

Chamber Digest

November 2011

Volume 29 Issue 6



Upcoming Events

- November 1:** City Council Candidate Forum, 5:30 p.m., Fisher Community Center
November 4: DC Summit Planning Meeting, 9:00 a.m., Fisher Community Center
November 8: Election Day
November 17: Business After Hours, 5:00 - 7:00 p.m.; Grandview Heights
November 24 & 25: Chamber office closed

In This Issue

Member Spotlight

Page 2

Leadership / Reinvesting Members

Page 3

Faces & Places

Page 4

New Members

Page 4

Convention & Visitors Bureau Tourism News

Pages 6 & 7

Ribbon Cuttings

Page 8

MEDIC Economic Development News

Page 10

Business Directory

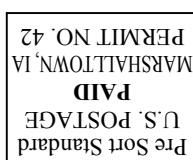
Pages 12 - 14

Marshalltown Young Professionals

Page 15

Business News

Page 16



Marshalltown's Commitment to Education

The Marshalltown Area Chamber of Commerce is taking an active role in the following education initiatives. Identified as one of the top priorities by the Chamber Board of Directors, Education will lead many of the Chamber's activities in the upcoming years as the community rallies to create a top-performing education system.

Marshalltown Education Partnership

The Marshalltown Education Partnership offers scholarship assistance to successful first generation Marshalltown High School (MHS) graduates for post-secondary study at Marshalltown Community College. Since the beginning of MEP in 2005, 73 students have fulfilled the "Commitment to Excellence" contract and have received MEP scholarship support to attend MCC. Over five years, the MCC/MEP partnership has invested \$180,000 in scholarship support for our kids. This investment is paying big dividends. To date 25 first generation students have graduated from MCC, with six now pursuing a bachelor's degree, and one student pursuing a master's degree.

With this demonstrated success, the MEP Board has set a fundraising goal of \$1 million which is estimated to carry the program through 2020. Due to the generous community investment by Martha-Ellen Tye Foundation, Emerson-Fisher, JBS, Lennox Industries, MMSC and others, over one-half of the goal has already been met – a tremendous endorsement of MEP and its potential community impact. The MEP endowment provides one-fourth of the tuition cost for *Story continues on page 11.*

Business-Education Alliance

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.

Several areas of priority have been identified by members of the Alliance, including assisting the school district in creating a positive learning environment, engaging business leaders in education on all levels, improving community perceptions and attitudes towards the educational system, and partnering on legislative advocacy.



Business-Education Alliance meeting.

Put label here
This direction

ADDRESS SERVICE REQUESTED

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

MEMBER SPOTLIGHT

Hampton Inn & Suites

In July 2009, the Hampton Inn and Suites opened their doors in Marshalltown and brought along with them the 100% Hampton Guarantee. For more than a decade, the Hampton Inn and Suites has inspired exceptional quality and service and promised that if guests are not 100% satisfied for any reason, they are not expected to pay.

When asked what the best part about conducting business Marshalltown was, General Manager, Liz Wilke responded, "We provide rooms for a lot of corporate visitors to Marshalltown and a lot of times we are their first impression of our great town. We are honored to help represent Marshalltown to those who visit here."



Wilke, who was named General Manager in August of 2011, and staff have taken an active role in the community by getting involved in the Marshalltown Area Chamber of Commerce and various community groups. Wilke currently sits as the Convention and Visitors Bureau Chair, serves on the Oktoberfest

Board of Directors and also sits on the Executive Board for the Marshalltown Young Professionals.

"It is important to support a town that has been so good to us. Local businesses should always do what we can to continue the growth of Marshalltown," said Wilke.

The Hampton Inn and Suites is dedicated to making their guests as comfortable as possible during their stay and do so by offering a vast array of amenities including complimentary breakfast, free high speed internet, a free onsite fitness center, and an indoor pool. The Hampton Inn and Suites also offers a conference room that can be used to host your next business meeting or special event.

