

Chamber Digest

May 2011

Volume 28 Issue 12

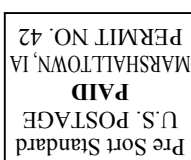


Upcoming Events

- May 4:** 42nd Annual Scholastic Banquet
6:00 p.m., Best Western Regency Inn
- May 12:** Business After Hours, 5 - 7 p.m.,
Five Star Real Estate Group,
2110 South Center Street
- May 30:** Memorial Day - Chamber office closed
- June:** Chamber's 113th Annual Meeting
(date to be announced)

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Chamber seeking Person of the Year nominations

Plans are underway for the 113th Annual meeting of the Marshalltown Area Chamber of Commerce. The event will be held in June, with more details to follow.

Each year at the Annual meeting, two awards are presented to Chamber members: Chairman's Community Impact Award and Chamber Person of the Year. In 2008, Emerson Process Management - Fisher Division was awarded the Chairman's Community Impact Award. In 2009, it went to Marshalltown Medical Surgical Center and in 2010, Hy-Vee Food Store accepted the award. The Chairman's Community Impact Award is given to a business or organization that has made a significant impact on the landscape of Marshalltown.

Kristen Monroe, Ultimate Web Design was the first winner of the Chamber Person of the Year award in 2008. In 2009, Michelle Spohnheimer, City of Marshalltown, was designated the Chamber Person of the Year and last year, Mark Shaffer, Marshalltown Broadcasting, was recognized for his dedication to the Chamber. The Chamber Person of the Year award recognizes an outstanding volunteer who has demonstrated a dedication to the Chamber's mission and program of work.

Nominations are currently being accepted at the Chamber office for the Chamber Person of the Year. The nomination information has been emailed to Chamber members and is available as an insert to this publication to Chamber members only. Nominations can be mailed to the Chamber office (PO Box 1000 - Marshalltown, IA 50158), faxed to 641-752-8373 or emailed to lolberding@marshalltown.org. Nominations must be received at the Chamber office no later than May 27.

The selection committee will choose the recipients of the two awards. Decision of the selection committee is final.

Marshalltown delegation heads to Washington D.C.

Twenty community members traveled to Washington D.C. April 5 - 7 for the Chamber's 20th Annual Washington D.C. Summit trip.

The delegation's agenda included issues such as business climate, arts and culture, energy, healthcare, education, workforce, transportation, community development and quality of life.

Additional pictures are printed on page 9.



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ADDRESS SERVICE REQUESTED

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

MEMBER SPOTLIGHT

Marshalltown Broadcasting: KFJB and KXIA

History of Marshalltown Broadcasting KFJB/KXIA/KIX101.1

In the spring of 1922, a group of Marshalltown sports enthusiasts strung a cable from the KFJB radio station, then located on 16th street, to Franklin Field, 3 blocks away, and broadcast a track and field meet – the first live remote broadcast of a sporting event in Iowa. Then, on June 2, 1923, founder of KFJB, the late Earl Peak, received a commercial broadcast license for the station. KFJB was one of the first five radio stations on the air in Iowa, going on the air with 10 watts, originally. Currently, KFJB operates with 1,000 watts and is licensed to operate 24 hours a day.

KFJB was purchased by the Times-Republican Printing Company in 1947. Its owners, the Norris family, maintained control of KFJB AM and FM until December 29, 1986, when it was purchased by Marshalltown Broadcasting, Inc. KFJB FM, which became KMTG in September 1986, was changed to KXIA in June 1987. KFJB FM began broadcast operations in 1968, with a power of 27,000 watts. It is now classified as a C1 station, which allows a maximum power of 100,000 watts and a maximum antenna height of 1,000 feet.

