 7	Grimes Farm & Conservation
"The Dark Knight"	Sept 9-11	Orpheum Theater
5K Fun Run/Walk	Sept 11	Marshalltown Fire Dept.
Meal Packaging	Sept 11	First United Methodist
Ride for Recovery	Sept 11	Riverview Park
"Hold On"	Sept 11	John Ernest Vineyard
Anime Night	Sept 13	Public Library
Anna Wilson	Sept 16	MHS/Community Auditorium
"Hairspray"	Sept 16-18	Orpheum Theater
Pipe Organ Dedication	Sept 18	Hope United Methodist
WAGG	Sept 18	John Ernest Vineyard
Olde Tyme Hymn Sing	Sept 18	First Presbyterian
Nature Story Hour	Sept 21	Grimes Farm & Conservation
Oktemberfest	Sept 22-25	Main Street
"Roman Holiday"	Sept 23-25	Orpheum Theater
"Foxfire"	Sept 23-25	Orpheum Theater
Milk & Honey	Sept 25	John Ernest Vineyard
"Back to the Future"	Sept 30	Orpheum Theater
"Foxfire"	Sept 30	Orpheum Theater

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

Davis – Espenscheid exhibit at Iowa Meetings Marketplace

Deanna Davis, Best Western Regency Inn Sales Manager and Shannon Espenscheid, MCVB Director attended the first ever Iowa Meetings Marketplace on Tuesday, August 23 in Des Moines. The Iowa Tourism Office partnered with the Midwest Speakers Bureau, Inc. in opening the event to meeting facilities throughout Iowa.

Meeting planners will attend the 12th Annual Speaker's Showcase Tuesday morning. The showcase attracts nearly 75 meeting planners annually. The showcase portion draws in national keynote speakers, many who have earned their CSP's and CPAE's, meaning the speaker has a proven track record of delivering outstanding presentations.

Following the showcase meeting planners and representatives from meeting facilities will network over lunch. Immediately after lunch a trade show featuring Iowa meeting locations will be open to meeting planners.

Davis and Espenscheid plan to share with meeting planners the benefits of holding their meetings in Marshalltown.


"Marshalltown is an ideal location for meetings and conventions. Our convenient central location makes it a natural fit for meeting planners. We have state of the art facilities to meet every ones needs. The MCVB offers welcome receptions and a grant program to off set the cost of print materials and advertising," states Espenscheid.

If your group or organization is looking for a meeting location or you have questions regarding our welcome receptions or grant program please call the MCVB office at 641-753-6645.

September 2011 Meetings & Conventions

Group	Date	Location
IA 16" All Star Game	Sept 1	6th Street Softball Complex
IA Corvair Club	Sept 2-3	International Raceway
ASA National Slowpitch	Sept 2-5	6th Street Softball Complex
Luisa Rodeo	Sept 4	Fairgrounds
MHS Class of 1946	Sept 4	Best Western Regency Inn
Sheep Show	Sept 10-11	Fairgrounds
ZREP Institute	Sept 11-12	BWRI
IA Ranch Horse	Sept 17-18	Fairgrounds
ODS Examiner in Service	Sept 20-22	Best Western Regency Inn
MHS Class of 1951	Sept 23-24	Best Western Regency Inn
Shooters Horse Event	Sept 24-25	Fairgrounds
Travel IA Marketplace	Sept 29	MCC/IVCE
SIOP Teacher Training	Sept 28-30	IVCE
Travel IA Marketplace	Sept 29	MCC/IVCE
Iowa Notary Public Training	Sept 30	IVCE
Bead Bash	Sept 30-Oct 1	Best Western Regency Inn






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CONVENTION & VISITORS BUREAU

Mark your calendars for Oktoberfest

Iowa's Best Family Fall Festival will take place in downtown Marshalltown September 22 - 25. For four days Marshalltown will celebrate with kid's activities and fun run, crowning of Little Miss and Mr. Oktoberfest, spaghetti dinner, merchants and craft show, car show, food, carnival, 5K/10K walk/run and of course, the parade. You won't want to miss a minute of the fun. Below is a schedule for all four days – plan your time accordingly!