If you are looking for affordable luxury with a guarantee you can count on, the Hampton Inn and Suites invites you to give them a try; they promise you will not be disappointed. The Hampton Inn and Suites is located at 20 Iowa Avenue West and reservations can be made by calling 641-753-6795.



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.

Next Generation

Connor Hunt
2500 South Center Street
Marshalltown, IA 50158
641-752-2911

Next Generation Wireless is a U.S. Cellular agent with 12 locations in Iowa and Illinois offering an array of cellular plans, telephones, and wireless accessories.

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

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

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

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

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

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

SagePoint 
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Member FINRA and SIPC

Securities offered through SagePoint Financial, Inc., a registered broker-dealer, member FINRA, SIPC. Investment advisory services offered through Kileen D. Rezac, RIA, a registered investment advisor, not affiliated with SagePoint Financial, Inc.

Kileen D. Rezac, CFP
Branch Office Manager
25 S. Center St.
Marshalltown, IA 50158
641-752-2041
800-369-1588



LEADERSHIP

Chamber
Chair: John Hughes



Board of Directors

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Chair Elect

Paul Beals
Chair Elect-Elect/V.C. -
Education

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Past Chair

Tom Campbell
Treasurer

Doug Gervich
MEDIC Chair

Abie Chadderdon
V.C. - Government Affairs

Jerry Major
V.C. - Quality of Life

Matt Pisney
V.C. - Membership Services

Alan Anselman

Joe Carter

Dennis Drager

Janelle Holmgren

Joan Jaimes

Angie Nelson

Susan Untiedt

Ex-Officio
Gene Beach, City of
Marshalltown

Brian Burnside, MMSC

Dr. Chris Duree, IVCCD

Dennis Grabenbauer,
Marshall County

Joyce Miller, MCVB

Dr. Marvin Wade,
MCSD

MCVB
Chair: Liz Wilke



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Vice Chair

Bob Wenner
Past Chair

Fauna Nord
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Deanna Davis

Pip Gordon

Al Hoop

Jennifer Howard

Dan Moellers

Gary Ross

Chad Weir

Staff

Ken Anderson
President

Lynn Olberding
Director of Membership &
Marketing

Nicole Hanger
Marketing Coordinator

Shannon Espenscheid
MCVB Director

Shauna Banks
Administrative Assistant

Tom Deimerly
MEDIC President

Kenn Vinson
MEDIC Business Manager

709 South Center Street
P.O. Box 1000
Marshalltown, IA 50158
Phone: 641-753-6645
Fax: 641-752-8373
Email:
info@marshalltown.org

MEDIC
Chair: Doug Gervich



Board of Directors

Sharon Greer
Vice Chair

Jim Lowrance
Treasurer

Paul Gregoire
Secretary

Don Turbiville
Past Chair

John Hughes
Chamber Chair

Alan Anselman

Brian Burnside

Bill Grabe

Denny Grabenbauer

Loras Neuroth

Mike Schlesinger

Kevin Swartz

David Vollmar

Ex-Officio
Mayor
Gene Beach
State Representative
Mark Smith
State Senator
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.



Applebee's	14
Boland Recreation	10
Child Abuse Prevention Services	1
Clapsaddle-Garber Associates	40
Comfort Inn	14
Comm. Foundation of Marshall Co	1
Elim Lutheran Church	3
Farmers Savings Bank	11
Five Star Real Estate Group	17
Hartwig Plumbing & Heating, Inc.	53
Haven	1
Hawkins Electrical Services LLC	3
Heartland Dental Professionals	10
Historical Society of Marshall Co	5
Horizons	3
Iowa Lumber	19
Isle of Green	17
J&M Roofing & Maintenance, Inc.	8
Jerry Johnson Pro Shop	19
John Ernest Vineyard & Winery	4
LeGrand Oil	20
Loney, Curtis	2
Mtown Central Business Dist.	24
Maxim Advertising	4
Morning Glory Bakery	2
Oktemberfest, Inc.	17
Premier Office Equipment, Inc.	10
Scharnweber Water Conditioning	32
Southridge Nursing & Rehab Cen	43
Subway	19
Temp Associates	13

Business After Hours

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

March 2012
Date TBD
Elmwood Country Club
1734 Country Club Lane

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.

