

# Chamber Digest

Pre Sort Standard  
U.S. POSTAGE  
**PAID**  
MARSHALLTOWN, IA  
PERMIT NO. 42

February 2008

Volume 25 Issue 9



## Upcoming Events

### February 21

Business After Hours at Home Federal Savings Bank, 5:00 - 7:00 p.m.

### February 26

Target 5 Marketplace, 7:30 - 9:00 a.m.

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## Spring Home Show Planned

If the cold weather has you looking forward to spring, mark your calendar for the 2008 Spring Home Show, hosted by the Chamber Marketing committee, scheduled for Friday - Sunday, March 14 - 16 at Marshall Town Center.

The Spring Home Show is a three-day event featuring home improvement, cleaning, decorating, gardening and lawn care services any homeowner will need to get started on those spring and summer projects. More than 70 booths will be set up throughout the mall, with chances to win over prizes, worth over \$4,500.

"We are adding some new events along with the show this year," said Lynn Olberding, Director of Membership and Marketing for the Chamber. "We will have fun games and gimmicks located throughout the show for chances to win great prizes, like Chamber Area Dollars."

The show is scheduled from 5:00 - 9:00 p.m. Friday, March 14; 10:00 a.m. to 8:00 p.m. Saturday, March 15 and Noon to 5:00 p.m. on Sunday, March 16. Booth space is filling up fast, but registrations are being accepted through February 22.

To register for this year's show, download the registration information from the Chamber website at [www.marshalltown.org](http://www.marshalltown.org) or contact the Chamber office.



## Chamber to host Target 5 Marketplace



On February 26 from 7:30 a.m. to 9 a.m. at the Fisher Community Center the Target 5 - Buy In initiative is bringing you a great opportunity to have direct contact with purchasing agents from some

of Marshalltown's largest purchasing entities. Purchasing agents from Lennox Manufacturing, McFarland Clinic, Emerson Process Management - Fisher Controls, and Marshalltown Medical & Surgical Center have already agreed to participate with additional companies and organizations expected.

The Target 5 - Buy In Marketplace, open to all Chamber member businesses, will provide the opportunity to create business-to-business relationships. If you think your business can supply goods and services to some of our community's largest purchasers, sign up and attend. 10-minute appointments will be scheduled between vendors and the purchasing agents from the companies or organizations you want to meet.

If you are interested, please register online at [www.marshalltown.org/chamber/events.php](http://www.marshalltown.org/chamber/events.php) or contact Lynn Olberding at [lolberding@marshalltown.org](mailto:lolberding@marshalltown.org) or call the Chamber office at 641-753-6645.

Once you have registered you will receive an up-to-date purchasing agent attendance list so you can choose your appointments.

### Target 5 - Buy In! Marketplace

Wednesday, February 26

7:30 - 9:00 a.m.

Open to all Chamber member businesses.

# MEMBER SPOTLIGHT

## KDAO AM/FM/TV

What do the years 1978, 1987 and 1992 have in common? Those are the years the stations in the KDAO media family first went on air. KDAO AM in 1978, KDAO TV in 1987 and KDAO FM in 1992.

KDAO-AM was built at its current location on north Center Street in 1978 after receiving permission from the Federal Communications Commission to broadcast on AM 1190. 2008 marks the 30th Anniversary for KDAO-AM. The stations are locally owned and managed by the Osmundson family.

“Due to our local ownership and management, KDAO is responsive to the needs of Central Iowa by providing a variety of programming to listeners, viewers and advertisers in this area 24 hours a day,” said Mark Osmundson, KDAO President and General Manager. “Decisions are made locally to the benefit of the local communities we serve.”

In addition to their local staff of six fulltime and three part-time employees, KDAO is able to draw from the resources of the ABC Radio Network, Fox News Radio and the America One Television Network for programming and news coverage.



The staff at KDAO is not only involved in the day-to-day operations of keeping KDAO on-air, members of the KDAO staff are also involved with many community organizations, events and promotions throughout Central Iowa. As examples, General Manager, Mark Osmundson serves as a Chamber Ambassador and Station Manager, John Wirkler is a volunteer on the Chamber marketing committee.