Thursday

5 - 6 pm	Little Miss & Mr Oktoberfest- Courthouse
5 pm	Carnival- 1st Ave.
5 - 7 pm	Kingdom Klowns-Courthouse
5 - 7 pm	Sidewalk Chalk-Main St.
5:30 - 7 pm	Big Wheel Races- Main St.
6 - 7:30 pm	Kids Fun Run- Main St.

Friday

4 - 11 pm	Carnival- 1st Ave.
5 - 7 pm	Spaghetti Dinner- Coliseum
5 - 8 pm	Merchants & Craft Show- Coliseum
5 - 9 pm	Food Vendors- Courthouse
5 - 9 pm	Classic Car Show- Main St.
6:30 pm	Harlem String Quartet – Public Library
8 pm	Live Band "The Return" – Beatles Tribute Band

Saturday

7 - 11 am	Chris Cakes Pancake Breakfast - Coliseum
8 am	10K Run & 5K Walk/Jog
8 am - 4pm	Merchant & Craft Show- Coliseum
9 am - 8 pm	Food Vendors- Courthouse
10 am	Oktoberfest Grand Parade
10 am – 11 pm	Carnival- 1st Ave.
Noon	National Guard Welcome Home – Main Street
Noon - 4 pm	Fire Bus
Noon	Shaw Tae-Kwondo- Main St.
Noon	ARL Maurice's Fashion Show
12:30 - 4:30pm	Children's Activities Courthouse Lawn
1 - 4 pm	Marching Band Competition - MHS Football Field
1 pm	Marshalltown Area Tumblers - Main St.
1 pm	Organized Religion - On Stage
1:30 - 3:30pm	Kingdom Klowns LuLu & Leroy - Courthouse
2 pm	Tiger Tae Kwondo - Main St.
2 pm	Collins Tae-Kwondo - Coliseum
2 - 5 pm	Prairie Heritage Days - Grimes Farm
3 pm	Moon Chaplain and the Magic Men
7 - 8 pm	Dance CPR Band - Coliseum
8 pm–Midnight	Dance Loose Neutral - Coliseum

Sunday

8 am - Noon	Pancake Breakfast All You Can Eat
Noon - 5 pm	Food Vendors - Courthouse
Noon - 5pm	Carnival- 1st Ave.
1 pm	Motorcycle Show & Rodeo - Main St.
1 pm	BBQ & Chili Cookoff Judging - Center Street
2 pm	BBQ & Chili Public Sampling – Center Street

* Schedule of events subject to change

Specific details for each event can be found on the Oktoberfest website at www.oktoberfest.com.

<p>Phone: 641-753-6645</p> <p>Email: cvb@marshalltown.org</p> <p>Website: www.visitmarshalltown.com</p>	
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	<p>“When Success and Experience Count... Put the Best to Work For You!”</p>
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AMBASSADORS VISITS



The Chamber Ambassadors visited Gary Gimbel, owner of Taco Johns (907 South Center Street), on August 9 for a courtesy call. The business has been a Chamber member since 1976.



Bev Espenscheid holds the scissors to celebrate a ribbon cutting at the new MetLife Home Loans office location at 901 South Center Street, Suite 4, with the Chamber Ambassadors on August 8.

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

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

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?

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Kileen D. Rezac, CFP
Branch Office Manager
25 S. Center St.
Marshalltown, IA 50158
641-752-2041
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Investment advisory services offered through Kileen D. Rezac, RIA, a registered investment advisor, not affiliated with SagePoint Financial, Inc.