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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.

MICA Head Start & Early Head Start Named Center of Excellence

Mid-Iowa Community Action, Inc. (MICA) is pleased to announce that the agency's Head Start and Early Head Start program is one of 10 programs nationwide to be named Centers of Excellence in Early Childhood this year by the Office of Head Start in the U.S. Department of Health and Human Services' Administration for Children and Families (ACF).

According to the ACF, "The Centers of Excellence represent the Head Start and Early Head Start programs that have long standing and consistent records of implementing exemplary services and demonstrating positive outcomes for children and families. To be designated, these agencies are also active partners with other early care and education providers, and collaborate with schools, child care, and other community organizations to deliver comprehensive services in their respective communities."

In addition to the aforementioned requirements, MICA also had to receive a letter of nomination from the governor as well as letters of support from community partners. MICA received these letters from LauraBelle Sherman-Proehl, Bureau Chief of the Early Childhood Services Bureau of the Iowa Department of Education; Carla Peterson, Iowa State University Human Development and Family Studies Professor and Associate Dean for Research and Graduate Education College of Human Sciences; Penny Lingle, Iowa Head Start Association President; and Thomas Rendon, Iowa Head Start State Collaboration Office Coordinator.

"We greatly appreciate this recognition and thank the communities we serve for making this possible," MICA Executive Director Arlene McAtee said.

MICA's Early Childhood Programs Director Kathie Readout said receiving this designation is a testament to MICA's ongoing commitment to finding the best ways to serve children, families, and communities.

KDAO to offer *Taste of Home* Cooking School

The Holidays are just around the corner. Impress your family and friends this holiday season with delicious recipes and ideas from the Taste of Home Cooking School in Marshalltown on Wednesday, November 16 at 7:00 p.m. The Taste of Home Cooking School will be held at the Marshalltown High School/Community Auditorium, 1602 S. 2nd Ave., Marshalltown. Doors open at 5:00 p.m. with a variety of local vendor booths to explore.

The Taste of Home Culinary Specialist, Karen Davis, begins a program of quick and easy holiday recipes and entertaining ideas at 7:00 p.m. There will be special door prizes and a gift bag for every attendee filled with free products, coupons and a Taste of Home cookbook. with recipes from the show.

Tickets are just \$12 in advance and are now on sale, at Iowa Valley Continuing Education, KDAO, and the Marshalltown Hy-Vee. The number of tickets is limited and will sell quickly, so people are advised to purchase tickets soon. If tickets remain, they will be \$15 at the door.

The Taste of Home Cooking School will be enjoyed by both experienced and novice cooks looking for new ideas for holiday menus and entertaining. To purchase tickets you may call IVCE at 641-752-4645 or 800-284-4823, or stop by the Marshalltown Hy-Vee or KDAO AM/FM/TV.



Listen weekly to **Chamber Chat**
Sunday Mornings

6:30 am on 99.5 KDAO FM

7:30 am on 1190 KDAO AM

Keep up with the latest Chamber, MCVB and MEDIC news.

BUSINESS NEWS

www.marshalltown.org Statistics

	Sep 11	Avg/Month	YTD Total
Unique Visitors	1,842	2,000	17,996
Number of Visits	3,198	3,157	28,413
Page Views	15,292	11,307	101,759
Hits	74,595	82,820	745,382

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.

City Council Candidate Forum

The City election is Tuesday, November 8, 2011. Three City Council seats are up for election – Andrea Maxwell in 2nd Ward; Al Hoop in 4th Ward; and one at-large seat currently held by Patrick Stansberry. Of the incumbents, only Al Hoop is running unopposed for reelection in 4th Ward. Maxwell and Stansberry are not seeking another term. The only other person to file election papers was Cindy Mayer in 2nd Ward, and she later reversed her decision to run, however, her name will appear on the ballot. In light of this very unusual situation of having no names on the ballot, several people have formally declared they are write-in candidates.

