

Chamber Digest

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November 2007

Volume 25 Issue 6



Upcoming Events

November 1

Government Affairs Luncheon, 11:30 a.m.

November 14

Business to Business Showcase, 5:00 - 7:00 p.m.

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Upcoming Chamber events: Mark your calendars!

**City Council
Candidate Forum**
Tuesday, Oct. 30
5:30 - 6:30 p.m.

Candidates for city council will participate in this forum, open to the public.

Participants:

Bill Backoff
Al Hoop
Andrea Maxwell
Laurel Phipps
Dean Stucky
Sue Sietmann
Reed Riskedahl will serve as moderator. Complete story on page 11.

**Government Affairs
Luncheon**
Thursday, Nov. 1
11:30 a.m. - 1:30 p.m.

This luncheon will feature Mr. Douglas Loon, Vice President of Regional Affairs and Advocacy for the U.S. Chamber of Commerce and Mr. David Roederer, Executive Director Iowa Chamber Alliance. Find out more information about state and federal legislative issues. For complete story, turn to page 9.

**Operation: Thank You
Luncheon**
Thursday, Nov. 8
11:45 a.m.

Volunteers needed! Join us in thanking all Chamber members for their continued support by volunteering a few hours to deliver gifts on behalf of the Chamber board and staff. Lunch will be provided and volunteers will be given a list of businesses to call upon to say "Thank You"! To volunteer, please contact Lynn at the Chamber office.

**Business to Business
Showcase**
Thursday, Nov. 14
5:00 - 7:00 p.m.

Kick off the holiday season by participating in the Business to Business Showcase. This is a perfect opportunity to showcase holiday gift items, business services or facilities. Key sponsor is Hy-Vee Food Store. Support sponsorships are just \$50 and include a table for your display. To participate, please contact Lynn at the Chamber office.

Washington Summit planned for 2008



Ric Anderson
Co-Chair, 2008
Washington Summit

The Marshalltown Area Chamber of Commerce and Marshall Economic Development Impact Committee (MEDIC) have announced plans for the 17th Annual Washington Summit lobbying trip, planned for May 20 - 21, 2008.

Ric Anderson and Bill Grabe, vice-chairs of the Chamber board and MEDIC board, respectively, will serve as co-chairs for the 2008 Washington Summit.

If you are interested in participating in the 2008 Washington Summit, please attend the first planning meeting, slated for November 9 at 9:00 a.m. at the Fisher Community Center.

For the complete story, turn to page 10.



Bill Grabe
Co-Chair, 2008
Washington Summit

MEMBER SPOTLIGHT

Life Investors

In 1960, Dr. Ralph Moe had a dream. His dream was to build a company that was of, by and for Iowans. He built his dream: Life Investors.

Dr. Moe started Life Investors with fewer than 20 sales people and managed assets of \$4.5 million. In 2005, when local Life Investors agent Rusty Feldman joined the Marshalltown Area Chamber of Commerce, the company celebrated \$54 billion of insurance in force.



Life Investors is a wholly owned subsidiary of AEGON USA. Member companies of AEGON Insurance Group include: Life Investors Insurance Company of America, Transamerica Life Insurance Company, Monumental Life Insurance Company, Western Reserve Life Assurance Company of Iowa and Peoples Benefit Life. AEGON Insurance Group, on a consolidated basis, is one of the top 50 largest public financial companies in the world ranked by assets.

Feldman joined the company in 1992 as an intern. In January 1993, upon graduation from Upper Iowa University, Feldman began full time with Life Investors, later to join the Life Investors corporate staff in Columbus, Ohio and finally settling in Marshalltown, Iowa in 1998.

"In August 1995, when I joined the corporate staff, I was in charge of hiring and training agents in the Eastern region," said Feldman. "Three years later, I moved to Marshalltown to help build the Iowa agencies and in February 2000, I took over the Associate General Agent roll, covering the western half of the Strellner Agency."

As an agent, Feldman works with customers to customize products and services to their needs. He currently offers life insurance, fixed and variable annuities, health insurance, disability income insurance, mutual funds and retirement plans. Part of his position is also to hire new representatives.