Chamber Ambassadors Roster

Doug Beals
Kendra Bueghly
Deanna Davis
Dennis Grabenbauer
Pat Gulbranson
Joe Hannam
Denny Hass
Terry Kluck
Joe Leonard
Dan Moellers
Kris Naughton
Mark Osmundson
Jon Pierce
Reed Riskedahl
Mary Rund
Gary Schaudt
Roger Schoell
Andy Schwandt
Mark Stenson
Kevin Vaughn
Tom Wahl
Andrea Warren
Bruce Wirin

Moore Law Firm
Farm Credit Services of America
Best Western Regency Inn
Image Maker Marketing
Iowa Wholesale Supply/Bath & Kitchen
Packaging Corporation of America
Denny's Hometown TV & Appliance
Zeno's Pizza
Fareway Stores, Inc.
Jiffy Convenience Store
ServiceMaster of Marshalltown
KDAO AM/FM/TV
United Bank & Trust NA
Five Star Real Estate Group

Great Western Financial Services
Grimes, Buck, Schoell, Beach & Hitchins
Mediacom/OnMedia
McGregors Furniture
Sign Creations/Vaughn's Pub
McAtee Tire Sales & Service Center, Inc.
Wells Fargo Bank Iowa, N.A.
Edward Jones Investments

BUSINESS NEWS

Chamber Ambassadors Golf Outing: August 18, 2011



(Above) Champions: Mike Miller, Nick Loney, Ryan Boswell and Ray Swartz

(Above):
Grandview Heights
welcomes golfers to
the #11 tee box.



ECONOMIC DEVELOPMENT

Economic Statistics

June	2011	2010
Employment – Marshall County		
Labor force	20,400	20,410
Unemployed	1,410	1,490
Percent unemployed	6.9	7.3
Total employment	19,000	18,930
Marshalltown Construction		
Building permits	13	23
Residential dwelling units	3	1
New residential construction	\$1,015,000	\$179,000
Residential addition/remodeling	\$38,000	\$134,000
New commercial/industrial permits	0	3
New commercial/industrial	\$0	\$15,650,000
Remodeling commercial/industrial	\$122,000	\$243,000
Marshall County Construction		
Building permits	0	8
New Residential Dwelling Units	0	4
New Residential Construction	\$0	\$758,000
Residential addition/remodeling	\$0	\$48,500
New commercial/industrial permits	0	0
New commercial/industrial	\$0	\$0
Housing		
Single family home sales	46	59
Average sale price	\$91,079	\$105,949
Median sale price	\$83,250	\$92,000

Economic Development 101

The goal of economic development activities is to improve the economic quality of life for residents and the success of businesses. In order to achieve this, community and government leaders must establish policies and leadership that encourage a climate conducive to economic growth.

Communities that desire to improve their local economies have created economic development organizations. These organizations implement three basic programs: 1) an existing business and industry program designed to retain and cause the expansion of primary employers in the area, 2) a recruitment program to attract new companies to the area, and 3) a start-up program which encourages the formation of new contributory business from within the area.

For more information, contact MEDIC at 641-753-6645 or visit www.marshalltownworks.com.



For additional economic development information, please visit
www.marshalltownworks.com.
It is a great resource for current demographic information about Marshalltown, Marshall County and the state of Iowa.

Brownfields Tax Incentive Program

In 1997 the U. S. Environmental Protection Agency (EPA) enacted the Brownfields Tax Incentive program that encourages the cleanup and reuse of brownfields. Originally signed into law as part of the Tax Relief Act of August 1997, and codified into section 198 (a) of the Internal Revenue Code, the Brownfields Tax Incentive is intended to spur cleanup and revitalization of brown field properties. EPA defines “brownfields” as real property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant. These properties may be large or small; urban or rural; former factories or warehouses that have been left idle due to concerns about cleanup costs and legal liabilities.

The BTI is not a tax credit, but reduces a participant’s tax burden indirectly by lowering the taxable income. The incentive does this by allowing cleanup costs to be claimed as current expense rather than capitalizing them as long-term assets. This allows for companies to reduce current income, giving tax savings now rather than later by being spread over a period of years.

Recently the program was extended and has an expiration date of December 31, 2011. Amendments in December 2006 expanded the scope of allowable deductible expenses to include petroleum products such as crude oil, crude oil condensates and natural gasoline.

Redevelopment can lead to a wide variety of public benefits, including reduced blight, new jobs, lower crime rate and higher tax revenues. Private sector companies have also seen the advantage of brownfields redevelopment. Many of these sites are located in areas with existing infrastructure, transportation and markets. Putting the property back to work makes sense.