Each year KDAO provides thousands of dollars in public service air time for non-profit groups and organizations. Additionally, KDAO airs the “Chamber Chat” program Sunday mornings at 7:30 a.m. on KDAO-AM and at 6:30 a.m. on KDAO-FM, where representatives discuss Chamber, MCVB and MEDIC events and news.

“Marshalltown is experiencing



exceptional growth with many positive developments occurring now and in the future. These projects reflect the work of many people in our community,” said Osmundson. “KDAO is proud to be part of the Chamber and the many great things happening in our community.”

And we are lucky to have community members like Mark Osmundson and the staff at KDAO be part of our community and the Chamber.

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## 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.

### Edward Jones

Ramón P. Reyes, Financial Advisor  
2007 South Center Street  
Marshalltown, Iowa 50158  
641-752-3017

*Ramón Reyes is a Financial Advisor with Edward Jones, who offers strategic planning to achieve your financial goals. Edward Jones is a leader in financial services industry with nearly seven million clients world-wide.*

### Marshall County Conservation Board

Mike Stegmann, Director  
2359 233rd Street  
Marshalltown, Iowa 50158  
641-752-5490

*The Marshall County Conservation Board provides programs and services related to natural resource management. The MCCB has more than 1,200 acres of land and 26 locations for camping, picnicking, fishing, canoeing, hiking, bicycle trails, forest areas and native prairie.*

### Stroh Corporation

Patrick Miller  
5000 Park Avenue  
Des Moines, Iowa 50321  
515-244-8177

*Stroh Corporation is a mechanical and electrical contractor, providing HVAC maintenance to local businesses. Stroh Corporation takes a unique approach in finding solutions that help businesses increase their profitability and achieve their operating objectives.*

*Correction: In the January issue of the Chamber Digest, it was incorrectly stated that the Marshalltown Area Catholic Schools provide services for kindergarten through fifth grade. MACS services K through 6th grade. We apologize for the mistake.*

## www.marshalltown.org Statistics

	Dec. 2007	YTD Total	Avg/Month
Unique Visitors	3,470	45,469	3,789
Number of Visits	5,207	66,381	5,532
Page Views	17,399	271,457	22,621
Hits	99,616	1,539,662	128,305

# LEADERSHIP

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**Gene Beach**  
City of Marshalltown  
**Marie Steenlage**  
Central Business District  
**Denny Grabenbauer**

**MCVB**  
Chair: Mike Stegmann



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**Ken Anderson**  
President  
**Lynn Olberding**  
Director of Membership & Marketing  
**Shauna Banks**  
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



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**Larry Allen**  
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**Bob Berger**  
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**Douglas Gervich**  
**Sharon Greer**  
**Dan Hassman**  
**John Hermanson**  
**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 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	4
<b>AEA 267</b>	<b>20</b>
Big 8 Tyre	7
Carmicheal Back & Neck	2
Center St. Dairy Queen	4
Central Iowa Fair	3
Chalet	13
<b>Comfort Inn</b>	<b>10</b>
Consumer Credit Counseling	11
Des Moines Cold Storage	16
Dr. Hawkins & Urbanowski	13
Earl May	43
Enterprise Rent-a-Car	11
Farmers Savings Bank	7
Harthun, Floyd	2
Hellberg Jewelers	13
Hy-Vee Food Store	47
<b>Iowa Lumber</b>	<b>15</b>
<b>Jiffy Convenience Stores</b>	<b>15</b>
KFJB/KXIA	32
Kwik Star – 6th St	13
Linn Valley Apartments	12
Mama DiGrado's	1
<b>Man's Best Friend</b>	<b>20</b>
Marshallnet	9
M'town Board of Realtors	16
New Horizons Realty	9
Oktemberfest	13
Phoenix E-Waste	2
River Oaks, LP	9
<b>Salvation Army</b>	<b>10</b>
Schendel Pest Control	13
Sears of Marshalltown	7
Sherwin-Williams	9
SportsPlus Sports Medicine	8
Steiner & Associates	4
Ultimate Web Design	1
<b>Vernon Products</b>	<b>15</b>

## Business After Hours

**February 21, 2008**

5:00 - 7:00 p.m.  
Home Federal Savings Bank  
303 W. Main St.  
Marshalltown, IA 50158

**March 17, 2008**

5:00 - 7:00 p.m.  
Business to Business Showcase  
Sponsorship still available.

