

Chamber Digest

February 2012

Volume 29 Issue 9



Upcoming Events

- February 15:** Taste of Marshalltown Showcase;
5:00 - 7:00 p.m., Fisher Comm. Center
- February 25-26:** IMPROVE Home & Business
Expo; Marshall Town Center
- March 8:** Des Moines Summit & Legislative
Day
- March 20:** Business After Hours; 5:00 -
7:00 p.m.; Elmwood Country Club

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

Marshalltown Young Professionals

Page 11

Business Directory

Pages 12 - 14

Business News

Page 15 - 16

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, downloading materials from www.marshalltown.org or by emailing info@marshalltown.org.

The Chamber is also seeking home-based businesses who would like to participate in a Gift Mart

portion of the two-day show.

"This was a really popular part of last year's show," commented Lynn Olberding, Director of Membership and Marketing.

"We are expanding the Gift Mart to both days of this year's show."

Participating vendors include:

- 1st Rate Real Estate
- Anchored Walls, Inc.



- Baxter Comfort Solutions
- CNA Company
- Coldwell Banker Premier,
Real Estate
- Compass Mortgage
- Concept by Iowa Hearing Aid
Centers
- C's Landscape & Design
- Edward Jones Investments
- Griffith Home Builders, Inc.
- Iowa Bath Systems
- Iowa Hospice
- Kapaun & Brown, Inc.
- KDAO AM/FM/TV
- Marshall County Vetrans
Affairs
- Marshalltown Broadcasting,

- Mid-Iowa Habitat for Humanity
- Midwest Construction
- Myers Home Improvements
- New Horizons Realty
- Petty Vinyl Co, Inc.
- Rebath of Central IA
- Schendel Pest Control
- Screenbuilders
- Triple E Insulators, LLC
- Waterbeck Spray Foam



2012 Improve Home & Business Expo

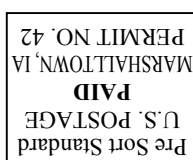
Saturday, February 25 from 10:00 a.m. - 4:00 p.m.
Sunday, February 26 from Noon - 5:00 p.m.
at Marshall Town Center

Download materials from www.marshalltown.org!

Put label here
This direction

ADDRESS SERVICE REQUESTED

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



MEMBER SPOTLIGHT

Stalzer's Furniture & Moving

Stalzer's Furniture & Moving has been a staple in the Marshalltown business community for 30 years. In 1982, as a sophomore in high school, owner Jason Stalzer started the company. He would attend school for a few hours in the morning, work at the store in the afternoon, finish his day at school and then head back to work. It was the start of an American dream. In 1984, Jason's father Cliff, joined him in business and three decades later the company is still going strong.

Stalzer's Furniture & Moving has eight employees, offering a wide range of products, including all varieties of household furniture and accessories. In 1986, the company added moving service to their repertoire of offerings. Today they move households all over Iowa and the surrounding states.

When asked for something about the business people may not know, Stalzer replied, "We always try to have the best value and a good selection. We take trade-ins for our building next door. People love looking at unusual items."

Stalzer stays very busy operating the store seven days a week while running four other businesses. However, he does find time to stay involved in the community by donating furniture and beds to those in need and participating in a variety of fundraisers.

Stalzer says the best part about conducting business in Marshalltown is that you get to know people by name, making it a very personable community. He finds owning his own business to be very rewarding and fulfilling.

"Small businesses play a role in building strong communities," Stalzer said. "By employing



members of the community, investing in land and buildings, and maintaining strong relationships with customers my business is contributing to a strong Marshalltown."

Stalzer's Furniture & Moving is a proud member of the Marshalltown Area Chamber of Commerce because they feel it is important to be a part of an organization that is helping to grow the community, just as his company is working to grow the community.

Stalzer added "We have always enjoyed Marshalltown and love Iowa. What a great place to raise a family. We hope to be doing this for many more years to come!"

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.

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.

Compass Mortgage

Andrea Warren, Senior Mortgage Banker &
Jeff Namminga, Senior Mortgage Banker
13 East Southridge Road, Suite A
Marshalltown, IA 50158

Compass Mortgage offers a wide variety of financing options. They originate, close, and fund their loans. Compass Mortgage has the ability to close quickly and efficiently, helping both the first time home buyer and experienced purchaser attain home ownership with competitive rates and programs.

