

# Chamber Digest

October 2011

Volume 29 Issue 5



## Upcoming Events

- October 7:** Washington DC Summit Planning Meeting, 9:00 a.m., Fisher Comm. Cnt
- October 26:** "A Passion for Service" workshop, 8:30 - 11:30 a.m. or 1:00 - 4:00 p.m., Best Western Regency Inn
- October 26:** Business-to-Business Showcase, presented by Hy-Vee, 5:00 - 7:00 p.m. Fisher Comm. Cnt Auditorium

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## Chamber to present "A Passion for Service" workshop

Bill Drury is a man with a passion. He is on a mission to help businesses create lifetime loyal customers. On Wednesday, October 26, he will present an action-packed 1/2 day workshop with proven strategies and techniques to help everyone in your company win customers and reduce lost sales. The workshops will be held at the Best Western Regency Inn.

### Some disturbing service facts:

- FACT: 96% of unhappy customers never complain about discourtesy, but 91% of them will not buy again from a business that offended them.
- FACT: Customers who encounter poor service tell an average of 11 people about their bad experience.
- FACT: 68% of customers who stop doing business with a company do so because of perceived indifference -- nobody cares.
- FACT: Courting new business can cost up to five times more than strengthening relationships with current clients.

On Wednesday, October 26, there will be a morning and afternoon presentation of the seminar (both sessions identical), allowing employers to send half their people in the morning and half in the afternoon. The morning session will run from 8:30 - 11:30 a.m., with lunch from 11:30 a.m. - 1:00 p.m. The afternoon session will run from 1:00 - 4:00 p.m. with lunch included from 11:30 a.m. - 1:00 p.m. at the Best Western Regency Inn.

Your investment is only \$80 if you register by October 14. It's just \$75 for each additional person from your organization you send. Late registrations (after October 14) are \$100 for the first



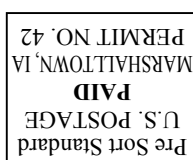
**Bill Drury**

"A Passion for Service" workshop presenter

employee, \$90 for each additional employee. No refunds will be made after October 19. Please note, if minimum attendance is not met for one of the sessions, the attendance will be combined into a single presentation.

Zig Ziglar, America's number one motivator says: "...Bill has conducted over three hundred workshops for the Zig Ziglar Corporation -- we always got good reviews. He knows what he is talking about. He has an excellent style of delivery. Your people and your company will be better off after hearing Bill Drury."

Register by October 14 for the best rate: [www.marshalltown.org/chamber/events.php](http://www.marshalltown.org/chamber/events.php).



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

# MEMBER SPOTLIGHT

## Your business could be here!

Each month a different Chamber member business or organization is featured here in the Member Spotlight. This is a great way to promote your business/organization! If you would like your business/organization featured as a Member Spotlight, please contact Lynn Olberding at the Chamber office at 641-753-6645 or lolberding@marshalltown.org.

## Healthiest State Initiative

On October 7, the Chamber, Marshalltown Community Y, Hy-Vee, Fareway and Emerson/Fisher Controls will participate in the kick-off of the Healthiest State Initiative. The initiative encourages Iowans to get involved by walking one kilometer together as a state. Wherever you are – work, school, home, church – take a few minutes out of your day and meet at one of these locations over your noon hour to go on a quick walk with friends, family, neighbors or co-workers. Start your walk at noon at the Chamber, Hy-Vee, Fareway or Emerson/Fisher Controls (Center Street). Everyone will walk to the Community Y for a short presentation about the Healthiest State Initiative, enjoy fruit and water and then walk back to their starting point. It is important that participants sign up online for this event and show their support for Marshalltown. Go to the Healthiest State Initiative website to pledge your support and find a walk: [www.iowahealthieststate.com](http://www.iowahealthieststate.com).



## 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.

### **Pella Art & Graphics, Inc.**

Curtis Baugh  
604 Liberty Suite, #227  
Pella, IA 50219  
641-620-0133

*Pella Art & Graphics has been a leader in the print and web design industry for 13 years. Their designers are idea people and very dedicated to creating original and graphically pleasing images for customers, while preserving their branding identity. Their commitment is to offer services which enable customers to successfully market their businesses and increase sales.*

### **Heartland Technology Solutions**

Joddey Hicks, Sales Manager  
Cindy Schwickerath, Account Manager  
1920 Philadelphia, #104  
Ames, IA 50010  
515-233-4807

*HTS has been providing business technology solutions to clients throughout the Midwest for over 25 years. With a regionally based staff, over 40 industry certified engineers and experienced business consultants, they are more than a technology provider. . . they are 'Trusted Advisors for "everything IT".'*

## Congratulations!

In the recent listing of "Iowa's Top Workplaces" by the Des Moines Register, RACOM and Iowa Valley Community College District were recognized. We join with the Des Moines Register in recognizing both organizations, and thank them for being great employers!