Since his move to Marshalltown in 1998, Feldman and his wife, Connie, an optometrist with Eyecare Associates, have started their family and planted roots in the community with their three daughters: Ciara, Kyra and Kennedy.

Feldman was one of the founding members of the Marshalltown Young Professionals (MYP) organization and currently serves as the organization's president.

"A few years back I was at a conference and heard about a networking group in a community about the size of Marshalltown and thought this type of club would be a great thing to be affiliated with," Feldman said. "There were other young people that thought the same thing and with the help of the Chamber and some of our first member, we now have MYP."

"When we moved to Marshalltown seven years prior to MYP starting, we didn't think of Marshalltown as home. Now it is," said Feldman.

In addition to work and his involvement with MYP, Feldman is also a member of St. Henry's church and coaches his daughters' soccer and softball teams. He has also volunteered for the Community Y's Partner with Youth campaign and recently was a team captain for the Chamber Membership Committee's Membership Blitz.

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.

John Ernest Vineyard & Winery

Jamie Busch-Upah
3291 N Avenue
Tama, IA 52339
(641) 484-8048

John Ernest Vineyard & Winery is owned and operated by the Kopsa family. The winery features more than 15 types of wines, a banquet facility with seating for up to 70, and gift shop, featuring wine-themed gifts, candles and baskets. Closed Mondays.

John Ernest Vineyard & Winery wines will be featured at the 2nd Annual Marshalltown Young Professionals Sip. Savor. Support. event on Wednesday, December 5. For more information, turn to page 15.

Maxim Advertising

Omar Gonzalez
111 North Third Avenue East
Newton, IA 50208
(641) 792-0906

Maxim Advertising offers promotional advertising products, marketing, and public relations. The business features a large selection of promotional products from a number of product companies, available for customization. Creative ideas, real solutions since 1984.

See team members from Maxim Advertising at the Business to Business Showcase on Wednesday, November 14.



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Marie Steenlage
Central Business District
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MCVB

MCVB
Chair: Mike Stegmann



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Shauna Banks
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Kim Barnard
Administrative Assistant
Joel Akason
MEDIC President
Amy Mills
MEDIC Executive Assistant
Shannon Espenscheid
MCVB Director

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: Brian Heithoff



Board of Directors

Bill Grabe
Chair Elect
Jim Lowrance
Treasurer
Rob Cooper
Secretary
Leon Lamer
Past Chair

Parke Adamson
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Gene Beach
Bob Berger
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Douglas Gervich
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Dan Hassman
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Carol Hibbs
Dean Kenagy
Gordie Johnson
Mike Miller
Loras Neuroth
Mike Schlesinger
Kevin Swartz
Bill Thiede
Kenn Vinson
Glenn Ytzen

Ex-Officio

Harrison Cass
Dick Hierstein
Larry McKibben
Mark Smith
Karen Squires
Tim Wynes

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 business, residents and visitors.

Thank You Reinvesting Members

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

Ace Precision Castings (5 years)
Applebee's Restaurant (10 years)
American Red Cross - Iowa Rivers Chapter (12 years)
Bjelland Plumbing (13 years)
Boland Recreation (6 years)
City of Marshalltown (15 years)
Culver's (5 years)
Grimes, Buck, Schoell, Beach & Hitchins (43 years)
Hay Construction (11 years)
Heartland Dental (6 years)
Hy-Vee Drugstore (37 years)
J & M Roofing (4 years)
LeGrand Oil (16 years)
Marshalltown Central Business District (20 years)
National Cash of Iowa (7 years)
Renner's Flowers (43 years)
Septer Motor Company (10 years)
St. Mary's Catholic Church (2 years)
Subway (15 years)
Stalzer Furniture (9 years)
Stalzer Photography (3 years)
Temp Associates (9 years)
TSP Inc. (10 years)
Villa Del Sol (11 years)
Younkers (47 years)

Listen Weekly to Chamber Chat Sunday Mornings
6:30 am on 99.5 KDAO FM and 7:30 am on 1190 KDAO AM
Keep up with the latest Chamber, MCVB and MEDIC News.