Four individuals – Tammy Lawson, Leon Lamer, Tim Bradbury and Dean Stucky – have declared interest in being elected as a write-in candidate for the at-large seat, and one individual – Joel Greer – has declared his intention to be a write-in candidate for 2nd Ward.

Your Chamber has sponsored a candidate forum during each election cycle, and this year is no different. The City Council candidate forum will be Tuesday, November 1 at 5:30 p.m. in the auditorium of the Fisher Community Center. KDAO will tape the forum for rebroadcast on its TV station prior to Election Day. In addition to Hoop, write-in candidates who have formally declared their intentions have been invited to participate. As of the Digest publication deadline Hoop, Lamer, Lawson, Stucky and Greer have accepted the invitation to participate in the forum.

The next City Council will be involved with some interesting and challenging decisions as the next City comprehensive plan is developed. Also, the Council has started implementing a plan to bond for the rebuilding of some major street projects, and have committed to putting more dollars into the ongoing maintenance of our street system.

The renewal of the local option sales tax which would extend the tax to 2025 is also on the November 8 ballot. The allocation of the LOT would remain the same as it has been since its initial approval. A further explanation of the LOT will be on the agenda for the November 1 forum.

"It is always important to hear from the candidates directly, and that is especially true given the unusual situation of having to elect two seats by the write-in option. We encourage everyone to attend the forum," stated Government Affairs Committee chair Reed Riskedahl.

Chamber to offer Microsoft Excel training

The Chamber, in partnership with Iowa Valley Continuing Education, will present a Microsoft Excel training with Kristen Monroe (Ultimate Web Design) on Wednesday, November 30 from 11:30 a.m. – 1:00 p.m. at the Fisher Community Center.

Monroe, who is a Microsoft Office User Specialist Master Trainer, will cover many topics for Microsoft Excel 2007 and 2010, including creating a workbook, functions and formulas, formatting, creating charts and shortcuts. She will also cover specific topics pre-requested by attendees. If you are not currently using Microsoft Office 2007 or 2010, you are still encouraged to attend and learn about many of the features available through Microsoft Excel, however specific shortcuts and tips will be focused on the Excel 2007 and 2010 versions.

Registration is \$30 per person which includes the 90-minute training, lunch, and a Microsoft Excel Ultimate Fast Source laminated guide. Chamber members can register by filling out the enclosed flyer in their Chamber Digest or going online: www.marshalltown.org/chamber/events.php. Please be specific when listing Excel topics you would like to learn more about so the training can be tailored to cover specific requests.



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Karri Henning, Broker/Owner
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Aimee Deimerly-Snyder ★ Martha Garcia
Janet Miller ★ G. Ward Miller
Jane Chizek ★ Melody Bennett
Phil Henning ★ Moises Garcia
Joan Johnson ★ Robin Runge
Connie Mogard ★ Courtney Watson ★ Reed Riskedahl

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

November 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
Downtown Tot Town	Tues, Th, Fri	Veterans Coliseum
Nature Story Hour	Nov 2	Grimes Farm Conservation
Brown Bag Bunch	Nov 3	Grimes Farm Conservation
Films	Nov 3	Public Library
Artist Reception	Nov 4	Fisher Community Center
Tables Design	Nov 4	Dejardin Hall
Reader's Theater	Nov 4	Martha Ellen Tye Theater
Holiday Simple	Nov 5	Dejardin Hall
Kids Open Art Studio	Nov 5	Central IA Art Association
Daylight Savings Time	Nov 6	
Bingo	Nov 10	Central IA Fairgrounds
Seberg Film Festival	Nov 10-13	Orpheum Theater
Veterans Day	Nov 11	
Gift Mart	Nov 11-12	Elmwood Country Club
Uncle Ikes	Nov 12	Grimes Farm Conservation
Kids Open Art Studio	Nov 12	Central IA Art Association
Carpe Diem String Quartet	Nov 14	MHS Auditorium
Reader's Social Hour	Nov 15	Public Library
Nature Story Hour	Nov 16	Grimes Farm Conservation
Taste of Home	Nov 16	MHS Auditorium
Native American Story	Nov 17	Historical Museum
Fall Festival Craft Show	Nov 19	Fisher Community Center
Holiday Stroll	Nov 19	Downtown Main Street
Thanksgiving	Nov 24	