Habitat for Humanity of Mid-Iowa, Inc

Mark Steinberg, Marshall County Chair
Box 1142
Marshalltown, IA 50158
641-751-5077

Habitat for Humanity is a nonprofit, ecumenical Christian ministry founded on the conviction that every man, woman and child should have a decent, safe and affordable place to live.

Jimmy John's

Brian Haberman & Mario Disantis, Owners
1702 South Center Street
Marshalltown, IA 50158
641-752-3333

Jimmy John's is a gourmet sandwich shop, offering catering and delivery service. The company was founded in 1983 and currently has over 1,200 stores. Order online at: www.jimmyjohns.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.

The advertisement for McAtee Tire & Service Center, Inc. It features a Goodyear sign with the slogan "#1 in Tires" and "CERTIFIED AUTO SERVICE". The main text reads "Your Hometown Tire and Auto Service Center" and "McAtee Tire & Service Center, Inc." Below this is a photo of the store building. A box in the bottom right corner provides the address and phone number: "205 E. Linn St. Marshalltown 752-7511".

GOODYEAR
#1 in Tires
CERTIFIED AUTO SERVICE

"Your Hometown Tire and Auto Service Center"

McAtee
Tire & Service Center, Inc.

205 E. Linn St.
Marshalltown
752-7511

LEADERSHIP

Chamber
Chair: John Hughes



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Chair Elect
Paul Beals
Chair Elect-Elect/V.C. -
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Liz Zuercher
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 Ser-
vices

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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Bob Wenner
Past Chair
Fauna Nord
Secretary

Deanna Davis
Pip Gordon
Al Hoop
Jennifer Howard
Dan Moellers
Gary Ross
Chad Weir

Staff

Ken Anderson
President
Lynn Olberding
Vice President
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

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.



1st Rate Real Estate	9
AAA Septic Service, Inc.	5
BeMobile	2
Boliver Law Firm	30
Chase Insurance Services	25
Country Pine Mowers	15
Dairy Queen, Center Street	9
Conrad Dejardin	14
Enterprise Rent A Car	16
Farm Credit Services of America	1
Roger Hackman, CPA, P.C.	8
KCRM Radio 96.7 FM	8
KDAO AM/FM/TV	34
Linn Valley Apartments, Inc.	16
Marshalltown Board of Realtors	20
Marshalltown Packaging Co.	18
Mid-Iowa Community Action, Inc.	9
Morgan-Hauser Steel, Inc.	16
Northwestern Mutual Financial	23
Steiner & Associates PC	8
Storey Kenworthy	2
TIG Distributing, Inc.	1
Tremont	18
The UPS Store	8
Village Profile	4
Willard's Furs and Fashions	94

www.marshalltown.org



CPA

Roger F. Hackman,

CPA

Tax, Accounting and
Consulting Services
107 Palmer St.

Marshalltown, IA 50158

(641) 752-3024

Fax (641) 753-3942

Cell (641) 485-4351

E-Mail: rghack@marshallnet.com

Business After Hours

February 15, 2012

5:00 - 7:00 p.m.

Taste of Marshalltown
Fisher Community Center
709 South Center Street

March 20, 2012

5:00 - 7:00 p.m.

Elmwood Country Club
1734 Country Club Lane

April 18, 2012

Iowa Hospice

2 West Main Street

May 2012

Date TBD

ServiceMaster of Marshalltown
707 Maytag Road

June 2012

114th Chamber Annual Meeting

Contact Lynn

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

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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 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.

Information printed in the **Faces & Places** section is supplied by Chamber member businesses and organizations and is not an endorsement by the Marshalltown Area Chamber of Commerce.

Lead Hazard Control grant

In 2003 the City of Marshalltown was awarded its first Lead Based Paint Hazard Control Grant from the US Department of Housing and Urban Development. Since that time the City has expanded the program jurisdiction to include Hardin, Marshall and Tama County. As the 2008 grant comes to a close this April, the City is proud to announce they have made 467 housing units lead safe and inspected over 600 housing units.