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

# LEADERSHIP

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Marshalltown, IA 50158  
Phone: 641-753-6645  
Fax: 641-752-8373  
Email:  
info@marshalltown.org

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## Ex-Officio

State Representative  
**Mark Smith**  
State Senator  
**Steve Soddors**  
City Administrator  
**Randy Wetmore**

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.

## Thank You Reinvesting Members

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



Bickford	14
Coldwell Banker Premier	34
Egleston Electric	46
Manpower	26
US Bank	47

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## Business After Hours

**October 26, 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

**January 2012**

Available for sponsorship

**February 15, 2012**

5:00 - 7:00 p.m.

Taste of Marshalltown  
Fisher Community Center  
709 South Center 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](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.

## Senior Tour offered

October 12 marks the date for the first Senior Tour to be offered in Marshalltown. The tour will allow those seniors or others who are interested, to take a closer look at long term living options in Marshalltown. 8 residences will be open on the 12th from 10 until 3 and all would welcome guests during those hours. Almost Like Home, Bickford Cottage, and Greenwood, all Assisted Living options will be open. All three nursing facilities, Grandview, Southridge and Villa Del Sol will also be open for tours. In addition, The Embers and Village Cooperative, Independent Living options will open their doors to the public. Tours of each residence will be available as well as the opportunity to speak with vendors who offer a variety of services with the senior population in mind such as home health assistance, hospice, long term care insurance, and medical equipment providers. Seniors may drive to any of the residences or they may get on the bus at any one of the residences, the Senior Center, or the northwest corner of Marshall Town Center and take advantage of free bus transportation to the buildings. Regardless of where the bus is boarded, the bus will stop at all locations and the rider can determine when and where to get off. Door prizes, food, education and entertainment will also be offered. Flu injections will be offered at The Embers throughout the day.

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**the  
Chamber**  
Marshalltown, Iowa

## A Thank You from New York

The Chamber received the following letter on September 15, 2011:

*My husband and I live in the Incorporated Village of Lindenhurst, located on Long Island, New York. We had the misfortune of losing our electric power during Hurricane Irene. We were up to day six with no power, when the welcome sight of your town's trucks and workers came down our street and to our rescue. Evidently, our damage was to the high voltage wires and required specific expertise for this repair. The three gentlemen who completed our repair were thorough, efficient and extremely polite. We are sure it was not a comfortable trip for these men to make, but we just wanted to extend our appreciation and gratitude for a job well done by your team. Thank you for your assistance in our time of need. This is the kind of solidarity our country was built on, and we are glad that it still remains.*

*Valerie and George Oates, Lindenhurst New York*

## Jaycees celebrate 80 years

The Marshalltown Jaycees celebrated 80 Years of Awesome with a banquet on August 27th at the Regency. In 1931 the local Jaycees chapter incorporated and began serving Marshalltown while developing future leaders. Originally a men's organization several years later the women formed the Jaycettes and eventually the two groups combined. Former Jaycees Presidents held a board position with the Chamber as a representative of the young leaders in the community. Today the chapter organizes and participates a variety of community projects ranging from the Easter Egg Hunt to the Haunted Forest. The President's plaque will be displayed at the Fisher Community Center for community members to view the names of all the past Jaycees Presidents. Present at the celebration were four past presidents and the current Jaycees president Josh Lanfier. Past presidents pictured include Seth Martens - 2010, Carrie Noe - 2000, B.O. Bryngelson - 1962 and Michelle Spohnheimer - 2008. In addition to celebrating 80 years of Jaycees history Michelle Spohnheimer was awarded an Iowa Jaycees Governor Award for her work with the local chapter.



# BUSINESS NEWS



(Pictured above): Nearly 200 Rotarians, Farm Bureau members, Chamber members, local farmers and business leaders gathered for the annual Rural-Urban dinner at Consumers Energy on August 30. Barret Barr, a Marshalltown native who now works as an economist for John Deere in Kansas City was the keynote speaker.

