

# Chamber Digest

February 2013

Volume 30 Issue 9



## Upcoming Events

**January 26:** Chamburrrrr Scurry 5K & Wellness Fair - Marshalltown Comm. College

**February 4:** Chamber Business/Tourism Trip to China Informational Meeting; 5:30 p.m. Best Western Regency Inn

**February 21:** 4th Annual Taste of Marshalltown; 5:00 - 7:00 p.m. - Orpheum Theater

**February 27:** Des Moines Summit

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## Chamber offers a trip of a lifetime

The Marshalltown Area Chamber of Commerce invites Chamber members and the public on a trip of a lifetime to China. The 10-day trip will depart from Seattle, Washington on October 21 and return to Seattle on October 30. The trip will consist of stops in Beijing, Suzhou, Hangzhou and Shanghai. You will visit seven of China's top ten tourist attractions, including: the Great Wall of China, Tiananmen Square, the Forbidden City, the Summer Palace, the Ming Tombs, the Lingering Garden, Tiger Hill, and the Bund, among others. You will enjoy roasted Peking duck for dinner one evening, lunch in a Chinese family's home and traditional fare for lunch and dinners. You will tour embroidery, pearl and jade factories, take a rickshaw ride and enjoy ample shopping.

The cost of this trip is just \$2399 per person (double occupancy) which includes roundtrip airfare to/from Seattle/Beijing, airfare and ground transportation within China, 4- and 5-star accommodations, all meals, travel insurance and transfer to/from the Beijing airport. The trip will be coordinated by Citisline, a reputable company that works only with Chambers of Commerce on travel trips to China.

"We are very excited to announce that as a special part of this international trip, travelers will have an opportunity to visit the Emerson Wuqing facility," said Chamber Vice President Lynn Olberding. "This will give travelers a unique opportunity to see a local company's impact overseas."

Those not interested in the Emerson tour will have an opportunity to see additional tourist sites in Beijing.

Chamber members and the public are invited to an informational meeting on Monday, February 4 at 5:30 p.m. at the Best Western Regency Inn to learn more about this unique experience.



Affix label here  
This direction

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

# MEMBER SPOTLIGHT

## Hy-Vee

Marshalltown Hy-Vee opened in 1963 at the corner of Olive and Center Streets (1702 South Center) in a former Tempo store. It had 15,000 square feet, six checkout lanes and a 150-car parking lot. This was the most north-ern-located Hy-Vee store when it opened in 1963.

In 1971, the store was remodeled with a grand opening on February 23, 1972. The 7,500 square foot addition featured a new deli and bakery, and included a separate entrance from the mall. A second set of entrance doors was added on the northwest corner. The project added 36 feet in width to the entire length of the store on the north side, as well as two additional check-outs.

A second remodel came in 1979, with a 9,000 square foot addition, expanding to the south into a former Tempo store area. It added more check-stands and a sit-down eating area.

On August 29, 1994, the store relocated to its current location at 802 South Center Street, with 66,480 square feet. Hy-Vee Gas opened July 1, 2002 and a 5,000 square foot addition for the Wine & Spirits was opened in 2006.

The store currently employs 325 full- and part-time employees. They offer a huge selection of groceries; floral; a food court including pizza, Chi-nese, salad bar, and kitchen; fresh bakery/cakes; pharmacy; health market; catering; on-staff registered dietitian; United States Postal Service; money orders; Western Union; I-Wireless; Ticket Master; dry cleaning; and shoe repair.

A huge supporter of the community, many Hy-Vee employees are involved in Chamber and MCBF activities, Salvation Army, United Way, Marshalltown Soccer Club, various service clubs and local churches.

Store manager, Ric Anderson, is a past Chair of the Chamber Board of Directors and is currently serving as Chair of the 2013 Chamber Total Resource Campaign.

More information about Hy-Vee can be located on their website: [www.hy-vee.com/stores](http://www.hy-vee.com/stores) or Facebook page: [www.facebook.com/MarshalltownHV](http://www.facebook.com/MarshalltownHV).