Post your 2011 - 2012 events FREE on the MCVB self-posting calendar at www.visitmarshalltown.com

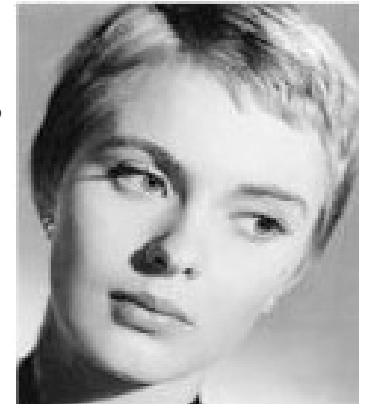
November 2011 Meetings & Conventions

Group	Date	Location
Girls High School Diving	Nov 4	Community Y
Iowa Honey Producers	Nov 4-5	Best Western Regency Inn
Girls H.S. Swimming	Nov 5	Community Y
Regents Collaborative	Nov 5	IA Valley Continuing Ed.
Iowa Humanities Board	Nov 11-12	IA Valley Continuing Ed.
ABATE of Iowa	Nov 11-13	Best Western Regency Inn
MAT Tumbling Judges	Nov 12	IA Valley Continuing Ed.
Iowa School Psychologists	Nov 18	IA Valley Continuing Ed.
Iowa Ranch Horse Assn.	Nov 19	Best Western Regency Inn

Jean Seberg Film Festival

The Jean Seberg International Film Festival is coming to the Orpheum Theater Center November 10 through 13. This unique festival is designed as a tribute to the woman who was born and raised in Marshalltown and went on to become an international film star.

Tickets can be purchased for any of the scheduled events by calling 641-844-5919, stopping at the Orpheum Center Theater Box Office or visiting www.OrpheumCenter.com.



The Jean Seberg International Film Festival Schedule

Thursday November 10

7:00pm - 7:15pm Red Carpet Event (Hosted by the Orpheum Theater Guild)

7:15pm - 7:30pm Opening Ceremony

7:30pm - 9:00pm Movie: Saint Joan

9:00pm - 10:00pm BlackBox After Party

Friday November 11

10:00am Exhibit Hall Opens

11:00am Movie Showing of Bonjour Tristesse

11:00am Bus Departure of Road Tour #1

2:00pm Movie Showing of Bonjour Tristesse

2:00pm Bus Departure of Road Tour #2

4:00pm - 5:30pm Symposium I (Jude Rawlins & David Hinton)

7:00pm Movie Showing of Paint Your Wagon

10:00pm Exhibit Hall Closes

Saturday November 12

10:00am Exhibit Hall Opens

11:00am Movie Showing of Breathless

11:00am Bus Departure of Road Tour #3

2:00pm Movie Showing of Breathless

2:00pm Bus Departure of Road Tour #4

4:00pm - 5:30pm Symposium II (Author Garry McGee with Film Makers Tammy and Kelly Rundle of FourthWall Films)

8:00pm Movie Showing of Lilith

10:00pm Exhibit Hall Closes

Sunday November 13

10:00am Exhibit Hall Opens

11:00am Movie Showing In The French Style

2:00pm - 2:15pm Closing Ceremony

2:15pm Movie Showing of Airport

5:00pm Exhibit Hall Closes



Go to www.visitmarshalltown.com for a list of upcoming events, dining and lodging options, attractions and more!