Marshalltown Broadcasting Today

Marshalltown Broadcasting, Inc. currently employs 28 full and part time employees, with a listening audience spanning 25 counties in Central Iowa. Their product is entertainment and information, 24/7 on both stations. KIX101.1's format is country music and KFJB's network is news-talk. KFJB also offers advertising, marketing assessment, news, and sports. KFJB is also proud to be the voice of the Marshalltown Bobcats football and basketball play-by-play.

Marshalltown Broadcasting, Inc. is a member of the Marshalltown Area Chamber of Commerce, the Main Street Central Business District, and has been associated with a number of community efforts through the years. Employees of the company are involved in various civic organizations including Rotary, State Center Rose Festival Committee, Oktoberfest, State Barbecue Contest, etc.

Through the years the stations and its employees have received numerous awards. KIX101.1 was named Small Market Station of the Year by Gavin Magazine, and Lance Renaud was named the winner of the Sports Play-by-Play Award by the Iowa Broadcast News Association. Lance

was also inducted into the Iowa High School Athletic Association's Media Hall of Fame.

Marshalltown Broadcasting is proud to be a part of the business, information, and entertainment communities in Central Iowa.

Marshalltown Broadcasting, Inc. is currently located in the lower level

of the U.S. Bank building at 123 West Main Street. For additional information you can call KFJB's studio line at (641) 752-5352 or visit their website at <http://www.1230kfjb.com/>. For information about KXIA/KIX101.1, contact their studio line at (641) 753-6101 or visit their website at www.kixweb.com.

www.marshalltown.org Statistics

	Mar 11	Avg/Month	YTD Total
Unique Visitors	2,244	2,146	6,438
Number of Visits	3,326	3,168	9,504
Page Views	11,335	11,236	33,709
Hits	90,361	87,346	262,037

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.

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.

Reed Riskedahl, Real Estate Agent

2110 South Center Street
Marshalltown, IA 50158
641-691-2315

Reed Riskedahl is a Real Estate Agent with Five Star Real Estate Group. Riskedahl can help find a suitable property for residential or commercial use.

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V.C. Government Affairs
Jeff Vance
V.C. Membership Services
Don Turbiville
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Angie Nelson
Joe Nevel
Matt Pisney
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MMSC
Dr. Chris Duree
IVCCD
Denny Grabenbauer
Marshall Co Supervisor
Dr. Marvin Wade
MCSO
Liz Wilke
MCVB

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.

MCVB
Chair: Bob Wenner



Board of Directors

Liz Wilke
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Past Chair
Joyce Miller
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Jennifer Howard
Dan Moellers
Fauna Nord
Gary Robertson
Gary Ross
Chad Weir

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Ken Anderson
President
Lynn Olberding
Director of Membership & Marketing
Megan Bantz
Administrative Assistant
Kenn Vinson
MEDIC Business Manager
Shannon Espenscheid
MCVB Director
Sauna Banks
Administrative Assistant

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: Don Turbiville



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Bill Grabe
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Chamber Chair

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Denny Grabenbauer
Paul Gregoire
Brian Heithoff
Mike Miller
Loras Neuroth
Mike Schlesinger
Kevin Swartz
David Vollmar

Ex-Officio

State Representative
Mark Smith
State Senator
Steve Soddors

Thank You Reinvesting Members

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



AAA Ankeny	1
Acme Printing Co., Inc.	8
Arnold Motor Supply	18
Big Brothers/Big Sisters	9
Brandenburg Tax	4
Brown's Shoe Fit Co.	4
Cabinet Shoppe, The	7
Central Iowa Farm Store	13
Create-a-Keepsake	4
Doll Distributing, LLC	17
Egleston Electric	46
Energy Shield	2
Ethington Heating & Cooling	18
First United Methodist Church	13
Hardee's	7
Iowa Hospice	4
Iowa Veterans Home	23
L&M Construction	13
Larry's Towing & Tire	11
Lawn Doctor	2
Logs to Lumber	6
Marshall Glass	13
Pinnacle Bank	15
Pro Finish	2
QWest	19
Sign Creations	11
State Farm - Phyllis Mazour	16
SATUCI	11
Superior Cleaning, Inc.	13
Totem Bowl, Inc.	18

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

May 12, 2011

5:00 - 7:00 p.m.