**April 2008**

Sponsorship still available.

**May 2008**

Marshalltown Medical & Surgical Center  
3 South 4th Avenue  
Marshalltown, IA 50158

**June 2008**

Marshalltown Broadcasting, Inc.  
123 West Main Street  
Marshalltown, IA 50158

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

Want to book a Chamber Business After Hours?

Contact Lynn at the Chamber office.

**View past issues of the Chamber Digest on-line at [www.marshalltown.org](http://www.marshalltown.org).**

# 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](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.

## Andy Schwandt new OnMedia Marshalltown representative

Andy Schwandt was named the new OnMedia Account Executive on January 2, 2008 for the Marshalltown/Newton area. Andy has been with OnMedia since December 2004 and had previously covered the Ames area.

Andy is a graduate of the University of Northern Iowa and is married and has two sons. He serves on the Chamber Marketing committee and is involved with the Marshalltown Men's Chorus, Kiwanis and Boy Scouts.

OnMedia provides local ad insertion for 36 local cable networks in Marshalltown/Newton area.



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

Ready to increase your website traffic? Contact Lynn at 641-753-6645 about online directory upgrades!

## Kathy Baker named President at United Bank & Trust

United Bank & Trust, N.A. has recently named Kathy Baker as bank President, effective January 1, 2008. Baker has over 28 years banking and management experience and has been employed with United Bank & Trust since its opening in 2002.

Baker is involved in various community activities and organizations. She is the Treasurer of the Marshalltown Area Chamber of Commerce, an MCC Foundation board member, and President of the Marshalltown Central Business District. Baker is also a past President of the Community Y's Heritage Club. She and her husband Denny reside in Clemons.



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# BUSINESS NEWS

## Reserve a booth for the Job Fair



On Wednesday, April 2, the Marshalltown Community College Babe Harder Memorial Gymnasium will be transformed into a central marketplace especially for job seekers, those exploring new career options or a graduate school. Marshalltown Community College, Buena Vista University, Iowa Valley Continuing Education, the Marshalltown Area Chamber of Commerce, Iowa Workforce Development, KDAO, and KFJB/KXIA radio stations will host Job Fair 2008.

From 10 a.m. - 1 p.m., more than 70 employers and graduate school representatives will display information and discuss career and educational opportunities with Job Fair participants.

“Our experience is that, regardless of the unemployment rate, employers are pleased to be able to set up a display and visit with job fair participants about their company and its current and future job openings,” explains Jim Merritt, event coordinator. “Likewise, our job fair participants are eager to learn more about career fields and area employers, whether they happen to be currently employed or not. It’s a great networking opportunity for the community.”

Area employers interested in setting up a booth for Job Fair 2008 should call in soon. There are a limited number of display spaces. Previous participating businesses will receive letters of invitation. If you have questions or if you would like to have a booth contact Sandy Supianoski, Employment Specialist, by phoning (641) 844-5780 or she can be reached by e-mail at [Sandy.Supianoski@iavalley.edu](mailto:Sandy.Supianoski@iavalley.edu).



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## Chamber launches Chairman's Roundtable

Efforts to improve and expand the input received from Chamber members are underway. As an example, an issues survey was conducted as part of the early November Business Leaders Government Affairs luncheon. As we prepare for the board's April planning retreat we will be seeking member input about the Chamber's program of action.

In addition to the broad call for member input, a Chairman's Roundtable has been formed. Membership in the Roundtable is based on the amount of financial support a particular member provides to the Chamber. Dues of \$1500 or more and/or total sponsorship support of \$2000 or more are the criteria for membership. There are currently 12 members who meet the qualification for the Chairman's Roundtable.

The primary goal is to have the Chairman's Roundtable meet at least annually to provide direct input about the issues facing the community and the Chamber's program.

“I am very excited to launch this Chairman's Roundtable initiative. It is a great opportunity to give a special thanks to our largest financial supporters while at the same time receive valuable input to strengthen the Chamber,” said Bill Thiede, Chairman of the Board.