In November 2011, HUD announced the 2012 Notice of Funding Availability (NOFA) for 2012 lead hazard control program funding. An application was submitted to HUD for \$2,500,000 to assist 125 households throughout Hardin, Marshall and Tama County. If awarded, all work completed will be in an effort to make housing units lead safe and to address healthy housing issues.

The City would like to thank the participating partners that contribute towards the matching amount of \$634,603 through in-kind services and discounted rates. The City of Marshalltown, Marshall County, Tama County and Hardin County are all local government partners. Primary Health Care, Inc. has been a long time partner providing education and outreach to the region and working with families of lead poisoned children. Local discounts by Home Rental Center and Comfort Inn of Marshalltown reduce relocation costs. The Friends of the Marshalltown Public Library have been a grant partner since 2009 offering use of two homes for relocation. Iowa Valley has committed in-kind contribution by offering lead-related training opportunities and coverage by Marshalltown Community Television. There are many other agencies that support the efforts of the programs through day-to-day referrals and education to local residents.

The City anticipates an announcement sometime in the spring regarding projects awarded. For more information contact 641-754-5756.

Times-Republican partners with Monster.com

The Times-Republican and Monster.com, the worldwide leader in internet advertising for job opportunities, have joined in a strategic partnership that will provide industry-leading recruitment advertising for companies seeking employees and state-of-the-art resume submission for job seekers, Mike Schlesinger announced in January.

"The Times-Republican has always been recognized as the most effective advertising source for help wanted ads in this region," Schlesinger said. "And Monster.com has been the leading innovator in connecting people to job opportunities through the internet since the worldwide web's inception."

"In combination, our newspaper will provide the best possible tools to companies seeking employees and to our readers, both in print and on the internet, who might be seeking a job or a better position."

On January 12, 2012, the T-R launched a regional internet site.

The partnership with Monster.com will also extend all local jobs to the worldwide market place. As a result of the new relationship, job seekers will have access to more job opportunities from top local employers and new technology will make it easier to search for, find and apply to these opportunities. There will also be national search options to locate jobs in other parts of the country.

The Times-Republican's classified advertising representative Becky Hatcher said new career tools, such as resume management and career advice from industry experts will be available on jobs.timesrepublican.com

"We will also introduce Monster Match, which will help the job seeker build a skills profile that will be available to employers," said Hatcher.

According to the newspaper, employers will benefit from the partnership by receiving access to several new online solutions, including the Career Ad Network (CAN), and Monster Match, Monster's vast resume database and industry-best talent-matching technology. Monster Match is designed to help companies find the right candidate quickly and easily.

Another benefit for companies will be the unlimited text offered with online job postings that will allow complete descriptions of the jobs and allow for more explicit qualifications for the positions.

ISU Extension and Outreach annual report available online

In 2011 Iowa State University Extension and Outreach made a difference in the lives of about 1.8 million Iowans. Some examples include:

- 94,000 youth were involved in 4-H programs
- ISU Extension and Outreach helped Iowa companies make \$43 million in new investments and create or retain more than 6,000 jobs.

You can learn more about ISU Extension and Outreach by viewing the 2011 Annual Report online at www.extension.iastate.edu/annualreport. The report is available in a mobile-friendly website for users logging in on a mobile device.

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, February 3 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.

2012 Friday Forums

Mark your calendar for the 2012 legislative Friday Forums. These events will take place at noon at the Fisher Community Center. This is a great way to hear from our state elected officials on happenings at the State Capitol.

Friday, February 10
Friday, February 24
Friday, March 9
Friday, March 30
Friday, April 13

www.marshalltown.org Statistics

	Dec 11	Avg/Month	YTD Total
Unique Visitors	1,753	1,962	23,549
Number of Visits	3,013	3,142	37,709
Page Views	11,581	11,698	140,371
Hits	61,043	80,644	967,731