Five Star Real Estate Group
2110 South Center Street

June 2011

Available for sponsorship

July 14, 2011

5:30 - 7:30 p.m.

Central Iowa Fair
1308 East Olive Street

August 2011

TBD

Glenwood Place
2907 South 6th Street

September 2011

TBD

Meskwaki Bingo-Casino-Hotel
1504 305th Street
Tama

**Book your 2011 Business After
Hours event now!**

Contact Lynn

**Olberding at the Chamber
office to schedule a Business
After Hours event at your
business.**

**These events are great ways to
promote your business!**

**Are you ready to increase your
website traffic? Contact Lynn**
at 641-753-6645 about online
directory
upgrades!

**Visit the Chamber website at
www.marshalltown.org**

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.

Shred Day a success!


United Bank and Trust and the Marshalltown Area Chamber of Commerce partnered on the Community Shred Day on Saturday, April 16. The event was a tremendous success with over 200 cars came through for a total of over 10,500 pounds of shred. Last year's event yielded 7,200 pounds of shred.

Thank you to the United Bank and Trust employees who braved the weather to help unload material from customer's cars. Thank you also to everyone who participated.



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




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BUSINESS NEWS

MICA receives \$425,000 grant

Mid-Iowa Community Action, Inc. (MICA) is pleased to announce the agency has been awarded a 21st Century Community Learning Center Grant by the Iowa Department of Education. The \$425,000 grant – to be disbursed over five years – will provide funds for MICA to operate Rogers University, an innovative, six-week, extended learning program for 100 Rogers students entering 1st-4th grade during the fall of 2011.

“Research has shown there is a learning loss during the summer months when school is not in session,” MICA Community Liaison Clarissa Thompson said. “This grant provides an exciting opportunity to keep children learning over the summer.”

Rogers University will provide students with educational instruction in small learning groups – one teacher per five or less students – enrichment programming including Red Cross Swim lessons, physical activity, nutrition education, self management skills development, service learning, reading and library time, art, drama and technology programs. Two weeks of programming, sponsored by the Martha Ellen Tye Foundation, will focus on children who are entering preschool and kindergarten. Rogers University will be held June 20 through July 29, from 8:00 a.m. to 3:20 p.m.

This award would not have been possible without the support and commitment of the following community partners: Community Y of Marshalltown, Iowa Valley Education and Training Center, Marshalltown Community School District, Marshalltown Parks and Recreation, Marshalltown Public Library, Martha Ellen Tye Foundation, Orpheum Children’s Theater, and SATUCI.

To learn more, please contact MICA Community Liaison Clarissa Thompson at 641-752-7162, ext. 120.

**View past issues of the Chamber Digest,
ribbon cutting and courtesy call photos and much more
online at www.marshalltown.org.**



FreeEnterpriseAmerica.com

Deimerly to join MEDIC staff

The MEDIC board is pleased to announce Thomas L. Deimerly, has accepted the position of President of MEDIC.

Since 2007 Tom has served as the Executive Director of the Iowa Falls Area Development Corporation. In this role Tom was a contributor to the attraction of \$20 million in investments and 100 new jobs to the Iowa Falls community.

In the addition to new development experience, Tom has also brings experience in the critical area of existing Company retention. Since January 2010, Tom has served as the President of the Board of Directors for Mid Iowa Growth Partnership, a nine county regional economic development collaboration in North Central Iowa.

Tom began his career in economic development activities during his time with the Iowa Valley Community College District. As a native of Marshalltown, Tom brings a unique combination of economic development experience and background knowledge of the Marshalltown community.

Tom will begin his new role May 1, 2011.