The dinner featured steaks cooked by the Marshall County Cattlemen's Association and sides from Smokin' G's BBQ Catering Service.

The event is held every year as a partnership with the Chamber, Marshalltown Rotary Club and Marshall County Farm Bureau.

## www.marshalltown.org Statistics

	Aug 11	Avg/Month	YTD Total
Unique Visitors	1,927	2,019	16,154
Number of Visits	3,276	3,152	25,215
Page Views	11,699	9,683	77,467
Hits	83,562	83,848	670,787

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.

**Sign up to participate in the October 26 Business-to-Business Showcase, presented by Hy-Vee Food Store.**

## 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**

**800-369-1588**



# CONVENTION & VISITORS BUREAU

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

## October 2011 Calendar of Events

Event	Date	Location
Health Forum	Mondays	Community Y
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Farmer's Market	Wed/Sat	108 North 2nd Avenue
Kids Open Art Studio	Oct 1	Central IA Art Association
"Back to the Future"	Oct 1-2	Orpheum Theater
Foxfire	Oct 1-2	Orpheum Theater
Dogs on Skis	Oct 2	John Ernest Vineyard
Senior Dance	Oct 3	Senior Center
Nature Story Hour	Oct 5	Grimes Farm & Conservation
Art Walk	Oct 6	Main Street
Star Gazing	Oct 7	Green Castle Recreational
Artist Reception	Oct 7	Fisher Community Center
Reader's Theater	Oct 7	Martha Ellen Tye Playhouse
Foxfire	Oct 7-9	Orpheum Theater
Uncle Ikes	Oct 8	Grimes Farm & Conservation
Kids Open Art Studio	Oct 8	Central IA Art Association
Arts Concert	Oct 8	Hope United Methodist
Power of the Purse	Oct 12	Elmwood Country Club
Crop Hunger Walk	Oct 16	St. Mary's Playground
The Water Coolers	Oct 16	MHS/Community Auditorium
Nature Story Hour	Oct 19	Grimes Farm & Conservation
Marshalltown History	Oct 20	Historical Museum
The Diary of Anne Frank	Oct 21-23	Martha Ellen Tye Playhouse
Kids Open Art Studio	Oct 22	Central IA Art Association
Soup Luncheon	Oct 23	Fisher Community Center
Salad Luncheon	Oct 28-29	Binford House
The Diary of Anne Frank	Oct 28-29	Martha Ellen Tye Playhouse
Pancake Day	Oct 29	Veterans Coliseum
Halloween -Trick or Treat	Oct 31	Marshalltown City Limits

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

## October 2011 Meetings & Conventions

Group	Date	Location
TOPS Convention	Oct 1	Fisher Community Center
District Meeting	Oct 1	Binford House
USBC State Bowling	Oct 1-2	BWRI/ Totem Bowl
Teacher Intern License	Oct 6	IA Valley Continuing Ed.
Pheasants Forever	Oct 8	Central IA Fairgrounds
ICN in TOTO State Conf.	Oct 13	IA Valley Continuing Ed.
3rd District Fall Conference	Oct 15	IA Veterans Home
United Methodist Women	Oct 28-30	IA Valley Continuing Ed.

## Art and Compassion Soup Lunch

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

The luncheon will be held on Sunday, October 23, from 11:30 p.m. to 1:30 p.m. in the Fisher Community Center Auditorium, 709 S. Center Street, Marshalltown. The event is co-sponsored by The House of Compassion and the Marshall County Arts & Culture Alliance. Tickets are available from board members of either organization for ten dollars each and will also be available at the door on the day of the event. Proceeds benefit both organizations.

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

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

The menu this year includes a variety of homemade soups, corn bread, pumpkin bars and beverage. All of the food is prepared by the experienced volunteers who oversee the soup kitchen at the House of Compassion for the daily evening meal served there.

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

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



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# CONVENTION & VISITORS BUREAU

## Art Walk '11

Main Street Art Walk '11 - an event connecting artists, businesses, musicians and entertainers - will be held Thursday, October 6 from 4:30-7:30 p.m. in downtown Marshalltown. The Art Walk kicks off Arts & Humanities Month, and is co-sponsored by the Marshall County Arts & Culture Alliance, the Central Iowa Art Association, and Main Street/Central Business District.