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

February 2012 Calendar of Events

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Downtown Tot Town	Tues, Th, Fri	Veterans Coliseum
Storytime	Tues & Fri	Public Library
Duplicate Bridge	Wednesdays	Senior Citizens Center
Kids Open Studio	Saturdays	Fisher Community Center
Nature Story Hour	Feb 1	Grimes Farm
Magazine Giveaway	Feb 4	Public Library
Anime Night	Feb 9	Public Library
Bingo	Feb 9	Central IA Fairgrounds
Concert	Feb 10	Hope United Methodist
Olde Tyme Hymn Sing	Feb 12	First Presbyterian Church
Happy Valentine's Day	Feb 14	
Deborah Henson-Conant	Feb 14	MHS Auditorium
Early American Glass	Feb 16	Historical Museum
Library Book Sale	Feb 18-19	Public Library
Bingo	Feb 23	Central IA Fairgrounds
The 39 Steps	Feb 24-26	Martha Ellen Tye
Home & Business Expo	Feb 25-26	Marshall Town Center
2012 Bridal Expo	Feb 26	BW Regency Inn

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

February 2012 Meetings & Conventions

Group	Date	Location
Apgar AAU Volleyball	Feb 4	Miller, Lenihan & MCC
The Graphic Edge	Feb 10- 11	BW Regency Inn
Boys HS State Swim Meet	Feb 11	Community Y
Apgar AAU Volleyball	Feb 11	Miller, Lenihan & MCC
Iowa One Call Meeting	Feb 14	BW Regency Inn
ISS 12 and Under State Meet	Feb 17-19	Community Y
Total You Girls Conference	Feb 18	IA Valley Continuing Ed.
Apgar AAU Volleyball	Feb 18	Miller, Lenihan & MCC
IA Christmas Tree Growers	Feb 24-25	BW Regency Inn
IA Amateur Slowpitch Assn	February 25	BW Regency Inn
AAU Volleyball Tournament	Feb 25	Community Y
My Y Tri	Feb 25	Community Y



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

Marshalltown's Annual Events

Each year Marshalltown hosts various festivals and events. Be sure to mark your calendar and attend one or all of the events listed below;

May 5	Garden Extravaganza	Main Street Marshalltown
June 2	Latino Heritage Festival	Main Street Marshalltown
June 14-17	State Center Rose Festival	State Center
June 22-23	State BBQ Championships	Riverview Park
July 4	Fourth of July Celebration	Central Iowa Fairgrounds
July 11-15	Central Iowa Fair	Central Iowa Fairgrounds
July 15	Linn Creek Arts Festival	Fisher Community Center
July 21	Concert and Classic Cars	Main Street Marshalltown
Aug 3-5	Mid-Iowa Antique Power	Hwy 30 & Jessup Ave.
Aug	Meskwaki Pow Pow	Tama
Sept 20-23	Oktemberfest	Main Street Marshalltown
Oct 4	Art Walk	Main Street Marshalltown
Nov 17	Holiday Stroll	Main Street Marshalltown

Please use our self posting calendar at www.visitmarshalltown.com to advertise an upcoming event or see what other events are happening in and around Marshalltown.



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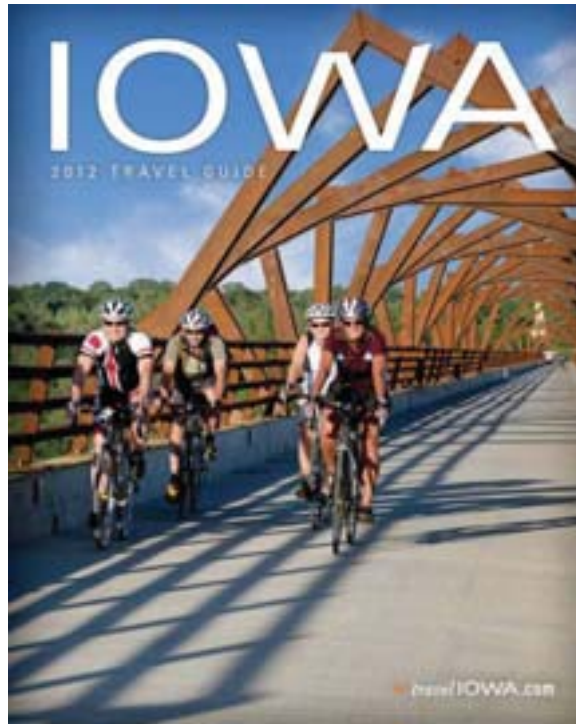
Karri Henning, Broker/Owner
Valerie Bellile ★ Julie Blazek • Kristin Polley
Aimee Deimerly-Snyder ★ Martha Garcia
Janet Miller ★ G. Ward Miller
Jane Chizek ★ Melody Bennett
Phil Henning ★ Moises Garcia
Joan Johnson ★ Robin Runge
Connie Mogard ★ Cortney Watson ★ Reed Riskedahl

