

# Chamber Digest

December 2011

Volume 29 Issue 7



## Upcoming Events

**November 24 & 25:** Chamber office closed

**November 30:** Microsoft Excel training, 11:30 a.m. - 1:00 p.m., Fisher Comm. Center

**December 14:** Business After Hours, 5:00 - 7:00 p.m., US Bank (123 West Main)

**December 23:** Chamber office closed at noon

**December 26:** Chamber office closed

**December 30:** Chamber office closed at noon

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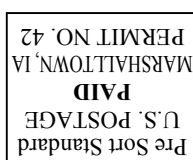
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## Chamber Year in Review

2011 was another busy year for the Marshalltown Area Chamber of Commerce. Below are just some of the highlights from the past twelve months.

### January

- Community Foundation of Marshalltown County hosted Business After Hours
- Kicked off "Legislative Update from the Iowa State House" email blasts for the 2011 legislative session
- Hosted a Friday Forum with local elected officials
- Partnered with MEDIC to offer the Local Industry Trade Show with MEDIC, with 12 participating businesses



### February

- Hosted 2nd Annual Taste of Marshalltown event with samples from 12 participating Chamber-member businesses
- More than 30 businesses participated in the Chamber's IMPROVE Home & Business Expo at Marshall Town Center
- Hosted 2 Friday Forums with local elected officials

### March

- Sponsored the 15th Annual Des Moines Summit & Legislative Day, bringing Marshalltown business leaders and Iowa Valley Leadership class members to the State Capitol to discuss issues of importance to Marshalltown
- Marshalltown Broadcasting hosted Business

### After Hours

- Hosted a Friday Forum with local elected officials
- Partnered with Marshalltown Broadcasting to offer "Marketing in a Tough Economy" seminar free to Chamber members

### April

- Child Abuse Prevention Services and Big Brothers Big Sisters hosted Business After Hours
- Hosted 2 Friday Forums with local elected officials
- Sponsored the 20th Annual Washington D.C. Summit
- Partnered with United Bank and Trust to provide Community Shred Day, in conjunction with Earth Day
- Co-hosted the Community Job Fair at Marshalltown Community College

### May

- Five Star Real Estate Group hosted Business After Hours
- Sponsored the 42nd Annual Scholastic Banquet, recognizing the top 5% of graduating seniors from Marshall County high schools, with key sponsors United Bank & Trust and Shomo-Madsen Insurance



*Continued on page 9.*

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ADDRESS SERVICE REQUESTED

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

# MEMBER SPOTLIGHT

## BeMobile

BeMobile, Inc., (formerly Pro Cellular) of Grand Forks North Dakota, opened its first store in late 2000 in Grand Forks, ND, and quickly became one of the top producing Verizon Wireless stores in the Great Plains region.

In January 2009, BeMobile opened a new location in Thief River Falls. In 2010 BeMobile opened new locations in Bismarck, ND; Valley City, ND; Fargo, ND; and acquired a location in Bemidji, MN. These locations and store fronts helped BeMobile reach the Verizon Premium Wireless Retailer status. In 2011, BeMobile opened a 6th location in Wahpeton, ND and another Fargo, ND location. Locally in Marshalltown, BeMobile has 6 employees.

In September of 2011, BeMobile acquired 37 Pro Cellular locations and now has 45 locations. Be-



Mobile is thrilled to become a part of so many great communities that Pro Cellular was located in.

BeMobile's goal is to continue to provide the best customer experience with a great selection of the all the newest Verizon Wireless handsets, mobile broadband options and more. The BeMobile slogan is: The Answer is Here! The answer is at BeMobile for all your Verizon Wireless needs and customer service.

BeMobile is located at 3109 S. Center Street, Suite 101.

### 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.



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V.C. - Membership Ser-  
vices

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**Angie Nelson**

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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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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



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**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.