CONVENTION & VISITORS BUREAU

Boys State Swim Meet remains in Marshalltown



The Community Y of Marshalltown has been selected to host the Iowa High School Boys State Swim Meet for three more years. The new contract will run through 2015.

Todd Tharp, Iowa High School Athletic Association, called to say their Board of Control approved extending another 3-year contract for Marshalltown to be the host site for the Boys High School State Swim Meet! He said the Board approved staying in Marshalltown at the recommendation of their administration and their staff.

Congratulations Marshalltown, Community Y of Marshalltown and Tim Bell, MHS Athletic Director, for all of your hard work.



Marshalltown Community College and Iowa Valley Continuing Education were hosts for the 2011 Travel Iowa Marketplace. Over 60 exhibitors set up booths in the MCC Student Activity Center showcasing Iowa as a tour destination to group tour planners from throughout the Midwest on September 29.

Adopt-A-Veteran

The Marshalltown Central Business District will again sponsor the Adopt-A-Veteran event. The event will kick off on Veteran's Day Friday, November 11. Participating CBD members will have stars in their windows inviting the public to come into their store and adopt-a-veteran. People will be able to purchase gifts, or make a cash donation for the Veterans. The CBD will deliver all of the gifts to the Veterans at a celebration party prior to Christmas. If you would like further information please call Gayle Hellberg at 641-752-3675.

20th Annual Holiday Stroll

Saturday, November 19

5:30 – 8:00 pm

Main Street

- Lighted Parade • Santa's Workshop • Tiny Tim Tree Festival • Lighting of the Courthouse Square • Entertainment • Food and Shopping

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www.mcrillstowellchristensenins.com

AMBASSADORS VISITS



The Chamber Ambassadors visited Russ Paul with Timber Creek Enterprises (2625 Timber Creek Road) on September 27 for a courtesy call. The group learned about Paul's custom concrete countertop business.



Dave and Laurie Wadle, owners of Morning Glory Bakery (209 North 13th Street) celebrated the grand opening of their business with a ribbon cutting on September 30.



The Chamber Ambassadors visited Karri Henning and staff at Five Star Real Estate Group for a courtesy call on October 11. The business is located at 2110 South Center Street.



Joanna Asmus poses with staff and the Chamber Ambassadors during a courtesy call to Pizza Ranch (2305 South Center Street) on October 11.

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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Marshalltown
752-7511**

BUSINESS NEWS

Marshalltown Area Dollars

Looking for the perfect gift this holiday season? Marshalltown Area Dollars are a great fit for any occasion and help support the local economy. Area Dollars can be used at any Marshalltown Chamber member business. Spend them on a night out at a local restaurant, shop at one of your favorite stores, use them to make a donation to a local non-profit, or even pay your utility bill!



Help keep Marshalltown vibrant and purchase your Area Dollars today! Contact the Marshalltown Area Chamber of Commerce at 641-753-6645 or stop into the Chamber office located at 709 South Center Street.

**Don't miss the November 17
Business After Hours event at
Grandview Heights!**

Timber Creek Enterprise, Inc.
Russ D. Paul

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**The Chamber,
MCVB and MEDIC
offices will be closed
on Thursday,
November 24 and
Friday, November 25
in observance of
Thanksgiving.**

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, November 4 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.

September Business After Hours

Thank you to Meskwaki Bingo-Casino-Hotel for hosting the September Business After Hours in conjunction with the Grinnell and Tama-Toledo Chambers. If you were unable to attend, but would like more information about conference, meeting or social events, please contact Teri Bishop at 641-484-1470 or tbishop@meskwaki.com.