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Karri Henning, Broker/Owner
Valerie Bellile ★ Julie Blazek
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

For the time and a description of the events below, log on to the MCVB website's Calendar of Events at www.VisitMarshalltown.com

May 2011 Calendar of Events

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Storytime	Tues/Fri	Public Library
Saturday Adventures	Saturdays	Orpheum Theater
Drama Club	Saturdays	Orpheum Theater
Kids Open Studio	Saturdays	FCC Art Studio
Cherish the Child	April 28	Courthouse Lawn
Salad Luncheon	April 28	First United Methodist
Syndrome of Fire	April 29	Veteran's Coliseum
Dia de los Ninos	April 29	Public Library
Spring Thrift Sale	April 29-30	Historical Society
"Blue Hawaii"	April 29-30	Orpheum Theater
Garage Sale/Bake Sale	April 30	First Congregational Church
The Gibson Brothers	April 30	MHS Auditorium
AKC Dog Show	Apr 30-May 1	Central IA Fairgrounds
Nature Story Hour	May 4	GrimesFarm & Conservation
Brown Bag Lunch	May 5	Timmons Grove South
Readers' Theater	May 6	Orpheum Black Box
Public Dance	May 6	Marshalltown Comm College
"The Goonies"	May 6-8	Orpheum Theater
Dog Jog	May 7 S.	6th St. Softball Complex
Garden Extravaganza	May 7	Main Street
Night Singers	May 10	GrimesFarm & Conservation
Measuring the Universe	May 13	GrimesFarm & Conservation
Spring Plant & Bake Sale	May 13-14	Anson Shelter House
"West Side Story"	May 13-15	Orpheum Theater
Olde Tyme Hymn Sing	May 15	First Presbyterian Church
Nature Story Hour	May 18	Grimes Farm & Conservation
Hunter Safety Course	May 19 & 21	Izaak Walton League grounds
Laura Ingalls Wilder	May 19	Public Library
"E.T."	May 20-22	Orpheum Theater
Marshmallo Bike Ride	May 21	Cultural Center
"Rear Window"	May 27-29	Orpheum Theater
"Friday the 13th"	May 27	Orpheum Theater
Johnny Rebel/Billy Yank	May 28	Historical Society
Readers' Social Hour	May 31	Public Library Café

May 2011 Meetings & Conventions

Group	Date	Location
AKC Dog Show	Apr 30-May 1	Central IA Fairgrounds
High School Rodeo	May 6-8	Central IA Fairgrounds
Nursing Alumni	May 7	Best Western Regency Inn
Cowboys in the Sky	May 14-15	Central IA Fairgrounds

Marshalltown Garden Extravaganza

Mark your calendar for Saturday, May 7 and plan to do the "spring thing" at the 10th annual Garden Extravaganza in downtown Marshalltown.

Highlights of the event will include plenty of plants, pots and garden paraphernalia for purchase from 30-plus outdoor vendors as well as garden-related home and fashion accessories offered by retailers and Iowa artists showcasing their works of glass, paper, clay and other mediums.

Committee chair Pam Swarts promises a day filled with activity for all ages. "Rain or shine, the Garden Extravaganza is always a great time and it's a wonderful event for downtown Marshalltown," she says and urges everyone to plan to attend and join in the fun from 9:00 a.m. to 2:00 p.m.

The Garden Extravaganza is a Marshalltown Central Business District event. For more information, contact Pam Swarts at 641-752-5737 or the MCBD office at 641-844-2001.

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CONVENTION & VISITORS BUREAU

Marshall County's First Bed & Breakfast Home Opens

The new Woodland Bed & Breakfast opened recently in one of Iowa's largest and most picturesque timber settings. Located six miles East of Marshalltown and three miles North of LeGrand, the Woodland Bed & Breakfast LLC offers tranquility, comfort, and convenience to its guests.