Bergman CPA Tax & Accounting	2
Culver's of Marshalltown	9
F & J Racing	4
Hammer Medical Supply	4
Inside n' Out Construction	1
Interface Sealing Solutions	16
Jaycees	6
Leon Lamer	2
M & N Construction & Electric	4
Man's Best Friend	24
M'town Area Catholic School	4
Midwest Fire Extinguisher Service	2
Rainbow International	2
<b>Spahn &amp; Rose Lumber</b>	<b>10</b>
TSP	14
<b>Villa Del Sol</b>	<b>15</b>

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Area Dollars for your  
friends, family and  
coworkers!  
They are great gifts - always  
the perfect fit!**



## Business After Hours

**December 14, 2011**  
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

**April 2012**  
Available for sponsorship

**May 2012**  
Date TBD  
ServiceMaster of Marshalltown  
707 Maytag Road

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

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

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# 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.

## Spillman completes School of Trust and Financial Services

Kayla Spillman, United Bank and Trust, recently completed the 2011 School of Trust and Financial Services. The school was held August 22 - 26 in Omaha, Nebraska. The School of Trust and Financial Services is sponsored by the Kansas and Nebraska Bankers Association, Iowa and Kansas Trust Associations, and in partnership with the Colorado, Indiana, Minnesota, Missouri, North Dakota, South Dakota, West Virginia, and Wyoming Bankers Associations.

Course content is designed to provide trust professionals with an overview of trust department functions and their interrelationships. Completion of this course assists students in developing skills which allow them to better serve their customers' diverse financial needs.

## Pizza Ranch to host benefit

The Marshalltown Pizza Ranch will be hosting a Tip Night on Wednesday, November 30 from 5:00 - 8:00 p.m. to benefit Haley Williams. 10% of the evenings proceeds, as well as all tips will go to the Williams family for medical expenses related to a recent car accident.

Pizza Ranch is located at 2305 South Center Street.

## Primary Health Care Open House

The public is invited to an open house celebrating the newly open dental clinic and remodeled medical facility in Marshalltown. The open house events will be held on Monday, November 21. The Dental Clinic (112 East Linn) will be from 4:00 - 6:00 p.m., while the Medical Clinic (412 East Church) will be held from 5:00 - 6:00 p.m.

A ribbon cutting will take place at the Dental Clinic at 4:30 p.m.

## B2B Showcase winner

Lisa Grabenbauer won a prize from Fauna Nord and Shari Upah of Coldwell Banker Premier Real Estate at the October 27 Business to Business Showcase. Congratulations Lisa and thanks for attending this great Chamber event!



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

# BUSINESS NEWS

## 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 until November 21 or \$40 after November 21, 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](http://www.marshalltown.org/chamber/events.php). This event is open to Chamber members only.

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## 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, December 2 at 9:00 a.m. at the Fisher Community Center. Summit planning meetings will take place the first Friday of the month through March, with additional meetings scheduled as needed.

## www.marshalltown.org Statistics

	Oct 11	Avg/Month	YTD Total
Unique Visitors	1,963	1,996	19,959
Number of Visits	3,267	3,168	31,680
Page Views	12,339	11,410	114,098
Hits	80,695	83,508	835,077

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.

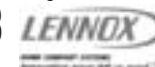
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# CONVENTION & VISITORS BUREAU

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)

## November - December 2011 Calendar of Events

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Downtown Tot Town	Tues, Th, Fri	Veterans Coliseum
Hobby Craft Club	Thursdays	Cultural Center
Fall Festival Craft Show	Nov 19	Fisher Community Center
Soup Supper/Cookie Walk	Nov 19	First United Methodist
Turkey & Noodle Dinner	Nov 19	Central Christian Church
Holiday Stroll	Nov 19	Downtown Main Street
Thanksgiving	Nov 24	
Free Garage Sale	Nov 25-27	St. Henry's Church Hall
"The Diary of Anne Frank"	Dec 2-4	Martha Ellen Tye
Messiah Concert	Dec 4	First United Methodist
Senior Center Dance	Dec 5	Senior Center Upstairs
Saturday Arts Concert	Dec 10	Hope United Methodist
"The Diary of Anne Frank"	Dec 9-10	Martha Ellen Tye
Adopt A Veteran Party	Dec 11	Iowa Veterans Home
Christmas Dinner	Dec 15	Binford House
Reader's Theater	Dec 16	Martha Ellen Tye
Hanukkah	Dec 20	
Baby Time with Santa	Dec 20	Public Library
Santa at Storytime	Dec 20	Public Library
Christmas	Dec 25	
Evening of Improv	Dec 30-31	Martha Ellen Tye