Business After Hours

November 14
Business to Business Showcase
Key sponsor: HyVee Food Store
Held at the Fisher Community Center
709 South Center Street
Marshalltown, IA 50158
5:00 - 7:00 p.m.
Contact the Chamber office to showcase your business during this exciting event!

December 12
5:00 - 7:00 p.m.
US Bank
123 West Main Street
Marshalltown, IA 50158

January 2008
Sponsorship available

February 2008
Business to Business Showcase
Sponsorship available

Chamber Business After Hours are a great way to showcase your business.

Want to book a Chamber Business After Hours for 2008?
Contact Lynn at the Chamber office.

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FACES & PLACES

Faces & Places is a new 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 three 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.

Carmicheal Back & Neck Care offers specials for Chamber members

In celebration of Spinal Health Care Month, Carmicheal Back & Neck Care hosted the Chamber Business After Hours on Thursday, October 18.

"We want to say thank you to all who attended our Chamber After Hours event last week. Our guests enjoyed healthy snacks, some lively conversation and tours of our natural health care facility. One of the primary topics of discussion was how we help employers protect their businesses through drug testing," said Sandra Witt, office manager.

The staff at Carmicheal Back & Neck Care has decided to extend the special offer to all Chamber members including those who were unable to attend the Business After Hours event.

The office offers urine analysis, pre-employment physicals, DOT physicals and breath alcohol testing. For more information, please contact Sandy at Carmicheal Back & Neck Care at 641-753-5796.

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of It!*



Bobby Shomo
Agent



Connie Koehler
Agent



Deb Ewoldt
Agent



Kendall Shomo
HR/Accounting



Christina Ennenga
CSR/Agent



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Agent



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BUSINESS NEWS

ACCE releases Chamber study

This article was contributed by ACCE.

A new national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers. In a scientific survey of 2,000 U.S. adults, The Schapiro Group, an Atlanta-based strategic consulting firm, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation and likelihood of future patronage.

The study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, showed that when respon-

dents were told that a particular small business was a member of its local chamber, they were 44 percent more likely to rate it favorable than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member.

"We discovered that informing someone about a company's chamber membership opens the door to substantial increases in positive perceptions of that business," said Alex Trouteaud, Ph.D., senior strategist for The Schapiro Group. "There clearly is a feeling by our respondents that chamber membership is synonymous with quality and desirability."

To tap into this reservoir of goodwill, a small business should not only join the local chamber of commerce and participate, but also make

sure consumers and other businesses are aware of that chamber affiliation.

The positive impact of perceived chamber membership is felt by big businesses, too. For example, when consumers believed that a restaurant chain was a member of the local chamber of commerce, they were 40 percent more likely to eat at the franchise in the future.

"This study reinforces research done in 2005 about the perceived capacity of chambers to lead businesses and lead communities," said Mick Fleming, president of ACCE.

"These new national findings point to even more direct benefits for companies willing to be stakeholders in their local chamber." The study results had good news for chamber themselves, where 82

percent of respondents indicated that a local chamber of commerce "creates jobs and promotes economic development."

"The message from this national study is as simple as it is groundbreaking," said Jim Blasingame, small business expert and president of Small Business Network, Inc. "Join your local chamber, be an active participant in your chamber's programs and be sure to let your customers and prospects know you're a proud chamber supporter when they come in your business and when they see your marketing material."

J. Mac Holladay, CEO of Market Street Services, an economic development consulting firm based in Atlanta that helped create the study said, "It is refreshing to learn what we have suspected for years - that chamber membership and community involvement are good investments."

"We discovered that informing someone about a company's chamber membership opens the door to substantial increases in positive perceptions of that business."

Upgrade your online listing

Is your website lonely? Get connected on www.marshalltown.org! The internet is a great way to connect to your current and potential customers. Research shows over half of all professionals search the web when looking to relocate or find a business. Search for information on Marshalltown, Iowa and you'll be directed to the Chamber's website. By increasing your visibility on the Chamber website, you get your business information to over 5,000 online visitors every month.