CONVENTION & VISITORS BUREAU

Iowa Tourism Office release 2012 Iowa Travel Guide

Iowa's premier show-piece, the 2012 Iowa Travel Guide, is now available to assist travelers planning an Iowa vacation. The guide is free and may be ordered by phone at 800.345.IOWA or from www.traveliowa.com. An online version of the guide is available on the website as well. People may also pick one up at any Iowa Welcome Center.

The four-color, 184-page guide is Iowa's comprehensive trip-planning publication, with listings from more than 700 attractions, 750 hotels, 220 bed and breakfasts and 350 campgrounds. More than 50 listings have been added



2012 Iowa Travel Guide

including the Grand Falls Casino in Larchwood, Historic Park Inn Hotel in Mason City and Sky Tours at YMCA Union Park Camp in Dubuque.

This year's cover features the High Trestle Trail Bridge located near Madrid. Fans of the Iowa Tourism Office on Facebook selected the cover from three options last October. More than 10,000 votes were cast to determine the winning image.

"Despite continued economic challenges, we're finding that people value and demand their vacation time," Shawna Lode, Iowa Tourism Office Manager, said. "Iowa is an ideal vacation destination for visitors from our surrounding states who, for example, are looking for a memorable and affordable getaway that's close to home. When these visitors leave, their economic impact stays behind. The Iowa Travel Guide is also a useful tool for Iowans who want to get out and explore their home state, whether it's for one day or many more. Travel is big business in Iowa."

People can get more information on Iowa travel destinations via the Iowa Tourism Office's Facebook page (www.facebook.com/iowatourism), Twitter account (www.twitter.com/Travel_Iowa) and blog (www.traveliowa.blogspot.com). Travelers can share their Iowa vacation photos in the Travel Iowa Flickr Pool (www.flickr.com/groups/traveliowa).

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, call 800.345.IOWA or stop at any Iowa Welcome Center.

Iowa Wine and Beer Launches Android App

Finding Iowa wineries and breweries just got easier with the launch of the free Iowa Wine and Beer App available for Android-powered products.

An enhanced version of the popular print directory, the app includes listings for all 100 wineries and breweries, maps, amenities and photos. The map feature allows users to see which location is closest to them and get directions.

"We had nearly 2000 downloads of the app when we launched it for Apple products in the spring," said Colleen Murphy of the Iowa Wine and Beer Promotion Board. "But we also heard from Droid users who wanted it for their devices. We listened, and now the same great information on Iowa's 100 wineries and breweries is available for them as well."

The app is available for free from the Android Market and in the Apple App Store. The traditional Iowa Wine and Beer Directory is available at any Iowa Welcome Center, at any of the included wineries or breweries or for order online at www.iowawineandbeer.com.

An events calendar and detailed listings for each winery and brewery can be found on www.iowawineandbeer.com.

Iowa Wine and Beer is also on Twitter (www.twitter.com/IowaWineandBeer) and Facebook (www.facebook.com/IAWineandBeer).

The directory is produced by the Iowa Wine and Beer Promotion Board, an organization created in 1986 to promote the state's wine and beer making industries. Find more at www.iowawineandbeer.com.



Did you know?

The Marshalltown Dog Park is open year round from dawn to dusk. Let your family pet run free in a safe fenced in area. Contact Parks and Recreation for cost of daily or yearly passes.

Phone:
641-753-6645
Email:
cvb@marshalltown.org
Website:
www.visitmarshalltown.com



AMBASSADORS VISITS



Paul Barr, owner of Barr Asset Management (207 East Church Street) welcomed the Chamber Ambassadors during a courtesy call on January 10. Barr has been a member of the Chamber since 1999.