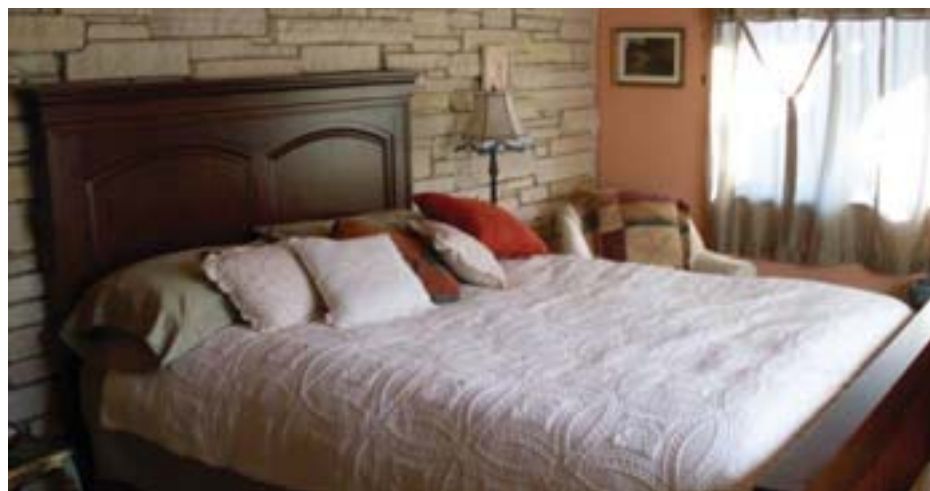
Host Janey Twedt Swartz and her husband Tom Swartz have created in their home a whimsical, pleasing, and relaxing two room suite with a private bath and private entrance. As the seasons change to spring, summer, fall and winter, guests can enjoy lounging on their private patio or the available sun decks, screened porch, hot tub, or swimming pool. Hiking and bird watching are also possibilities at the Woodland Bed & Breakfast. Other amenities include a library for quiet reading enjoyment or for those needing technology connections the hosts offer wireless internet, a big screen satellite TV, and movies. Of course each stay includes breakfast.

To find more information about seasonal rates and discounts you can visit The Woodland Bed & Breakfast website at www.thewoodland-bedandbreakfast.com. Reservations are required and may be made by calling 641-753-5351 or by sending an email to mainstreettimber@live.com.

The home was built by Janey's parents Dr. David and Betty Twedt in 1969 and is adjacent to the extended family's large timber tract known as the Ferguson Timber assembled by Janey's Great-Great Grandfather David Nimrod Ferguson.

The home has some unique features for guests to enjoy including a winding steel staircase rescued by Dr. David Twedt before demolition of the classic old post office that was located at Center & Church Streets in Marshalltown. Guests will access the screened porch, sun decks, hot tub, and swimming pool by use of the winding stairs.

Tom Swartz stated, "We want to offer enjoyment of this beautiful setting to vacationers passing through, local residents seeking a unique experience, or the business traveler seeking a quiet change of pace from routine stays at commercial chain lodging establishments." Janey added, "Please be our guests!"



Linn Creek Arts Festival

Mark your calendars: The Linn Creek Arts Festival returns Sunday, July 17, 2011.

The Linn Creek Arts Festival is a juried show featuring artists from around Iowa and the Midwest, along with food, wine, children's activities and music from 10:00 a.m. to 5:00 p.m. at the Fisher Community Center in Marshalltown, Iowa.

In 2010 the Linn Creek Arts Festival entertained more than 2,000 visitors with 61 artists, three stages of entertainment, beer, wine and food vendors and fun kids events.

The Festival Committee is working tirelessly to finalize plans for the 2011 Festival and make it bigger and better than before.

"The goal this year of the 2011 Linn Creek Art Festival is to enhance and refine the festivities, giving back to the community a sense of a big-city art festival in small-town Iowa," said Brittany Mangan, festival co-chair. Mangan and Nichole Christensen are steering the festival committee for 2011.