The Chamber office is located at 709 South Center Street.
Office hours are Monday - Thursday: 8:00 a.m. - 5:00 p.m. and
Friday: 8:00 a.m. - 4:00 p.m.

www.everydaychampions.org

ECONOMIC DEVELOPMENT

Economic Statistics

August	2011	2010
Employment – Marshall County		
Labor force	20,030	20,200
Unemployed	1,370	1,500
Percent unemployed	6.8	7.4
Total employment	18,670	18,700
Marshalltown Construction		
Building permits	13	15
Residential dwelling units	0	0
New residential construction valuation	\$0	\$0
Residential addition/remodeling	\$183,000	\$51,000
New commercial/industrial permits	2	1
New commercial/industrial valuation	\$0	\$35,000
Remodeling commercial/industrial valuation	\$114,000	\$735,000
Marshall County Construction		
Building permits	8	7
New Residential Dwelling Units	3	0
New Residential Construction Value	\$1,127,000	\$0
Residential addition/remodeling valuation	\$0	\$76,500
New commercial/industrial permits	1	1
New commercial/industrial valuation	\$2,000,000	\$30,000
Housing		
Single family home sales	44	36
Average sale price	\$93,935	\$104,606
Median sale price	\$87,000	\$88,500

Where do new business leads come from?

In today's environment, projects and new opportunities come from a variety of sources. In the MEDIC office, staff members partner with multiple organizations to generate leads.

There has been a realization that no community can continue to stand alone on the marketing front and that because of the mobile nature of our workforce, what happens down the road can have a positive impact on our local economy. Communities are beginning to band together to pool marketing resources. For that reason, MEDIC is a member of the Greater Des Moines Partnership. Through that relationship, MEDIC and Marshalltown are represented at multiple tradeshow, sales trips and events, in addition to receiving national media exposure through their marketing department. They also forward to prospect leads they receive from site selectors or individual businesses looking for a site. MEDIC is given the opportunity to submit local community/county information to those prospects. During this brief affiliation with the Greater Des Moines partnership, the number of prospect leads received have grown ten-fold.

Leads also come from the Iowa Department of Economic Authority and our utility partners.

Another major source of lead generation comes from more of a grass-roots approach. That is through the relationships our local businesses and industries have on the state and national level. Through your network, you are hearing about expansions and new business opportunities that often find their way to the MEDIC office for follow up. As local business people, you can be the best representative of our community and often times the best generator of new opportunities. These are often realized through supply chains and vendors. So the next time you are talking with a business partner, ask yourself if they would be a good neighbor. If you think there is an opportunity, let the MEDIC office know and the red carpet will be rolled out for them.

Lastly, sometimes leads just find you. It is for that reason MEDIC is in the process of rebuilding their website to create a more inviting web presence for prospective companies looking to locate in Central Iowa. It will have a new look with updated information and will be available soon.

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.



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Marshalltown Education Initiatives

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Continued from page 1.

MCC, with MCC as a partner waiving another one-fourth to cover 50% of the MEP student's tuition.

MEP scholarship recipients are given a tremendous boost to achieving their future dreams. "Helping these students succeed is a win-win for everyone involved – the students, their families, their future employers and the Marshalltown Community," stated MEP Steering Committee chairman Terry Buzbee.

Campaign for 3rd Grade reading success

To help communities focus on the nationwide challenge of improving 3rd grade reading achievement in their schools, the National Civic League, in collaboration with other organizations, including the United Way Worldwide and the US Conference of Mayors, has developed this campaign. The local initiative is being led by Sue Martin, Executive Director of the Martha Ellen Tye Foundation and Arlene McAtee, Executive Director of MICA.

Notification was received from the National Civic League that our Letter of Intent has been received and accepted. As a result, Marshalltown has passed the first hurdle in our commitment to develop a community-based plan to address the challenges of 3rd Grade Reading Success. We have also learned that we are one of seven other communities in Iowa to submit a Letter of Intent and among 150 communities in 36 states across the country to join the campaign. The other communities in Iowa are Council Bluffs, Ames, Des Moines, Dubuque, the Quad Cities, and Waterloo/Cedar Falls.

Marshalltown is now eligible to receive technical assistance in developing our plan, though no details are yet available.