Initial commitments have been made from nearly 33 artists to partner with Main Street businesses and restaurants for this ever popular event. Those in attendance can browse through art ranging from pottery to paintings, jewelry to textiles and so much more.

In addition to artists, Main Street will be popping as various local entertainers set up to play through out the event. Attendees can enjoy everything from piano music played by local piano students and their teachers, to Frank Ocasio and his puppets, a barber shop quartet and The Prairie Creek String Band. Music on Main has generously donated the use of all of the pianos. These entertainers will be performing for free-will donations, or 'busking.' According to Mary Giese, Executive Director of the Marshall County Arts & Culture Alliance, "Having all these performers adds to the festive atmosphere of the event, and gives people a chance to reward the performers by putting money into their music cases or donation boxes."

For additional information, contact Paige Jensen at 641-751-6266 or [pjensen@jensenford.com](mailto:pjensen@jensenford.com).



(Pictured above): MCVB Director Shannon Espenscheid and Deanna Davis, Sales Manager for the Best Western Regency Inn participated in the Iowa Meetings Marketplace on August 23 in Des Moines. The Iowa Tourism Office partnered with the Midwest Speakers Bureau in opening the event to meeting facilities throughout Iowa. The showcase attracted nearly 75 meeting planners from across the state.



October 6th, 2011  
Downtown Marshalltown

*Art Walk '11*  
4:30 - 7:30pm

### Did you know?

The Appleberry Farm is open 9am - 6pm until October 31. In addition to apples, they have all sizes of pumpkins and many types of fall decorations and of course, caramel apples!

Phone:  
641-753-6645

Email:  
[cvb@marshalltown.org](mailto:cvb@marshalltown.org)

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# AMBASSADORS VISITS



The Chamber Ambassadors visited David Burrell and staff at Pinnacle Bank (2206 South Center Street) on August 23 for a courtesy call. The bank has been a Chamber member since 1995.



Dave Hillsabeck cuts the ribbon at Mama DiGrado's new location at 2500 South Center Street. The Chamber Ambassadors helped celebrate the business's recent move to Marshall Town Center.

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



The Chamber Ambassadors learned about the history of Wolfe Clinic (309 East Church Street) during a courtesy call on September 13.

## Wish you were here?

Your business could be featured on the Ambassadors Visits page in the Chamber Digest and online at [www.marshalltown.org](http://www.marshalltown.org). For more information on how to schedule a courtesy call, contact Lynn Olberding at 641-753-6645 or email [lolberding@marshalltown.org](mailto:lolberding@marshalltown.org).

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](mailto:lolberding@marshalltown.org).

**CPA**

**Roger F. Hackman,**

**CPA**

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# BUSINESS NEWS

## Microsoft Training

The Chamber partnered with Heartland Technology Solutions to offer a Microsoft Community Connections training on September 8. More than 30 people attended and learned about Windows 7 and Microsoft Office 2010.

This is the first in a series of technology-related trainings that will be offered by HTS and the Chamber over the next year. The next session will be Microsoft Excel: Tips and Tricks to help your everyday life. This training will be held Thursday, November 30 from 11:30 a.m. - 1:00 p.m.

If you would like to be notified about technology trainings, please contact Lynn Olberding at the Chamber office.



## School Board Forum

Six candidates for the Marshalltown School Board participated in the Chamber's School Board Forum on September 7. After the September 13 election results were tallied, Jason Jablonski will be filling the 2-year vacant seat. Kay Beach, John Johnson, Ann Paullus, and Sherm Welker will be starting their new terms, along with Jablonski on September 26.



## Business-Education Alliance

(Pictured below): Leadership from the Chamber, Marshalltown Community School District, Iowa Valley Community College District and local business community have recently formed the Marshalltown Business-Education Alliance. The Alliance met on September 16 for a planning session to set goals and a clear direction for the group. The Marshalltown Business-Education Alliance is a partnership between the Marshalltown Community School District, Iowa Valley Community College District and the local business community committed to drive the successful execution of plans, achieve measureable results, and be the education system of choice.