"We'll be expanding upon the arts this year and have been moving forward with the idea of including a kite festival," Mangan said.

Look for more information soon about the 2011 Linn Creek Arts Festival, including details about entertainment and the art raffle featuring original work by the 2010 Best of Show Winner.

Details are available at www.linncreekartsfestival.com.



Nichole Christensen and Brittany Mangan will co-chair this year's Linn Creek Arts Festival

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AMBASSADORS VISITS



The Chamber Ambassadors enjoyed a visit to the Jerry Johnson Pro Shop (1734 Country Club Lane) at Elmwood Country Club on March 22 for a courtesy call.



Farm Credit Services of America (203 West Merle Hibbs Blvd.) welcomed the Chamber Ambassadors for a courtesy call on March 22 to celebrate the business's new Chamber membership.



Angie Torres, owner of Baby Mama (135 West Main Street) prepares to cut the ribbon and celebrate her grand opening with the Chamber Ambassadors on April 12.



Above: Dane Housken, owner of Brown's Shoe Fit (10 East Main Street) was visited by the Chamber Ambassadors for a courtesy call on April 12.

The Ambassadors are the goodwill arm of the Chamber. Their scheduled time for courtesy calls and ribbon cuttings are at 4:30 p.m. and 4:45 p.m. on the second and fourth Tuesday of the month.

Contact 641-753-6645 or lolberding@marshalltown.org.





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BUSINESS NEWS

Washington D.C. Summit



Senator Charles Grassley listens to the concerns of the Marshalltown delegation.



Participants of the 20th Annual Washington D.C. Summit pose with Congressman Tom Latham.



Senator Tom Harkin addresses the group.



As part of the Chamber's Ag Committee's new initiative to highlight the importance of the agriculture to our economy, members of the committee visited Farm Credit Services. Area FCS manager Alan Erickson led the discussion about the services offered by FCS and the outlook for agriculture in the area.

Have you considered hosting a Business After Hours event? It's a great way to get Chamber members into your business and showcase what you do! 2011 dates still available! Book your 2012 date now!



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

ECONOMIC DEVELOPMENT

New SBA Commercial Real Estate Refinancing Loans

Recently the U.S. Small Business Administration (SBA) announced that it will make up to \$15 billion available through a new, temporary loan program over the next two years. The loans are designed to assist small businesses facing balloon payments or maturing commercial mortgages before December 31, 2012.

Due to the economic downturn and declining real estate values, many small businesses have seen a severe negative impact on their business. While they may be performing well and making their loan payments on time, they could face foreclosure because of the difficulties they face in refinancing and restructuring mortgage debt.

With the new program, borrowers will be able to refinance up to 90% of the current appraised value or 100% of the outstanding mortgage, whichever is lower, plus eligible refinancing costs. Existing 504 projects and government-guaranteed loans are not eligible to be refinanced.

The SBA 504 loan program provides long-term, fixed-rate financing to acquire major fixed assets such as buildings or equipment. It also is available for expansion and modernization projects.

SBA officials expect a strong level of interest in the program in Iowa. It will give small businesses the opportunity to restructure out to a 20 year term, thus providing breathing room and more working capital.

The SBA started accepting applications for the refinancing program on February 28. It is expected to benefit as many as 20,000 businesses. The loans will be structured like traditional 504 loans, with borrowers committing at least 10 percent equity and working with third-party lending institutions and SBA-approved certified development companies. A key feature of the new program is that it does not require an expansion of the business to qualify.

For more information, contact a local Small Business Administration office or SCORE chapter. Information will also be available at the MEDIC office.