Post your 2011 - 2012 events FREE on the MCVB self-posting calendar at [www.visitmarshalltown.com](http://www.visitmarshalltown.com)

## December 2011 Meetings & Conventions

Group	Date	Location
Blue Wave Swim Meet	Dec 3	Community Y
Mid-Iowa Beaman Co-op	Dec 7	IA Valley Continuing Ed
Study Iowa	Dec 9	IA Valley Continuing Ed
Blue Wave Swim Meet	Dec 17	Community Y

### Make Marshalltown Your Destination!

Thinking about hosting a family reunion, planning for a wedding, or hosting a group gathering in Marshalltown?

Contact the Marshalltown Convention & Visitors Bureau for information on attractions, recreation, dining ideas and much more!  
Call 641-753-6645 or visit [www.visitmarshalltown.com](http://www.visitmarshalltown.com).

## Marshalltown Convention & Visitors Bureau offers web coupons

Be sure to check out the "deals" page on the MCVB website. The MCVB is always looking for additional businesses who would like to offer a special coupon to Marshalltown visitors. These coupons could be used at local restaurants, hotels, attractions, gas station and retail stores. If your business would like to offer a coupon please call the MCVB office at 641-753-6645. For ideas on what other local businesses are offering, please log onto [www.visitmarshalltown.com](http://www.visitmarshalltown.com).

## Free Self-Posting Calendar of Events

The Marshalltown Convention & Visitors Bureau would like to remind everyone to use the free, self-posting calendar for all 2012 events at [www.visitmarshalltown.com](http://www.visitmarshalltown.com).

Events can be posted at any time but, the MCVB encourages people to promote their event on the self-posting calendar as soon as the date is set or at least three months before the event takes place. This allows the visitor and the community to see what is happening in Marshalltown and they can make plans according to events going on in the community.

Questions about posting an event at [www.visitmarshalltown.com](http://www.visitmarshalltown.com) can be directed to 641-753-6645 or [cvb@marshalltown.org](mailto:cvb@marshalltown.org).



Go to [www.visitmarshalltown.com](http://www.visitmarshalltown.com) for a list of upcoming events, dining and lodging options, attractions and more!

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# CONVENTION & VISITORS BUREAU

## Marshalltown CVB Attends Tourism Conference

Shannon Espenscheid and Shauna Banks from the Marshalltown Convention and Visitors Bureau recently attended the 2011 Iowa Tourism Conference in Okoboji. The annual three-day conference brings together more than 200 industry representatives from across the state to network, attend educational sessions and discuss emerging industry trends. The event was sponsored by the Iowa Tourism Office and the Travel Federation of Iowa.

Tourism in Iowa generates more than \$6 billion in expenditures, employs 62,000 people statewide and generates \$321 million in state taxes. The Iowa Tourism Office is part of the Iowa Economic Development Authority. For more information about Iowa tourism, visit [www.traveliowa.com](http://www.traveliowa.com), call 800.345.IOWA or stop at any Iowa Welcome Center.

### Did you know?

The F-4 Phantom Airplane, located at 1301 South 6th Street, was flown in Vietnam by one of Marshalltown's local residents, Joe Latham. The aircraft was retired from active duty and serves as a memorial to all veterans.

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## Visit Santa at Marshall Town Center

Santa Hours:

Saturday, November 19 (Santa's Arrival)  
SANTABRATION from 12:00 - 1:00 p.m.  
1:00 - 8:00 p.m.

Sunday, November 20 & Sunday, November 27  
1:00 - 5:00 p.m.

Friday, November 25  
12:00 - 8:00 p.m.

Saturday, December 3  
12:00 - 8:00 p.m.