Upgrades start at just \$120 per year and include website and email links, multiple category listings and searchable key words. For as little as \$180 per year, you can add text and graphics.

Choose an online directory upgrade, which includes multiple category listings, searchable words, email link, and website link. You can also choose a package that allows you text, describing your business and products, as well as graphics. For more information, contact Lynn at the Chamber office and get connected today!

Online Directory Package	Basic	Extended	Deluxe	Premier
Business Listing	X	X	X	X
Email Link		X	X	X
Website Link		X	X	X
Business Categories	1	Up to 2	Up to 3	Up to 4
Searchable Key Words		Up to 25	Up to 40	Up to 50
Text			75 words	150 words
Logos/Photos			1 graphic	2 graphics
Annual Price	Included with membership	\$120	\$180	\$240




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CONVENTION & VISITORS BUREAU

2008 Visitor Guide

The MCVB is working on updates for the 2008 Marshalltown Visitor's Guide. The MCVB uses this guide in promoting Marshalltown to visitors everyday. A letter or phone call has been made to most of the businesses in the guide to make sure phone numbers and the information in the guide is correct. If you are an area attraction, restaurant, athletic, recreation or shopping facility and not in our guide, we want to include you. We are also looking for fun and unique pictures taken throughout Marshalltown to include in the guide. To place your business or picture in the guide, please call us at 641-753-6645 or email us at cvb@marshalltown.org by November 16, 2007.

Merry Marshalltown CDs available

The Marshalltown Convention & Visitors Bureau will be offering the Merry Marshalltown CD again this year, starting at the Holiday Stroll on Friday, November 16. The cost for a CD is \$15.00. The CDs will be available at various downtown and south side locations as well as the MCVB office located in the Fisher Community Center. Ten holiday songs have been recorded by local artists, with proceeds supporting local events and attractions throughout the year. The MCVB has started production on Merry Marshalltown Volume II. Volume II will be available in 2008. You won't want to miss out on either one of these collector's items!

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 2007

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
StoryTime	Tues. & Fri.	Public Library
"Cocktails with Mimi"	Nov. 2-3	Martha Ellen Tye Playhouse
Nature Story Hour	Nov. 7	GrimesFarm & Cons. Center
Accents on Entertaining	Nov. 9-10	IA Valley Continuing Education
Veteran's Day	Nov. 11	
Card Party	Nov. 12	Art & Cultural Center
Jolly Holly Days	Nov 15-16	MMSC
Tiny Tim Tree Festival	Nov. 16-18	Veteran's Memorial Coliseum
Holiday Stroll	Nov. 16	Main Street
Holiday Light Show	Nov. 16	Courthouse Square
Holiday Art & Craft Market	Nov. 17	Art & Cultural Center
Holiday Bazaar	Nov. 17	Knights of Columbus Hall
Nature Story Hour	Nov. 21	GrimesFarm & Cons. Center
Thanksgiving	Nov. 22	
MCVB Offices Closed	Nov. 22-23	
Card Party	Nov. 26	Art & Cultural Center
Daddy/Daughter Dance	Nov. 30	Art & Cultural Center

November 2007

Date	Group	Location
Nov. 1-2	AEA Occupational & Physical Therapy	Pleasant Hill
Nov. 2-3	The Latino/a Conference	IVCE
Nov. 3	Girls State Swim Meet	Community Y
Nov. 3-4	Hawkeye "600" State Bowling	Totem Bowl
Nov. 9-10	District 9 Lions Club	BW Regency Inn
Nov. 10-11	Hawkeye "600" State Bowling	Totem Bowl
Nov. 15-17	Iowa Honey Producers	BW Regency Inn



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**For information on
meetings,
conventions and
events, visit**

www.VisitMarshalltown.com.

**Submit your event on the community
calendar online at
www.VisitMarshalltown.com.**

CONVENTION & VISITORS BUREAU

Marshalltown Hosts 4th Annual Iowa Geocaching Hike-n-Seek

The IGO held its event in conjunction with Oktoberfest on September 22. With the use of GPS, specific coordinates are located and special cache boxes of various sizes are found at these coordinates. The caches hold items to find and trade. More than 50 caches were hidden in Marshalltown with over 100 Geocaching quests participating throughout the day.