Marshall
ECONOMIC DEVELOPMENT
IMPACT COMMITTEE

**For additional
economic
development
information,
please visit
www.marshalltownworks.com.**

Economic Statistics

February	2011	2010
Employment – Marshall County		
Labor force	20,610	20,390
Unemployed	1,620	1,740
Percent unemployed	7.8	8.5
Total employment	18,990	18,660
Marshalltown Construction		
Building permits	6	3
Residential dwelling units	1	0
New residential construction valuation	\$164,000	\$0
Residential addition/remodeling	\$25,000	\$30,000
New commercial/industrial permits	2	1
New commercial/industrial valuation	\$0	\$0
Remodeling commercial/industrial	\$22,000	\$21,000
Marshall County Construction		
Building permits	3	0
New Residential Dwelling Units	3	0
New Residential Construction Value	\$0	\$0
Residential addition/remodeling valuation	\$43,400	\$0
New commercial/industrial permits	0	0
New commercial/industrial valuation	\$0	\$0
Housing		
Single family home sales	22	17
Average sale price	\$77,251	\$72,379
Median sale price	\$88,000	\$65,000

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Branch Office Manager
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Marshalltown, IA 50158
641-752-2041/800-369-1588

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Customer Service from the Inside Out

Customer service needs to come from the inside out. Before you concentrate on elevating your customer satisfaction scores, raise your employee's level of satisfaction by doing the following:

- Know what they're thinking. Survey your employees to find out if they are satisfied with their work and work environment. How are current business conditions impacting them? Do they feel empowered to resolve issues? What personal life issues are impacting their work?
- Communicate. Communication needs to be a two-way street between you and your employees. Be sure that you have clearly explained your company's goals, policies and procedures. You also need to let employees know about the health of your business, as well as any customer feedback you receive, both good and bad.
- Focus on the good. It is human nature to focus on problems. But when you are constantly "putting out fires," you tend to notice only what isn't going well. Employees can wear down when they only hear criticism. Criticism rarely inspires employees to be great. When you only see problems, the problems tend to increase.
- Recognize and reward. Remember, rewards need to be shaped to the individual. A blanket approach won't work as well as understand what motivates each of your employees. Some might like a bonus; others may find time off more rewarding; while others simply may need an "attaboy" now and then.
- Train. Employees are much happier when they are trained to do their job well and know what is expected of them. Throwing a new employee into an unfamiliar work environment without adequate training is a recipe for disaster. So that employees can help each other do better, if at all possible, create a mentoring system.
- Get out of their way. Micromanaging never makes for a positive work environment. Simply put, if you hired someone to do a job, get out of the way and let them do it. If your employees have been properly trained, and you have effectively communicated your policies and procedures to them, it's usually best they be allowed to make their work their own. This can also allow an individual to bring creativity to their work, which will im-

prove your employee's morale.

- Empower. For truly happy employees and satisfied customers, your employees must be empowered to do the right thing. Empowerment allows an employee to feel trusted and respected. Being able to take care of a disgruntled customer quickly ensures that they will either become or remain a loyal customer.
- Make work fun. Even the most difficult or sensitive work environment needs to be a fun place to work. Find creative ways to loosen things up, but be careful to include the customer in the fun or keep it apart from the customer's experience altogether.

By Laurie Brown, Speaker, Trainer, Consultant and Author

Friday Forum



Representative Mark Smith, Representative Annette Sweeney, Senator Steve Sodders and Representative Lance Horbach gather for the Chamber's Friday Forum on April 1.

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YOUNG PROFESSIONALS

Upcoming MYP Events

April		
30	Annual Meeting & Social Joe's Italian Grill	5:30 p.m.
May		
4	Social Lunch at Haven	Noon
11	Social/Prof. Dev. & YP Connect meeting	8:30 a.m.
18	MYP Lunch & Learn: Mtown Airport	Noon
June		
1	Social Lunch at Joe's Italian Grill	Noon
15	MYP Lunch & Learn: TBD	Noon

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

Would your business be interested in hosting
MYP at your location?
Are you a CEO who would like to participate in
a luncheon?

To find out ways that you can get involved,
contact the Chamber office at 641-753-6645 or
email info@marshalltownyp.com.