Sunday, December 4  
1:00 - 5:00 p.m.

Saturday December 10  
12:00 - 8:00 p.m.  
Story time with Santa at 1:00 p.m.

Sunday December 11  
1:00 - 5:00 p.m.  
Pet Photos from 3:00 - 5:00 p.m.

Saturday December 17  
12:00 - 8:00 p.m.

December 18 - December 24  
Sunday: 1:00 - 5:00 p.m.  
Monday - Friday: 1:00 - 8:00 p.m.  
Saturday: 10:00 a.m. - 3:00 p.m.

December 20  
Pet Photos from 6:00 - 8:00 p.m.

Visit [www.marshalltowncenter.com](http://www.marshalltowncenter.com) for more details.

Phone:  
641-753-6645

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

Website:  
[www.visitmarshalltown.com](http://www.visitmarshalltown.com)



# AMBASSADORS VISITS



Bobby Shomo, Steve Madsen and staff prepare to cut the ribbon at their new office location (22 East Main) on October 25 as the Chamber Ambassadors look on.



Dr. John McCarville and Dr. Richard Dowell pose with staff and the Chamber Ambassadors during a recent courtesy call to the Marshalltown Obstetrics & Gynecology clinic (407 East Main Street).



The Chamber Ambassadors visited New Hope Christian Church (3901 South Center Street) on November 8 for a courtesy call. The church has been a Chamber member since 2004.

## Listen Weekly to Chamber Chat

Sunday Mornings 6:30 a.m. on 99.5 KDAO FM and  
7:30 a.m. on 1190 KDAO AM



**“When Success  
and Experience Count...  
Put the Best to  
Work For You!”**

**752-5500**  
**2110 South Center**



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.

**Karri Henning, Broker/Owner**  
**Valerie Bellile ★ Julie Blazek • Kristin Polley**  
**Aimee Deimerly-Snyder ★ Martha Garcia**  
**Janet Miller ★ G. Ward Miller**  
**Jane Chizek ★ Melody Bennett**  
**Phil Henning ★ Moises Garcia**  
**Joan Johnson ★ Robin Runge**  
**Connie Mogard ★ Cortney Watson ★ Reed Riskedahl**



## Chamber Year in Review

*Continued from page 1.*

### June

- Shomo-Madsen Insurance hosted Business After Hours
- Hosted the 113th Chamber Annual Meeting, with keynote speaker Dr. Jason Glass of the Iowa Department of Education. The event also featured the Iowa Valley Leadership class graduation, a program the Chamber co-sponsors with Iowa Valley Continuing Education.

- Named Rex Ryden as “Chairman’s Community Impact Award” winner and Gary Schaudt as “Chamber Person of the Year”

- Unveiled Spanish version of the Chamber’s relocation packet, with help from the MHS Spanish V class

### July

- Central Iowa Fair hosted Business After Hours

### August

- Enjoyed a beautiful afternoon of golf at Elmwood Country Club at the annual Chamber Ambassadors Golf Outing, sponsored by Fisher Division of Emerson



and education together

### October

- Hosted the annual Business-to-Business Showcase at the Best Western Regency Inn, presented by Hy-Vee

- Nearly 50 people enjoyed “Passion for Service” training with Bill Drury, focusing on providing great customer service
- In partnership with the Community Y, Hy-Vee, Fareway and Emerson/Fisher, participated in the Start Somewhere Walk, a kick-off for the Healthiest State Initiative

### November

- Hosted the City Council Candidate Forum

- Grandview Heights hosted Business After Hours



### Still coming in 2011...

- Microsoft Excel training (November 30) in partnership with Iowa Valley Continuing Education, with trainer Kristen Monroe (Ultimate Web Design)

- Business After Hours at US Bank (December 14)

### In the past 12 months, the Chamber has...

- Sold \$75,000 in Area Dollars
- Hosted 26 courtesy calls and 9 ribbon cuttings
- Received and responded to more than 10,000 phone calls and emails
- Offered 264 sets of plans through the Construction Bureau
- Distributed more than 200 relocation packets to new Marshalltown residents