Read what some of the attendees had to say about our great town:

"It was a beautiful day! Glad I brought my bike! I found 19 of the MANY caches in the area."

"What a great event on such a beautiful day!"

"Thanks to everyone involved in making this a great event. We logged over 15 miles on the bike trail."

"Thanks for all you did for us. Consensus is this was our best event yet. Everybody is looking forward to more in the future."

There are still caches hidden throughout Marshalltown. If you wish to learn more about Geocaching and how to find the caches, please log on to www.geocaching.com.



Holiday Stroll Travel Packages Available

You've read about it in the paper and heard it on the radio. The Marshalltown Convention & Visitors Bureau is offering a fabulous travel package for the weekend of November 16-17, 2007. When you check into your choice of hotel, you will receive a welcome to Marshalltown gift bag filled with various coupons. The coupons will include dinner at Mexico Antiquo, breakfast at your hotel, Lillie Mae Chocolates, HyVee Drugstore, Earl May and Marshall Town Center. Guests will also want to take advantage of the various Holiday Bazaars and downtown Extreme Weekends.

If you have friends who would like to visit Marshalltown, tell them about this great package kicked off with Marshalltown's Holiday Stroll on Friday, November 16 and the lighting of the courthouse square, featuring Eric Rodemeyer's lights choreographed to holiday music. For more information about the travel package please go to our website www.visitmarshalltown.com.

Attention Marshalltown meeting, sports lodging and group dining facilities

The Marshalltown Convention & Visitors Bureau is in the process of updating its Facilities Guide. Please take a look at our website www.visitmarshalltown.org to make sure your facility's information is correct.

If your facility is not listed, please contact us at 641-753-6645 or cvb@marshalltown.org.

Celebrate Thanksgiving Day with us at the **BEST WESTERN REGENCY INN!**

*Thursday, November 22, 2007
10:45 am-2:00 pm*

Roasted Tom Turkey,
Chef Carved Ham,
Chicken & Noodles,
Whipped Potatoes & Gravy,
Sage Dressing, Candied Yams &
Buttered Corn, Glazed Carrots,
Array of Fresh
Homemade Salads,
Homemade Rolls & Butter,
Assorted Pies
including Pumpkin Pie,
Beverage Included

*Adults: \$13.95
Children (ages 3-9) \$6.95*



3303 S. Center Street
Marshalltown
(641) 752-6321
Reservations Suggested



AMBASSADOR VISITS



The Chamber Ambassadors celebrated the grand opening of Comfort Keepers with Jim and Stephanie Nickerson and staff on Tuesday, September 25. The office is located at 19 South Center Street, Suite 2.



Iowa Hospice celebrated their Grand Opening on Wednesday, October 3 with a ribbon cutting. Iowa Hospice provides end-of-life care. The Iowa Hospice office is located at 2 West Main Street.



The Chamber Ambassadors visited Helper's Auto Service at 108 West State Street on Tuesday, October 9. Helper's Auto Service is celebrating 54 years as a Chamber member in 2007.



Willards Furs and Fashions, 36 West Main Street, celebrates 45 years as a Chamber member in 2007. Owner, Jonathan Hull is a third generation owner of the family-owned and operated clothing store.

Request a Ribbon Cutting or Courtesy Call at your Location.
The Ambassadors are the goodwill arm of the Chamber.
Their scheduled time for courtesy calls and ribbon cuttings are at 4:30 and 4:45 on the second and fourth Tuesday of the month.

Please contact the Chamber office if you would like to schedule a visit at your business.

Contact 753-6645 or info@marshalltown.org.



www.marshalltown.org Statistics

	Sept. 2007	YTD Total	Avg/Month
Unique Visitors	3,510	33,946	3,772
Number of Visits	5,257	48,293	5,366
Page Views	19,504	206,465	22,941
Hits	125,438	1,187,877	131,986

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

BUSINESS NEWS

Membership Committee hosts Membership Blitz



Volunteers for the Membership Blitz were cheered on by MHS cheerleaders at the October 17 kick-off party. Volunteers competed for membership contacts by successfully completing football throws through a goal post. The kick-off and wrap-up parties were co-sponsored by PepsiAmericas and Grinnell Beverage Company.