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# CONVENTION & VISITORS BUREAU

## Orpheum to provide meeting space **Make your Valentine's Day special**

Marshalltown's Orpheum Theater is one step closer to its major transformation. Through the efforts of many community partners, Marshalltown will soon be able to offer both visitors and meeting planners yet another option for leisure and meeting space. The renovated facility will offer art exhibits, music, movies, theatrical performances, dinner theater and an area for small outdoor events. Meeting planners are always looking for new and original venues to hold conventions and the Orpheum Theater will accommodate these meeting planner's needs.

Community members and businesses in Marshalltown have an opportunity to support the project. The Orpheum Partnership Board and the Iowa Valley Leadership Class of 2008 are offering two ways for Marshalltown residents and businesses to become a part of history. Supporters can purchase a seat tag or become a friend of the Orpheum Theater. Further information on how to become a supporter has been included as an insert to the Chamber Digest or is available by contacting 641-752-4645.

The Marshalltown Convention & Visitors Bureau is thrilled to add the Orpheum to its list of facilities. The revitalization of the Orpheum Theater will make it possible to hold various meetings and conventions in the downtown area as well as provide an entertainment venue for residents.

You may have just packed up the last of your holiday decorations and aren't yet ready to think about February, but Valentine's Day will be here before we know it. Don't wait until the last minute to make plans for your sweetheart.

Valentine's Day and chocolate go hand-in-hand. Lillie Mae Chocolates on Main Street offers a variety of specials to choose from. Make this Valentine's Day extra special by ordering chocolate-covered strawberries for your someone special. At Lillie Mae's they take large strawberries and dip them in gourmet milk, dark or white chocolate. They also feature fun heart-shaped gift boxes as well as their new personalized fudge hearts. Pair any of these with some of the Iowa wines that Lillie Mae's offers and you will be more than ready for February 14th. To place an order, call 641-752-6041 or visit their store at 23 W Main Street.

If you want your Valentine's Day to last longer than one evening, consider dining and an overnight stay at the Tremont on Main. The Tremont offers a Valentine's package special that includes filet mignon medallion dinner for two, two splits of champagne, dessert for two and overnight stay at the Tremont Inn. You can make hotel reservations for their Valentine's package on Thursday, February 14; Friday, February 15; or Saturday, February 16. Please call the Tremont at 641-752-1234 for more information or to make reservations.

Make Valentine's Day special for you and your sweetheart by planning ahead and taking advantage of the special offers provided by your local Marshalltown businesses.

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)

### February 2008

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
StoryTime	Tues. & Fri.	Public Library
Downtown Tot-Town	T, Th. & Fri.	Veterans Coliseum
Belgian Waffle Brunch	Feb. 2	Knight of Columbus Hall
Annual Magazine Giveaway	Feb. 2	Public Library
Art Reception	Feb. 3	Fisher Comm. Center
Nature Story Hour	Feb. 6	GrimesFarm & Cons. Center
Ladies' Night	Feb. 7	The Perfect Setting/Hellbergs
Fiesta Folklorico	Feb. 10	MHS/Community Auditorium
Wedding Details Bridal Expo	Feb. 10	Best Western Regency Inn
Cultural Advocacy Days	Feb. 18-19	Arts & Culture Alliance
Nature Story Hour	Feb. 20	GrimesFarm & Cons. Center
Private Lives (play)	Feb. 22-24; 29	Martha Ellen Tye Playhouse

Post your 2008 events on the MCVB self-posting calendar at [www.visitmarshalltown.com](http://www.visitmarshalltown.com).

Date	Group	Location
Feb. 2	IA Rodeo Cowboys Association	BW Regency Inn
Feb. 26-27	Grinnell County Mutual Adjusters	BW Regency Inn

### Listen Weekly to Chamber Chat Sunday Mornings

**6:30 am on 99.5 KDAO FM**  
**7:30 am on 1190 KDAO AM**  
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# CONVENTION & VISITORS BUREAU

## Heart of Iowa Wine Trail

The new Heart of Iowa Wine Trail covers approximately one third of the center of the state and offers fifteen wineries. The Iowa wine industry is fast growing and more and more wineries are popping up through Central Iowa.

Although Marshall County does not currently have a winery, Marshalltown is centrally-located among many of the wineries on the trail. We can partner with tour groups taking advantage of the trail, by offering food, shopping, entertainment and lodging. The member wineries of the Heart of Iowa Wine Trail are looking for partners throughout local communities on or near the trail. These partners can offer unique shopping, one-of-a-kind restaurants and great lodging facilities.