# ECONOMIC DEVELOPMENT

## Economic Statistics

July	2011	2010
Employment – Marshall County		
Labor force	20,280	20,370
Unemployed	1,340	1,770
Percent unemployed	6.6	7.1
Total employment	18,950	18,920
Marshalltown Construction		
Building permits	14	20
Residential dwelling units	1	3
New residential construction	\$183,000	\$26,000
Residential addition/remodeling	\$82,000	\$264,000
New commercial/industrial permits	0	1
New commercial/industrial	\$0	\$3,000
Remodeling commercial/industrial	\$642,000	\$1,090,000
Marshall County Construction		
Building permits	10	2
New Residential dwelling units	0	0
New Residential Construction	\$0	\$23,770
Residential addition/remodeling	\$0	\$0
New commercial/industrial permits	10	0
New commercial/industrial	\$33,560,000	\$0
Housing		
Single family home sales	29	34
Average sale price	\$93,190	\$116,560
Median sale price	\$85,000	\$109,950

## Microenterprise in Iowa

Carpenters, machine shop operators, seamstresses, accountants, computer repair -- these businesses may be relatively small, but they are making a very large difference when it comes to job creation and help for our nation's struggling economy. Many of these businesses can be called a "microenterprise."

The United States defines a microenterprise as a business with five or fewer employees, which requires \$35,000 or less in start-up capital, and which does not have access to the traditional commercial banking sector. For the majority of microenterprises, the owner is the sole operator and employee.

Structural unemployment, such as plant closings and corporate downsizing, has led many to create their own jobs. Microenterprise provides moderate and low-income individuals a viable alternative to minimum wage labor and public assistance.

Microenterprise employment represents 18.2% of all private employment in the United States and there are a total of 23,508,440 microenterprises in the entire U.S.\*

According to statistics for Iowa derived from the U.S. Census Bureau and U.S. Department of Commerce:

- There are a total of 232,325 microenterprises in Iowa.
  - Microenterprises provide employment for an estimated 308,168 people in Iowa.
  - Microenterprises account for 16.8% of all jobs in Iowa.
  - Marshall County has a total of 2,534 microenterprises and approximately 85% of all businesses in the county with employees are microenterprises.
- Federal Support for microenterprises comes from the Small Business Administration (SBA) through a Microloan Program that can provide funding for lending capital and grants for technical assistance to micro entrepreneurs. Iowans can contact the Iowa Foundation for Microenterprise and Community Vitality at [www.iowamicroloan.org](http://www.iowamicroloan.org).

\*Statistics derived from U.S. Census Bureau and U.S. Department of Commerce



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

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

# BUSINESS NEWS

## 2012 Washington DC Summit

The dates have been set for the 2012 Washington DC Summit. A group of local constituents will meet with elected officials, congressional staff members and outside resources from Tuesday, April 24 - Thursday, April 26. 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, October 7 at 9:00 a.m. at the Fisher Community Center. Summit planning meetings will take place the first Friday of the month October - March, with additional meetings scheduled as needed.

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## MYP to offer Leadership Trifecta

MYP hosted the first in a series of leadership trainings on September 14. 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 sessions focused on three of the most respected leadership programs in the world.

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 2 will be held on Thursday, November 17 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.

Even if you did not attend Session 1, covering John Maxwell's 5 Levels of Leadership, you can still attend either remaining session, or both.

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](mailto: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](http://www.marshalltownyp.com).

Marshalltown  
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## Upcoming MYP Events

### October

14	MYP Lunch & Learn: State Auditor <i>Marshalltown Public Library</i>	11:30 - 1:00
16	Water Coolers and Artist Receptions <i>Marshalltown Community Concert Series at the MHS/Community Auditorium</i>	2:00 pm
28	MYP After Hours <i>Tremont</i>	5:00 pm

### November

8	Networking Lunch <i>Mama DiGrado's</i>	Noon
17	Leadership Trifecta: Session 2 <i>Fisher Community Center</i>	11:30 - 1:00

### December

9	Lunch & Learn <i>Understanding Your Credit Score United Bank &amp; Trust</i>	11:30 - 1:00
TBD	Ugly Sweater contest	

*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



[www.marshalltownyp.com](http://www.marshalltownyp.com)  
[info@marshalltownyp.com](mailto:info@marshalltownyp.com)

# BUSINESS NEWS

## Annual Business-to-Business Showcase

Wednesday, October 26  
5:00 - 7:00 p.m.

Sponsor a table and promote your business for just \$50!



## Participating Businesses

**Community Foundation of Marshall County**

**Fauna Nord & Shari Upah: Coldwell Banker  
Premier Real Estate**

**McFarland Clinic**

**Scharnweber Water Conditioning**

**Key Sponsor: Hy-Vee**

Space is still available!

Contact Lynn Olberding at the Chamber Office to participate.



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