For complete results, watch for the Membership Blitz story in the December issue of the Chamber Digest.

Can't afford to invest? Or, can't afford not to?

If you think you can't afford to invest, think again. The right combination of investments may help pave the way to a better lifestyle today and confidence for tomorrow.

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



Government Affairs luncheon scheduled for November 1

You are invited to attend the Marshalltown Area Chamber of Commerce Business Leaders Government Affairs Luncheon on Thursday, November 1 at the Fisher Community Center.

The luncheon will feature a first-hand update on the status of key federal issues that impact business from Mr. Douglas Loon, Vice President, Regional Affairs and Advocacy for the U.S. Chamber of Commerce.

With the 2008 Iowa Legislative session fast approaching, you also have an opportunity to find out important issues being considered on a state level from Mr. David Roederer, Executive Director for the Iowa Chamber Alliance.

Lunch will be served, beginning at 11:30 a.m. Please RSVP to the Chamber office at 641-753-6645 if you plan to attend or email info@marshalltown.org. Cost is \$10 per person and includes lunch.

Iowa River Hospice breaks ground on Hospice Home



Staff, volunteers and Iowa River Hospice supporters broke ground on the Hospice Home on Wednesday, October 17. The home will be located at 502 Plaza Heights Road and is scheduled for completion in 2008.

CPA

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ECONOMIC DEVELOPMENT

2008 Washington Summit planning is underway

The Marshalltown Area Chamber of Commerce and Marshall Economic Development Impact Committee's 17th Annual lobbying trip to Washington, D.C. is slated for May 20-21, 2008. A strong contingent of citizens representing both the private and public sector will travel to our nation's capitol to promote a unified agenda to secure funds for community projects and proactively communicate the Chamber and MEDIC's position on issues of importance.

Throughout the two-day Washington Summit, participants will have the opportunity to advocate for local projects and key economic growth issues facing Marshalltown and the Central Iowa area. Participants will meet with members of Iowa's Congressional delegation, Federal Agencies, the Administration and their staffs.

Arrangements are being made for the delegation to travel and lodge together May 20 and 21.

Co-chairs of the 2008 Washington Summit are Ric Anderson, manager of Hy-Vee, and Bill Grabe, president of Clapsaddle-Garber and Associates, vice-chairs of the Chamber and MEDIC boards respectively.

The first planning meeting is November 9 at 9:00 a.m., at the Fisher Community Center.

The Five New Realities of Economic Development in the 21st Century

New Reality #1: We are a global economy.

New Reality #2: The pace of change will continue to accelerate.

New Reality #3: The components of competitiveness can no longer be pursued separately.

New Reality #4: Public-Private partnerships become more critical every day.

New Reality #5: The ability to innovate is the only sustainable competitive advantage.

Sandy Baruah, Assistant Secretary of Commerce for Economic Development

Economic Statistics

Employment

	August 2007	YTD
Marshall Co. Residents in Labor Force	21,130	20,810
Percent Unemployed	3.9%	3.7%
Total Employment (residents)	20,310	20,030

Marshalltown Construction

	August 2007	YTD
Building Permits	14	112
Residential Dwelling Units	5	48
New Residential Construction Value	\$996,000	\$8,157,000
Residential Addition/Remodeling Valuation	\$26,200	\$480,500
New Commercial/Industrial Permits	1	13
New Commercial/Industrial Valuation	\$6,150,000	\$8,747,000
Remodeling Commercial/Industrial Valuation	\$6,126,000	\$18,589,000

Housing

	August 2007	YTD
Home Sales, Single Family Dwelling	53	340
Average Sale Price	\$117,621	\$110,627
Median Sale Price	\$107,000	\$107,000

Visit www.marshalltownworks.com for additional statistics.