Marshalltown can offer all of these and the Marshalltown Convention & Visitors Bureau encourages local businesses to get in touch with the Heart of Iowa Wine Trail and become partners by logging on to their website at [www.heartof-iowa-wine-trail.com](http://www.heartof-iowa-wine-trail.com).

For more information, contact the MCVB at 641-753-6645.



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

# AMBASSADOR VISITS



The Chamber Ambassadors visited Leona Huffaker and the staff at OnMedia on December 11, 2007 for a courtesy call to celebrate OnMedia's new office location at 24 E. Main Street, Suite 209.



The Chamber Ambassadors congratulated Chanda Bovenmyer, manager of Hammer Medical Supply, 219 East Main Street, on the opening of their Marshalltown location.



Owner Jim Bruxvoort and the staff at H & R Block celebrated their newly expanded office space at 204 East Linn Street, Suite 1A on January 8 with a courtesy call and ribbon cutting with the Chamber Ambassadors.

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

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# BUSINESS NEWS

## Chamber members enjoy Business After Hours



A huge crowd of Chamber members gathered at the Business After Hours hosted by US Bank, 123 West Main Street on December 12, 2007. Chamber members registered for a chance to win Chamber Area Dollars, courtesy of US Bank, just in time for the holiday season.



To highlight the opening of the Junction Bar & Grille, Chamber members were treated to samples of new menu items from the restaurant at the Best Western Regency Inn on January 16. A great crowd turned out for the event, despite inclement weather. Thank you to everyone who attended.

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Jane Chizek ★ Rick Beasley ★ Sherry Beasley  
Melody Bennett ★ Phil Henning  
Moises Garcia ★ David Gooding  
Beth Barrett ★ Joan Johnson

# ECONOMIC DEVELOPMENT

## Iowa Utilities Board holds hearing

On January 14, 2008, the Iowa Utilities Board (IUB) began the process of hearing evidence regarding the 630 megawatt, hybrid technology Sutherland Generating Station Unit 4, proposed by Interstate Power and Light Company (IPL) a subsidiary of Alliant Energy Corporation.

Prior to the start of the hearing, the IUB allowed the public to provide comments in support or opposition of the proposed facility. Over the course of two hours, more than 45 Marshalltown leaders, residents, state and local officials, rural electric cooperatives, renewable fuels industry representatives and labor organizations voiced their support of the facility. Twenty people spoke in opposition of the facility, including five people from the Cedar Falls and Waterloo area.

Alliant Energy greatly appreciates the support shown by the Marshalltown area leaders and businesses not only during the public comment hearing, but since the initial announcement to build a new generating facility one year ago. The decision regarding the future of this plant will impact Marshalltown's and Iowa's economy for many years to come. Alliant Energy is confident that the expansion of Sutherland Generating Station will strengthen Marshalltown's economy, improve the environment and ensure safe and reliable service to consumers for future generations of Iowans.

Upon completion of the hearing, the IUB will study the evidence and await final remarks from each of the parties in the case regarding the proposal. It is expected that the IUB will issue a final decision regarding the proposal in July 2008. Upon the granting of the IUB generating certificate, IPL and its' partners, Central Iowa Power Cooperative, Corn Belt Power Cooperative and North Iowa Municipal Electric Cooperative Association expect to begin construction by the fall of 2008.

## Demographic estimates available

The 2007/2011 demographic estimates and projections have just been released. A wide range of core demographic variables have been updated covering a broad range of demographic characteristics. In addition, 1980, 1990 and 2000 census data is available.

The estimates and projection methodology combines the best of current and projected information from Applied Geographic Solutions. They use a wide range of data sources in constructing estimates and projections including: U.S. Census Bureau, United States Postal Service ZIP+4 level delivery statistics, Bureau of Labor Statistics, Medicare, Internal Revenue Service and Experian's INSOURCE, a household level credit and demographic database.

Listed below is the most widely-used demographic information for Marshalltown, Marshall County, and Iowa shown by 2000 census figures, 2007 estimates and 2011 projections. Additional information is available by contacting the MEDIC office at 641-753-6645.