**We look forward to an exciting 2012!**

**Don't miss the December 14  
Business After Hours and Holiday Open  
House event at US Bank!**



- Sponsored the 19th Annual Educator Appreciation breakfast, with key sponsor Independent Insurance Services

- Co-hosted with Marshalltown Rotary Club and Marshall County Farm Bureau, the Rural-Urban dinner with keynote address by Barrett Bar

### September

- Meskwaki Bingo-Casino-Hotel hosted Business After Hours, with the Tama-Toledo and Grinnell Chambers

- Hosted Microsoft Training with Heartland Technology Services

- Sponsored a School Board Candidate Forum

- The Business-Education Alliance hosted a strategic planning meeting to determine the mission and plan for the group’s work on bringing business

The Chamber office is located at 709 South Center Street.

Normal office hours are Monday - Thursday: 8:00 a.m. - 5:00 p.m. and

Friday: 8:00 a.m. - 4:00 p.m.

**The Chamber will close at noon on Friday, December 23 and will be closed Monday, December 26. The office will also close at noon on Friday, December 30 and will be closed on Monday, January 2.**

# 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

## Small Business Exporting Assistance

Recently MEDIC staff attended the Innovation in Exporting Conference presented by Iowa Innovation Gateway and the Iowa Economic Development Authority. The conference included panels comprised of large and small businesses, legal experts and others with vast knowledge and experience in the business of exporting. International business development, contracting and reports from companies that are having success in exporting their goods and services were discussed. With 95% of the world's population and 70% of the world's purchasing power outside of the United States, a great way to strengthen and help stabilize existing industry is to help them go global.

There are several agencies and departments available to assist companies in learning about and developing export strategies, including the U.S. Commerce Department and the Iowa Small Business Development Center. In addition, the Iowa Economic Development Authority has an international trade team that is available to assist Iowa companies develop or expand their export markets. And recently the IEDA was awarded a State Trade and Export Promotion grant from the U.S. Small Business Administration. The aim of the STEP initiative is to increase the number of small businesses that are exporting and increase the value of exports for those small businesses that are currently exporting. The IEDA, through the STEP initiative, has four programs that can be accessed by eligible Iowa companies to develop or expand their export markets:

**Technical Trade Assistance Program** – The IEDA's International Trade Office will provide an assessment of a company's export needs and provide consultation and referrals to a variety of export resources at the local, state and federal levels.

**Domestic Trade Assistance Program** – The program provides up to \$3,000 assistance per occurrence to participate in an eligible domestic trade show. Eligible shows must include an international buyers program of the U.S. Department of Commerce or the Food Export Association of the Midwest.

**Expanded Export Trade Assistance Program** – The program provides up to \$4,000 per occurrence, up to three times in the funding period, to help defray expenses when participating at a trade show or on a trade mission of the U.S.

**Product Trade Assistance Program** – This program provides up to \$5,000 per occurrence to assist a company in adjusting product or product certification to expand export opportunities.

To learn more about the grant programs and how your company can benefit, contact the MEDIC office at 641-753-6645. Or stop in and we will assist you in navigating the red tape and programs to achieve your exporting goals.



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.



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# YOUNG PROFESSIONALS

## Looking for new members



Are you a young professional looking for opportunities to build your network and get involved in the community? Consider joining the Marshalltown Young Professionals (MYP)!

The mission of MYP is to inform, connect, refer business and engage

members in the growth and success of our community through social gatherings, facilitating professional development opportunities and welcoming new young professionals to the Marshalltown area.

Visit [www.marshalltownyp.com](http://www.marshalltownyp.com) or contact the Marshalltown Area Chamber of Commerce for more information. "Like" us on Facebook and stay up to date on events and social gatherings!