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BUSINESS NEWS

Phoenix E-Waste to relocate

By: KEN BLACK
TIMES-REPUBLICAN

With sewers and roadways installed in the new Marshalltown Gateway Centre, the only thing that seems to be left is to fill up the new development with businesses of all shapes and sorts. Mark at least one of those lots sold as Phoenix E-Waste, a local Marshalltown company, recently bought the first parcel and will be erecting a building soon.

Mike Ladehoff, one of the owners in the family business, said that a building could be completed on the ground by the end of the year.

"We have an expedited timetable," he said. "Of course, some of it depends on the weather." While the focus of the Gateway Centre has always been to attract outside new business to the area, this may be the next best thing.

"This is what we need," Ladehoff said. "It fits everything we needed to have in order to expand our business." The company's current location, located on the east side of Marshalltown, was beginning to get cramped as Phoenix E-Waste has doubled the amount of material they have processed every year they have been open.

This year, the company expects at least 300,000 pounds of materials. The new facility will be capable of handling more than 3 million pounds. Further, that building will not sit vacant as there are other plans for it.

At this point, the details of what will be happening to the business' current location are not available.

Brian Heithoff, CEO of Consumers Energy, said he welcomes Phoenix E-Waste to the energy company's business park. "We're excited to have them as a neighbor," he said. "It's a good fit. We have always wanted companies to join us who have the same values we do."



From left, Brian Heithoff, Brett Ladehoff and Mike Ladehoff stand at the entrance to the Marshalltown Gateway Centre. Photo by Ken Black.

Candidate Forum scheduled

City Council candidates will be featured at a candidate's forum sponsored by the Local Government Committee of the Marshalltown Area Chamber of Commerce and the Marshalltown Chapter of the American Association of University Women. The forum will be held in the Fisher Community Center auditorium on Tuesday, October 30 beginning at 5:30 p.m.

Three City Council seats are up for election: 2nd Ward, 4th Ward and one at-large position. Candidates for the 2nd Ward seat are Andrea Maxwell and Dean Stucky. Running for the 4th Ward seat are incumbent Laurel Phipps, candidate Al Hoop and write-in candidate Sue Sietmann. Bill Backoff is running unopposed for the at-large seat. Backoff is seeking his first elected term to the Council after he was appointed to complete the term of the late John Cahill.

"We have many exciting things happening in the community. It is very important to hear the views of the City Council candidates on key issues that will impact the future of Marshalltown," stated Chamber Local Government chairman Reed Riskedahl.

Riskedahl will serve as moderator for the candidate forum. Written questions will be accepted from the audience during the event.

KDAO TV 45 will tape the forum and rebroadcast at 7:00 p.m. on both Wednesday, October 31 and Thursday, November 1.

The public is encouraged to attend.

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YOUNG PROFESSIONALS

MYP prepares for 2nd annual *Sip. Savor. Support.* event

The Marshalltown Young Professionals invite you to attend the 2nd Annual *Sip. Savor. Support.* wine tasting event on Wednesday, December 5 at Elmwood Country Club. A portion of the proceeds from the event will benefit the Community Y's Partner with Youth Campaign.

"We had a very successful inaugural event in 2006," said Eric Bidwell, event co-chair. "More than 150 people attended and enjoyed great wine."

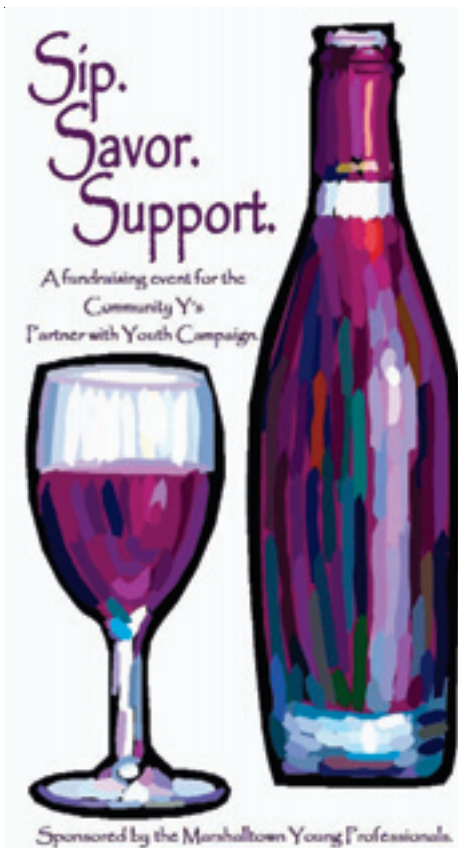
Proceeds from last year's event allowed MYP to donate \$2,500 to the Partner with Youth campaign.