<b>Marshalltown</b>	<b>2000 Census</b>	<b>2007 Estimate</b>	<b>2011 Projection</b>
Total Population	26,009	26,073	26,150
Total Households	10,175	10,582	10,893
Median Age	38.4	40.4	39.9
Median Household Income	\$35,867	\$43,030	\$47,882
Per Capita Income	\$17,003	\$22,855	\$26,793
Average Household Size	2.44	2.35	2.29
Total Housing Units	10,856	11,337	11,720
High School Graduates	35.6%	36.5%	37.0%
Bachelor's Degree Attainment	12.6%	13.9%	15.1%
Age 16+ in Labor Force	12,804	13,303	13,171

<b>Marshall County</b>	<b>2000 Census</b>	<b>2007 Estimate</b>	<b>2011 Projection</b>
Total Population	39,311	39,530	39,735
Total Households	15,338	16,002	16,504
Median Age	38.5	40.6	40.1
Median Household Income	\$38,392	\$46,220	\$51,433
Per Capita Income	\$17,657	\$22,736	\$26,622
Average Household Size	2.48	2.39	2.33
Total Housing Units	16,324	17,102	17,712
High School Graduates	37.2%	37.9%	38.2%
Bachelor's Degree Attainment	12.9%	13.7%	14.8%
Age 16+ in Labor Force	30,605	31,248	31,077

<b>Iowa</b>	<b>2000 Census</b>	<b>2007 Estimate</b>	<b>2011 Projection</b>
Total Population	2,926,324	2,981,484	3,019,360
Total Households	1,149,276	1,220,474	1,269,576
Median Age	36.6	38.5	38.9
Median Household Income	\$39,499	\$48,131	\$53,906
Per Capita Income	\$19,275	\$24,069	\$27,70809
Average Household Size	2.46	2.36	2.30
Total Housing Units	1,232,511	1,335,298	1,406,186
High School Graduates	36.1%	35.8%	35.3%
Bachelor's Degree Attainment	14.7%	17.1%	18.6%
Age 16+ in Labor Force	2,281,002	2,396,049	2,431,462

## Economic Statistics

<b>Employment</b>	<b>Nov. 2007</b>	<b>YTD</b>
Marshall Co. Residents in Labor Force	21,330	20,940
Percent Unemployed	4.3%	3.8%
Total Employment (residents)	20,410	20,130
<b>Marshalltown Construction</b>	<b>Nov. 2007</b>	<b>YTD</b>
Building Permits	15	172
Residential Dwelling Units	1	56
New Residential Construction Value	\$152,000	\$9,896,000
Residential Addition/Remodeling Valuation	\$135,600	\$1,051,000
New Commercial/Industrial Permits	0	13
New Commercial/Industrial Valuation	\$0	\$8,747,000
Remodeling Commercial/Industrial Value	\$69,000	\$18,984,000
<b>Housing</b>	<b>Nov. 2007</b>	
Single Family Home Sales	40	
Average Sale Price	\$107,405	
Median Sale Price	\$89,000	

Visit [www.marshalltownworks.com](http://www.marshalltownworks.com) for additional statistics.

# IOWA VALLEY LEADERSHIP

## IVL 2008 continues

“Leaders Are Learners” aptly described the December Iowa Valley Leadership session. IVL class members visited Hogland Elementary School, Woodbury Elementary School, and Miller Middle School, learning about the importance of early childhood education, the Woodbury bilingual program, as well as current middle school practices. The class also heard from representatives of the Marshalltown High School about the Marshalltown School Improvement Framework and Strategic Planning Process.

Class members participated in an education fair with representatives of area education services including AEA 267, Big Brothers Big Sisters, Buena Vista University, Community Y Young Moms Program, Enrichment classes at MHS and in particular the Iowa State University Science Program, GED, Iowa Valley Continuing Education, Education & Training Center, Juvenile Court Office, Marshalltown Community College, Marshalltown Education Partnership, Post Secondary Education Options,

Quakerdale, Workforce Development Center, and Youth and Shelter Services. This class session was sponsored by Emerson Process Management – Fisher Controls division.