Chamber Ambassadors Roster

Doug Beals	Moore Law Firm
Kendra Bueghly	Farm Credit Services of America
Deanna Davis	Best Western Regency Inn
Dennis Grabenbauer	Image Maker Marketing
Pat Gulbranson	Iowa Wholesale Supply/Bath & Kitchen
Joe Hannam	Packaging Corporation of America
Denny Hass	Denny's Hometown TV & Appliance
Terry Kluck	Zeno's Pizza
Joe Leonard	Fareway Stores, Inc.
Dan Moellers	Jiffy Convenience Store
Kris Naughton	ServiceMaster of Marshalltown
Mark Osmundson	KDAO AM/FM/TV
Jon Pierce	United Bank & Trust NA
Reed Riskedahl	Five Star Real Estate Group
Mary Rund	
Gary Schaudt	Great Western Financial Services
Roger Schoell	Grimes, Buck, Schoell, Beach & Hitchins
Andy Schwandt	Mediacom/OnMedia
Mark Stenson	McGregors Furniture
Kevin Vaughn	Sign Creations/Vaughn's Pub
Tom Wahl	McAtee Tire Sales & Service Center, Inc.
Andrea Warren	Compass Mortgage
Bruce Wirin	Edward Jones Investments

Save the Date!

3rd Annual Taste of Marshalltown Showcase

Wednesday, February 15

5:00 - 7:00 p.m.

Fisher Community Center

Open to all Chamber members.

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

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.

Wish you were here?

Your business could be featured on the
Ambassadors Visits page in the Chamber Digest
and online at 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.

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BUSINESS NEWS

Marshalltown Lifestyle magazine underway

The Marshalltown Area Chamber of Commerce is pleased to announce that sales for its upcoming community profile are underway. The guides will be distributed in and around the Chamber service area.

The forthcoming Marshalltown community guide will act as an ideal community reference guide with the ability to serve as an informational relocation publication and exceptional Chamber membership recruitment tool. This customized publication will feature a refreshing writing style, coupled with eye-popping design and colorful pictures - grasping the distinct character of the community.

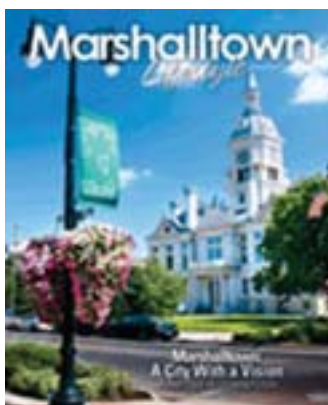
Advertising in the Marshalltown community profile has unrivaled advantages. The multi-platform advertising bundle goes beyond the traditional print publication to include: a community website and downloadable NewView eBook®, which converts the publication's editorial, pictures and design elements into a digital format; and on-the-go wireless access via various web-enabled devices. Since 1996, the Village Profile® website has seen over 250,000,000 hits from Internet locales around the world and from all manners of users. This considerable traffic will prove beneficial to the entire Marshalltown Area Chamber of Commerce community. The vpmobile.us site totaled 8,187,392 hits in 2010.

In addition, a user-friendly Smartphone app is now available--accessible via the iPhone and Android--an extension of Village Profile's enhanced connectivity not offered anywhere else in the Chamber publishing industry. All of these elements come together to offer the Marshalltown Area Chamber of Commerce, participating advertisers and the community valuable added exposure to a global audience.

This technologically advanced, royalty-generating publication is produced at no cost to the Chamber.

This leading-edge publishing program is made possible through a partnership between the Marshalltown Area Chamber of Commerce and innovative Chamber publisher Village Profile®.

If your business would like to discuss advertising opportunities, please contact Alan Zahringer at the Chamber office at 641-753-6645. The Chamber is anxious to unveil the new magazine this summer.



Olberding promoted to Vice President

Chamber President Ken Anderson announced that Lynn Olberding has been promoted to Vice President effective January 1, 2012.

"This promotion is a reflection of the confidence we have in Lynn's abilities as she accepts more responsibility in carrying out the Chamber mission," Anderson said.