The event will feature wines from John Ernest Vineyard and Winery, including Pinot Noir, La Crosse, Morning Dew, Pinot Grigio, River Bottom Red and Cranberry. Hors d'oeuvres will be provided by the Marshalltown Young Professionals.

Your \$15 ticket includes wine tasting, hors d'oeuvres and raffles for various donated items, including items from the Community Y and John Ernest wines.

This year's event is co-chaired by Bidwell, Sarah McMillian and Lynn Olberding. The event is co-sponsored by the Marshalltown Times-Republican and Marshalltown Broadcasting (KFJB, KXIA).

To purchase a ticket, please visit the Chamber office, Community Y or email your order to lolberding@marshalltown.org. Ticket orders will also be taken through the Chamber website at www.marshalltown.org.



Lunch & Learn series

MYP is looking for businesses, interested in sponsoring a Lunch & Learn luncheon, a new series hosted by the Marshalltown Young Professionals. The Lunch & Learn luncheon is held the third Wednesday of every month.

MYP is also seeking meeting space for these luncheons. If your business or organization is interested in presenting information to the Marshalltown Young Professionals or if you have a board room or meeting area MYP could use, please contact Lynn Olberding at the Chamber office.

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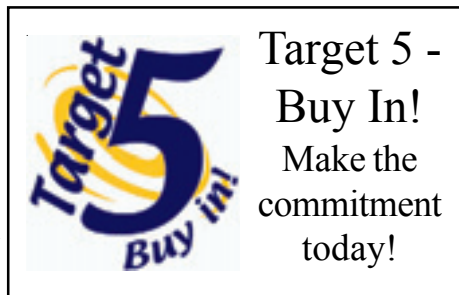
TARGET 5 - BUY IN!

New businesses commit to Target 5 and Buy In!

The Chamber office has received a number of new participants in the Target 5 - Buy In! campaign since last month's feature story in the Chamber Digest. Target 5 - Buy In is a buy local initiative aimed at supporting local vendors and shifting at least 5% of their spending to local businesses.

These businesses are the newest Target 5 participants:

- Adland Engraving
- BDH Technology
- Eyecare Associates
- Iowa Lumber
- KDAO AM/FM/TV
- Lillie Mae Chocolates
- Marshalltown Area United Way
- RACOM
- USA Staffing



Have you bought in? Are you ready to support local businesses and commit a 5% shift to keeping your money in Marshalltown and Marshall County? Do you have a story to share? Contact Lynn at the Chamber office to share your success story, a quote or testimonial. Contact the Chamber office to sign up or register online at www.marshalltown.org/chamber/target5.

Why buy local?

Every time you make a purchase, you have the opportunity to make a difference. When you make a purchase from a local business, you are choosing to reinvest in our community to build a strong economy.

When you make purchases locally, on average 25 cents on the dollar is reinvested into the community. That's money for local schools, roads, as well as wages.

"Every year local businesses, institutions and governments spend nearly \$1.2 billion in goods and services from out-of-area suppliers. This out-of-area spending could play a significant role in the growth and development of our city and county if the spending is redirected to local businesses and service providers. These dollars help us grow jobs and build businesses that lead to expanded choices of goods and services, higher salaries and improved tax base," said Dave Swenson of the Iowa State University Department of Economics.

"My wife and I have always supported Marshalltown businesses. Not only thru our business but personally also," said Robert Jacobson of Iowa Lumber.

By shifting a small percentage - 5% - to local vendors, we could add over 350 new jobs and nearly \$40 million to the local economy, according to Swenson.

When possible, please consider purchasing items from local vendors and service providers and help build business and grow jobs in Marshalltown and Marshall County.



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