The January IVL session focused on poverty in Marshalltown. Bea Niblock (IVL '98) presented information on how economic classes (poverty, middle, or wealthy) affects education in the schools. Sister Chris Feagan (IVL '02) demonstrated how the world's food supply is divided with an interactive food pyramid. Various representatives from community organizations told how their organizations give people a ‘hand up’, rather than a “hand out”. Lisa Pagel (IVL '07) and Clarissa Thompson (IVL '06) showed MICA's eye opening PowerPoint presentation: ‘Getting By: Getting Ahead’, about the ways people living on low incomes improve their lives. The January session was sponsored by MMSC and hosted by McFarland Clinic.

Iowa Valley Leadership is jointly sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education. The class runs from September through May with a goal of uniting emerging leaders from diverse backgrounds and perspectives, and helping them expand their knowledge and understanding of community issues. Guest speakers stimulate IVL members to view the world and their jobs in a new way. Session sponsors this year are Alliant Energy, Consumers Energy, Emerson Process Management/Fisher Controls, Koehler Insurance, Lennox Manufacturing, Marshalltown Area Chamber of Commerce, Marshall County Bar Association, MMSC, and RACOM. Noon Optimists and Marshalltown Rotary also support Iowa Valley Leadership.

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# YOUNG PROFESSIONALS

## MYP hosts Lunch & Learn

The Marshalltown Young Professionals recently introduced a new luncheon series, focused on the professional development and community involvement of the group's members. The most recent installment of this series featured tax preparation information and tips, courtesy of H & R Block.

"This is a great way to educate our membership about products, services, organizations and volunteer opportunities within our community," said MYP president, Rusty Feldman. "The series of lunches is going very well and we anticipate the participation to continue to grow."

The group is looking for businesses, organizations and individuals who may be interested in presenting to the group. If you would like more information, contact Lynn at the Chamber office at 641-753-6645.

The Marshalltown Young Professionals' mission 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. If you know of an individual who may be a candidate for membership in the organization, please contact the Chamber office.

## Upcoming MYP events

The Social/Professional Development committee of the Marshalltown Young Professionals is busy planning social events for 2008. Events planned include: Progressive Dinner, Murder Mystery Dinner, as well as the continuation of the Lunch & Learn series.

MYP events vary from family-friendly to adults-only. Some MYP events are held both over workday lunch hours, while other are planned for weeknight or weekends.

Social/Professional Development committee members include: Eric Bidwell, Eric Boone, Denise Case, Connie Feldman, Rusty Feldman, Jennifer Hass, David Hicks, Janelle Holmgren, Chad Kunc, Lynn Olberding and Matt Roelsgard. The next meeting is scheduled for March 12 at noon at the Fisher Community Center.



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# SPONSORSHIP OPPORTUNITIES

2008 is underway, but you still have an opportunity to promote your business by taking advantage of the many sponsorship opportunities available through the Marshalltown Area Chamber of Commerce.

Each year, the Chamber offers a variety of sponsorship opportunities to show your support of local projects and events, as well as to expand your business.

To discuss any of the following opportunities, contact Lynn at the Chamber office at 641-753-6645 to establish a plan to increase your business's publicity and involvement in Chamber activities.

## Annual Events:

- Meeting Refreshments - Sponsorship opportunities start at \$150
- Monthly Business After Hour. Cost: \$300

- Quarterly Business to Business Showcase. Key sponsor cost: \$500, Table sponsor cost: \$50
- Quarterly New Membership Orientation. Cost: \$250
- Scholastic Banquet. Key sponsor cost: \$350, Student sponsor cost: \$30
- Annual Meeting. Sponsorship opportunities start at \$250
- Ambassador Golf Outing. Sponsorship opportunities start at \$60
- Educator Appreciation Breakfast. Key sponsor cost: \$350, Support sponsors cost: \$50

## Additional Opportunities:

- Home Show. Information booth sponsor: \$500, Vendor booth start at \$240
- Chamber Digest Insert. Cost: \$150 (you provide 950 flyers), \$200 (we print the flyers)

Using the Chamber Digest to advertise your upcoming event or promotion, or to simply educate the Chamber membership on your business and products is an inexpensive way to promote your business!

## Online Advertising and Directory Upgrades

Directory upgrades start at just \$120, page sponsorships start at \$150 per month.

Is your website lonely? Get connected on [www.marshalltown.org](http://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.

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!



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