Olberding joined the Chamber in June of 2007 as the Director of Membership and Marketing. In addition to her membership and marketing duties, Lynn has been a key part of the Marshalltown Young Professionals. She has held positions on several state-wide boards and committees including the Young Professionals of Iowa Board of Directions, Iowa Association of Business and Industry Foundation Board of Directions, Leadership Iowa Board of Governors, and ABI Foundation Marketing committee. She served as YPIowa President in 2010. Lynn completed the U. S. Chamber of Commerce's Institute for Organization Management in 2011 receiving the professional IOM designation at that time, and she was a member of the Leadership Iowa class of 2009/2010.

As the Vice President she will have more direct management responsibilities for several large upcoming projects, including the Washington D.C. Summit and Chamber's Total Resource Campaign.



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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.

You can purchase Area Dollars during all office hours. Have a large Area Dollars purchase? Call in advance and we'll have it waiting for you!

ECONOMIC DEVELOPMENT

Helping businesses bring jobs home

A growing number of American businesses are bringing production facilities back to the U.S. from overseas. Recent studies show that “on-shoring” is likely to increase over the next several years due to a number of factors, such as the need for skilled labor, productivity of the U.S. workforce, stronger quality controls, rising transportation costs and stronger entrepreneurship and innovation.

The Small Business Administration has developed an International Trade Loan (ITL) program that provides small businesses with capital to finance their fixed assets, including real estate and facilities and working capital. This program offers private lenders SBA’s highest loan guarantee of 90% in order to incentivize lending to small businesses poised for growth.

Small businesses may use the ITL program to “on-shore” or “in-source” in one of two ways:

1) American small businesses that currently manufacture products abroad, but want to relocate production to the U.S. and then export those products may use the program. These businesses may want to relocate to the U.S. to take advantage of increased labor productivity, proximity to raw materials, quality control, re-linking their supply chain or other factors. Small businesses would qualify even if they intend to sell just one product abroad.

2) American small businesses which currently manufacture abroad, but sell to the U.S. market, can take advantage of the loan program. These businesses must demonstrate an adverse impact to their business due to import competition, substantiated either by a narrative explanation and the company’s financial statements or by a finding of economic injury issued by the International Trade Commission or the U.S Department of Commerce.

If you are considering “on-shoring” and are uncertain about qualifying for the loan program, contact MEDIC. We can help you determine if you might qualify, help you understand the requirements, help you navigate through the process and hook you up with an SBA-participating lender.



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.

Economic Statistics

October	2011	2010
Employment – Marshall County		
Labor force	19,930	20,230
Unemployed	1,250	1,350
Percent unemployed	6.2	6.7
Total employment	18,870	18,880
Marshalltown Construction		
Building permits	14	13
Residential dwelling units	0	1
New residential construction valuation	\$0	\$83,000
Residential addition/remodeling valuation	\$93,000	\$61,000
New commercial/industrial permits	1	3
New commercial/industrial valuation	\$123,000	\$66,000
Remodeling commercial/industrial valuation	\$36,000	\$6,963,000
Marshall County Construction		
Building permits	3	9
New Residential Dwelling Units	3	1
New Residential Construction Value	\$22,000	\$0
Residential addition/remodeling valuation	\$20,000	\$500,000
New commercial/industrial permits	0	2
New commercial/industrial valuation	\$0	\$39,000
Housing		
Single family home sales	41	31
Average sale price	\$77,441	\$93,842
Median sale price	\$84,000	\$82,000

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Kileen D. Rezac, CFP
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YOUNG PROFESSIONALS

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 has been rescheduled for March 1 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. 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.

Upcoming MYP Events

February

9	Networking Lunch <i>Mexico Antiquo</i>	Noon
16	Lunch & Learn <i>International Business Etiquette with Tero Intl. Lennox Leadership Development Organization Lennox Manufacturing</i> <i>Cost is \$12/person for MYP members Must RSVP in advance</i>	11:30

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 \$25!



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

Meet MYP Member Sarah Pickett

Employer: Emerson Process Management - Fisher

Family: Husband Greg Pickett, K-12 Media Specialist at Baxter Community Schools

Hometown: Rural Laurel, Iowa area – I currently live in State Center

What does your job entail? I am the Human Resource Generalist for about 350 employees, co-ops and contractors. This includes employee relations, recruitment and employment, performance management, salary and benefits administration, training and development, and special projects, among other things. I also administer the International Assignment function for Fisher.