There are programs in existence that address a multitude of brownfields issues, including expanding access to capital, small business technical assistance and workforce training and hiring incentives. For assistance in navigating through program requirements, contact the MEDIC office at 641-753-6645.

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BUSINESS NEWS

Dream Big, Grow Here

Attention entrepreneurs and small business owners! Are you aware of the “Dream Big, Grow Here” contest for small businesses in Iowa,?

Applicants can submit a video or email about their business and share their dreams for how they would like to grow their Iowa company and what it means to them to be in business in Iowa. The winning entrepreneur in each of the contests will receive \$5,000 for their business, with Regional winners eligible to compete for the grand prize of \$10,000 against the other regional winners.

Small businesses in the counties of Story, Marshall, Tama, Poweshiek, Jasper, Marion and Mahaska can submit an entry until August 29, 2011 in the Innovation Gateway Contest.

Visit the “Dream Big Grow Here” website to vote on the ideas you like the best. Voting will take place beginning on September 6 and end on September 15.

More information can be found at www.dreambiggrowhere.com



Have you visited the Chamber website lately?
Go online to www.marshalltown.org for the online directory, Chamber news and upcoming events.

Chamber seeking volunteers

As part of the Chamber’s strategic plan, many new volunteer opportunities are available for any individual Chamber member or employee of a Chamber member business. If you or someone you know would be interested in volunteering on one of the following committee, please contact the Lynn Olberding (lolberding@marshalltown.org) at the Chamber office:

Des Moines Summit & Legislative Day Task Force
Home & Business Expo Task Force
Keep Marshalltown Beautiful Task Force
Membership Committee

Have you considered hosting a Business After Hours event? It’s a great way to get Chamber members into your business and showcase what you do! 2012 dates available!

MYP to offer Leadership Trifecta

As leaders we need to understand that leadership is not developed in a day—it is developed daily. Also, we know that leadership is not a formula—it is something that each of us develops and improves. The Marshalltown Young Professionals want to provide a foundation for your leadership journey and are excited to announce a partnership with ATW Training & Consulting, Inc. to provide the Leadership Trifecta.

ATW will provide three one-hour sessions focused on three of the most respected leadership programs in the world.

Session 1: In session one, participants will be introduced to John Maxwell’s Five Levels of Leadership.

Session 2: One of the most widely used leadership development programs in the world, Situational Leadership by Dr. Ken Blanchard will be the focus of the second session.

Session 3: In the third session ATW will share the key principles for Jim Collin’s book Good to Great.

Session 1 will be held on Wednesday, September 14 from 11:30 a.m. - 1:00 p.m. at the Fisher Community Center.

This training is open to all MYP members, Chamber members and the public. MYP members will pay just \$10. All other attendees will pay \$20. Cost includes lunch.

ATW is an international training company out of Des Moines that works with organizations throughout the world to unleash human potential. ATW sessions are thought provoking, interactive and application based.

To RSVP, please email info@marshalltownyp.com. Payment can be made in advance or at the door. Must pre-register to attend.

For more information on the Marshalltown Young Professionals, please visit www.marshalltownyp.com.



**The Chamber,
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Upcoming MYP Events

August

31 MYP Exec Committee 8:00 am

September

9 Family Picnic: Iowa vs. Iowa State 5:30 pm

14 MYP Lunch & Learn: John Maxwell's 5
Levels of Leadership 11:30 am

October

14 MYP Lunch & Learn: State Auditor Noon

18 MYP After Hours 4:00 pm

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 \$35!

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

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



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Calling all volunteers!

The Social/Professional Development and YPConnect committees are looking for volunteers to help plan MYP events and recruit new people to the organization.

If you are interested in getting more involved in MYP, please email
info@marshalltownyp.com

BUSINESS NEWS

19th Annual Educator Appreciation Breakfast

The Chamber hosted the 19th Annual Educator Appreciation Breakfast on Tuesday, August 16, welcoming educators, administrators and support staff to the 2011/2012 school year. Thank you to Independent Insurance Services (Key Sponsor) and all of the businesses who helped sponsor this event.



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