Are you ready to join MYP?

Do you want to meet new people? Want to be more involved in the community? Would you like to have access to professional development opportunities? Maybe it's time to join the Marshalltown Young Professionals. The Marshalltown Young Professionals (MYP) organization was founded in 2005 and works to promote an environment that attracts and retains young professionals in the community. MYP also creates opportunities for individuals to interact with other people in Marshalltown. The organization's mission is to inform, connect, refer business and engage members in the growth and success of the community through social gatherings, facilitating professional development opportunities and welcoming new young professionals to the Marshalltown area. We are looking for individuals who have a desire to participate in Marshalltown Young Professionals events and to help promote the growth and strengthening of our community. If you are one of those individuals, contact the Chamber office at 753-6645, email info@marshalltownyp.com or visit the MYP website at www.marshalltownyp.com. Right now, cost for membership is just \$35 per year (for employees of Chamber member businesses).



MYP Member Spotlight: Tyler Stahlin

Name: Tyler Stahlin

Employer: Independent Insurance Services

Hometown: Marshalltown

What does your job entail? Insurance and risk professional. Help individuals, families and small businesses select insurance policies to best protect their property.

How long have you been employed at your current employer? 2 years in June

What was your first job? HyVee

What's the last book you read: Sales Dogs

Leadership is... someone who motivates a

group of people through their own actions to meet a common goal.

Why are you involved in MYP? Networking and to meet new professionals moving to Marshalltown.

What's one of the best things about living/working in Marshalltown?

Being able to give back to the community that I grew up in and shaped who I am today.

What's something about you most people don't know? My college degree is actually in Human Resource Management.

Favorite vacation spot: Anywhere in Mexico or along the Caribbean.

If you could have any other job than the one you have, what would it be and why? Something with Human Resources since that's what my degree is in.

Why should employers encourage their employees to join MYP? Employers should encourage their employees to join because it will get them connected to the community they work in, hopefully resulting in more young professionals staying in Marshalltown.



MYP Annual Meeting

The MYP Executive Committee invites all current, past and prospective MYP members to the MYP Annual Meeting and Social on Saturday, April 30. The event will kick off with a social at 5:30 p.m., followed by a short business meeting at 6:00 p.m. At 6:30 p.m., attendees will have a chance to play "Minute to Win It" games and win great prizes, like gift cards and an Apple iPod. RSVP to Lynn Olberding at the Chamber office at 641-753-6645 or email info@marshalltownyp.com. This event is free of charge to any young professional interested in attending.

Do you know a young professional in the community that may be interested in the Marshalltown Young Professionals?



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

BUSINESS NEWS

42nd Annual Scholastic Banquet

Each spring, the Chamber partners with local businesses to sponsor the Scholastic Banquet, recognizing the top five percent of graduating seniors from Marshall County high schools. Graduates from East Marshall, GMG, Marshalltown and West Marshall high school will be recognized on May 4 at the Best Western Regency Inn.

Shomo-Madsen Insurance and United Bank and Trust serve as key sponsors of this event. Terry Buzbee, President of Fisher Controls division of Emerson Process Management will be the keynote speaker.

“This is just one way the Chamber connects to the education community,” said Paul Beals, Vice Chair of Education for the Chamber Board of Directors. “We appreciate the hard work these students put towards their education and enjoy celebrating their scholastic achievements with them, their parents and guardians and administrators.”

Businesses can sponsor students for \$30 each or be listed as a “Friend of Education” at the event by donating \$100. Interested businesses should fill out and return the enclosed flyer to the Chamber office or email Lynn Olberding at lolberding@marshalltown.org.

A complete list of recognized scholars and photos will be printed in the June issue of the Chamber Digest.

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**The Scholastic Banquet recognizes the top 5%
of graduating seniors from
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GMG High School
Marshalltown High School and
West Marshall High School**

**Wednesday, May 4
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