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

## 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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Branch Office Manager  
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Marshalltown, IA 50158  
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800-369-1588



## Upcoming MYP Events

### December

3	Ugly Sweater party <i>Mama DiGrado's</i>	6:00 p.m.
9 p.m.	Lunch & Learn  <i>Understanding Your Credit Score</i> <i>United Bank &amp; Trust</i>	11:30 a.m. - 1:00
13	Social/Prof. Development Meeting <i>Fisher Community Center</i>	Noon

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

## MYP Leadership training will focus on *Good to Great*

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 final session will feature one of the most highly respected leadership books: Jim Collins' *Good to Great*. 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 either of the first two sessions, you can still attend the remaining session.

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).

Do you have an employee who would benefit from joining the Marshalltown Young Professionals?  
Sign up now for just \$25!



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# BUSINESS NEWS

## Business to Business Showcase

The October 27 Business-to-Business Showcase was a huge success, thanks to the sponsorship of Hy-Vee and the support of table sponsors: Best Western Regency Inn, C's Landscape & Design, Coldwell Banker Premier Real Estate (Fauna Nord & Shari Upah), Community Foundation of Marshall County, Home Federal, iWireless, KDAO AM/FM/TV, McFarland Clinic, and Scharnweber Water Conditioning.

Thank you to everyone who attended!



## City Council Candidate Forum



Board Vice Chair - Government Affairs Abie Chadderdon moderated the recent City Council Candidate Forum. With only one serious candidate, 4th Ward Incumbent Al Hoop, listed on the ballot, it made for a very interesting election. Five individuals declared their interest in being elected by the write-in process, and those write-in candidates were included in the forum. The questions ranged from how to deal with street maintenance/repairs to what the candidate's vision is for Marshalltown's future. Nearly 80 people attended the forum, and KDAO TV rebroadcast it four times prior to election day.

Congratulations to Joel Greer (2nd Ward), Al Hoop (4th Ward) and Leon Lamer (At-Large) for being elected to serve the citizens of Marshalltown.

## Customer Service Training



Your Chamber was proud to partner with Bill Drury to present "A Passion for Service" in October. This half-day workshop focused on customer service and what leaders of businesses and organizations, whether it be retail, service or a non-profit, can do to attract and keep customers.

"Bill presented the information in an entertaining and fun way, while still giving you great take-aways to put into practice in your business or organization," said Lynn Olberding, Director of Membership & Marketing for the Chamber.

Watch for additional educational trainings to be offered in the future.

### What are we thankful for?

Our members!

It's because of great members like you that your Chamber continues to work hard every day to make Marshalltown a better place to live, work, play and do business!



Have you visited the Chamber website lately? Go online to [www.marshalltown.org](http://www.marshalltown.org) for the online directory, Chamber news and upcoming events.

# BUSINESS NEWS

## Marshalltown Area Dollars

Each year, the Chamber sells more than \$75,000 in Area Dollars (Chamber Bucks) to residents, businesses and visitors. That's \$75,000 that is spent with Chamber member businesses!

Area Dollars are available at the Chamber office Monday - Thursday 8:00 a.m. - 5:00 p.m. and Friday 8:00 a.m. - 4:00 p.m. Please note that the Chamber office will close at noon on Friday, December 23.

They are sold in \$10 and \$25 increments and can be redeemed at any Chamber member business. You can spend them at retail stores, make a donation to a local non-profit organization or church or pay your utility bill.

Pick yours up today!



## Improve Home & Business Expo

2012 marks the 40th Annual Chamber Home Show. That's right! For 40 years, your Chamber has offered this great opportunity for local businesses to connect with the public in a multi-day trade show.

You'll see some changes for 2012, including a reduction in the hours and more activities featuring the participating businesses throughout the weekend.

If your business would like to participate in the Chamber's 2012 Improve Home & Business Expo, contact the Chamber office at 641-753-6645 or by email at [info@marshalltown.org](mailto:info@marshalltown.org).

### 2012 Improve Home & Business Expo

Saturday, February 25 from 10:00 a.m. - 4:00 p.m.  
 Sunday, February 26 from Noon - 5:00 p.m.  
 at Marshall Town Center

Download materials from [www.marshalltown.org](http://www.marshalltown.org) and take advantage of the **Early Bird Discount!**



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