"We invite everyone who can possibly arrange their schedule to attend the 'Educating ourselves on Education' session on Saturday, January 7 at Iowa Valley Continuing Education. Before we can begin developing community-based strategies to meet our challenges in school readiness, school attendance and summer learning, we need to become experts on the current status of our community in these areas. So – the January 7 session will focus on learning together", Sue Martin said.

"Any community that works collectively and passionately to get all children reading and succeeding in school will see tremendous benefits. Regardless of whether a community is one of the ten winners of the 2012 All America City Award, this process will allow places across the country to develop ambitious, doable, and coherent plans that can help close the academic achievement gaps, improve graduation rates and guarantee a better future for our children," stated Gloria Rubio-Cortes, president of the National Civic League.

Listen Weekly to **Chamber Chat**

Sunday Mornings 6:30 am on 99.5 KDAO FM and 7:30 am on 1190 KDAO AM

Since 2009 MICA has led a neighborhood-based intensive project based on the latest research regarding what makes the most difference for our youngest children centered in the Rogers Elementary School neighborhood. It has combined early literacy outreach along with assurances that residents are accessing available resources through a neighborhood canvass. The effort is also organizing services in the community to reach as many families in that neighborhood as possible in an organized and collaborative model. This work has been based on the Harlem Children's Project and subsequent book "Whatever It Takes" and other research. Contact with all households in the neighborhood, strengthening the student and parent connection with Rogers Elementary and working to get all children in the area connected with preschool are some of the initiatives that has been undertaken.

This past summer the project took a bold step by establishing "Rogers University." This six-week summer program was designed to provide an additional education opportunity for the Rogers students. A total of 63 adults assisted with the program, and it averaged 68 1st to 4th grade students, and 30 future pre-k and kindergarten students daily. Rogers University followed a regular school day schedule, and student success was measured. Additionally, parents were introduced to their children's summer program and to opportunities for their own education and development. Fourteen parents took advantage of the opportunities during the summer and others are planning to be involved in GED and ESL programs.


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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 sessions focused on some of the most respected leadership programs in the world.

The November 17 session will feature one of the most widely used leadership development programs in the world, Situational Leadership by Dr. Ken Blanchard. This session will be held 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.

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.

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BUSINESS NEWS

Chamber discusses transportation and infrastructure

Janet Kavinoky, U. S. Chamber Executive Director for Transportation & Infrastructure recently visited your Chamber. She provided an update on transportation legislation.

The federal government is responsible for about 45% of all investments in highways and public transportation around the country. This federal role is constitutionally-based and born of national needs including: interstate commerce; international trade policies; interstate passenger travel; emergency preparedness; national defense; and global competitiveness.

In August of 2005, President Bush signed the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). This legislation authorized the federal surface transportation programs for highways, highway safety, and transit for a five year period. The program has been operating on a series of extensions since it expired in September of 2009.

The main source of funding for SAFETEA-LU is the Highway Trust Fund. The HTF is mainly funded by a federal gasoline tax of 18.4 cents per gallon and a federal diesel tax of 24.4 cents. Declining revenues and increasing costs have created a shortfall in the fund which has caused the U. S. Transportation system to deteriorate. It is estimated that traffic congestion costs American motorists \$115 billion a year in wasted time and fuel

costs and 4.8 billion hours a year stuck in traffic. The U. S. Chamber of Commerce released its "Transportation Performance Index" in 2010. The index combines indicators of supply, quality of service, and utilization to show how well the U.S. transportation system is serving the needs of business and the overall economy. The TPI found that from 1990 to 2008, the effectiveness of the national transportation system increased by 6%, while the population during that period grew by 22%, passenger travel by 39% and freight traffic by 27%. Ms. Kavinoky noted that Congress failure to act on transportation legislation is clearly having an impact on our economy and our ability to be globally competitive.

(Right): Chamber President Ken Anderson sits with Janet Kavinoky during her recent visit to Marshalltown. Photo courtesy of Andrew Potter, Times-Republican



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