How long have you been employed at your current employer? I have been with Emerson Process Management for about 5.5 years. I have been in my current role since August 2011.

What was your first job? I had an excellent first job at Sports Page.

What's the last book you read: "The Girl Who Kicked the Hornet's Nest" by Stieg Larsson

Leadership is... Following through and doing what you say you will do.

Why are you involved in MYP? I joined to network with other professionals and find additional ways to be involved in the Marshalltown area. What other community organization/s are you involved in? I am a member of First Baptist Church and am the Team Recruitment Chairperson for the 2012 Relay for Life of Marshall County Committee.

What's one of the best things about living/working in Marshalltown? This year I really enjoyed the downtown Farmer's Market.

What's something about you most people don't know? I went on a 2-week study abroad in The Netherlands and Germany when I was in graduate school at Iowa State, which provided me a first-hand look at European culture and how business operates outside the U.S. I loved every minute of the trip!

Favorite vacation spot: Florida - but someday, I'd love to go back to Europe with my husband!

Why should employers encourage employees to join MYP? MYP allows for employees to become more connected to the community, and allows for leadership experiences they may not have otherwise. Employees also get the great benefit of meeting other professionals outside of work and developing friendships.



Want more information?
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BUSINESS NEWS

16th Annual Des Moines Summit and Legislative Day

The date has been set for the 16th Annual Des Moines Summit and Legislative Day, hosted by the Marshalltown Area Chamber of Commerce. This year's Summit will be Thursday, March 8.

Each year, a large delegation of Marshalltown business and community leaders, as well as members of the Iowa Valley Leadership class, head to the State Capitol to meet with elected officials on issues of importance to the Marshalltown community.

This year's agenda will include meetings with local elected officials, Senate and House leadership. Again this year, lunch will feature Taylor's Maid-Rites served to all delegation members, state senators and representatives, as well as their staff members.

"We have been busy putting together the details of the day," said Abie Chadderton, Vice Chair of Government Affairs. "We hope to provide an educational and informational trip to Marshalltown leaders."

If you are interested in participating in the 16th Annual Des Moines Summit and Legislative Day on March 8, you may register online at www.marshalltown.org/chamber/events.php. Cost is \$20 per person, which includes your transportation to/from Des Moines, Taylor's Maid-Rite lunch, and Summit materials. For more information about the Chamber's Government Affairs program, log on to the Chamber's website: www.marshalltown.org/chamber/government.php

This event is sponsored in part by Emerson Process Management - Fisher Valves Division, Lennox Manufacturing and Marshalltown Medical & Surgical Center.



the Chamber
Marshalltown, Iowa

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

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

www.everydaychampions.org

BUSINESS NEWS

3rd Annual Taste of Marshalltown

It's that time again! Time for the Annual Taste of Marshalltown Showcase. Mark your calendars for this year's event, which will be bigger and better than ever.

The Taste of Marshalltown Showcase will be held on Wednesday, February 15 from 5:00 - 7:00 p.m. at the Fisher Community Center.

"This is a great opportunity for our food and beverage industry members to showcase their products to the huge crowd that gathers," said Lynn Olberding, Chamber Vice President.

Participating businesses as of print time include: **Morning Glory Bakery, John Ernest Vineyard & Winery, Smokin' G's BBQ Catering, and Taco John's.** If your business would like to participate, please contact Lynn Olberding at the Chamber office. Participation is open to any Chamber member caterer, restaurant, food/beverage distributor, grocery store or other food-related business. Participating businesses pay a small fee and provide a gift certificate to be given away as door prizes during the event.

Attendance at the event is open to all employees of Chamber member businesses/organizations. Bring your business cards for a chance to win gift certificates from participating vendors.

The Taste of Marshalltown Showcase is a great place for good food, good drinks and good conversation!

Wednesday, February 15
5:00 - 7:00 p.m.
Fisher Community Center Auditorium



Ulises Cisneros
Agent-CSA



Pat Hageman
Agent



Lance Horbach
Agent



Paul Beals
Agent



Laras Neuroth
Agent



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