### Experience China Informational Meeting

Monday, February 4

5:30 p.m.

Best Western Regency Inn

Travel with the Chamber to China: October 21 - 30, 2013



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# LEADERSHIP

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**Fauna Nord, MCVB**  
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Administrative Assistant  
**Linda Hugel**  
Administrative Assistant  
**Tom Deimerly**  
MEDIC President  
**Kenn Vinson**  
MEDIC Business Manager

709 South Center Street  
P.O. Box 1000  
Marshalltown, IA 50158  
Phone: 641-753-6645  
Fax: 641-752-8373  
Email:  
info@marshalltown.org

**MEDIC**  
Chair: Sharon Greer



## Board of Directors

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Jacque Goodman  
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Mark Smith  
State Senator  
Steve Soddors  
City Administrator  
Randy Wetmore

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

## Thank You Reinvesting Members

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



|                                      |           |
|--------------------------------------|-----------|
| <b>Animal Rescue League</b>          | <b>5</b>  |
| Bergman CPA Tax & Acct               | 4         |
| Cecil's Cafe                         | 26        |
| Chase Insurance Services             | 26        |
| Energy 106.7 FM                      | 18        |
| First Presbyterian Church            | 9         |
| Floyd Harthun                        | 7         |
| Isle of Green                        | 19        |
| Jimmy Johns                          | 1         |
| Mama DiGrado's                       | 7         |
| Marshall Co Conservation             | 6         |
| Maxim Advertising                    | 6         |
| MinuteMan, Inc.                      | 17        |
| <b>Pizza Hut Delivery</b>            | <b>20</b> |
| <b>River Oaks, LP</b>                | <b>15</b> |
| Screenbuilders                       | 3         |
| SportsPlus Sports Med                | 14        |
| Steiner & Associates PC              | 9         |
| Storey Kenworthy                     | 3         |
| <b>Willard's Furs &amp; Fashions</b> | <b>95</b> |

**Did you know you can  
purchase Marshalltown  
Area Dollars throughout the  
year? They are available in  
\$10 and \$25 increments at  
the Chamber office.**

**CPA**  
**Roger F. Hackman,**

**CPA**

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Marshalltown, IA 50158

**(641) 752-3024**

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E-Mail: rghack@marshallnet.com

## Business After Hours

**February 21, 2013**

5:00 - 7:00 p.m.

**4th Annual Taste of  
Marshalltown**

Presented by the  
Orpheum Theater Center  
220 East Main Street

**March 7, 2013**

5:00 - 7:00 p.m.

Elmwood Country Club  
1734 Country Club Lane

**April 2013**

Child Abuse Prevention Services  
811 East Main Street

**May 2013**

Hermanson Orthodontics  
233 North 13th Street

**June 6, 2013**

4:00 - 6:30 p.m.

Marshalltown Broadcasting  
123 West Main Street

**July 2013**

Hampton Inn & Suites  
20 Iowa Avenue West

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# FACES & PLACES

**Faces & Places** is a monthly feature in the Chamber Digest. Each month this column will feature information about Marshalltown Area Chamber of Commerce members and volunteers. **Faces & Places** is a great way to utilize your Chamber membership.

Submissions may include grand openings, management changes, employee promotions, moves, expansions, major developments and award recognition. Submissions may include a photograph, if provided in a JPEG format.

Due to space limitations, each item for **Faces & Places** should be no more than six sentences in length. The editor reserves the right to determine what is newsworthy and included in the column. Items that will not be accepted include: email changes, seminars or special event promotions that would be better addressed through advertising venues.

To submit your news, email [lolberding@marshalltown.org](mailto:lolberding@marshalltown.org) and put **Faces & Places** in the subject line, or mail information to **Faces & Places**, P.O. Box 1000, Marshalltown, IA 50158. Submissions must be received by the 10th of the month for inclusion in the following month's Chamber Digest.

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

## John Ernest to participate in 5th Annual Tropical Winefest

Where can you go in the middle of February in Iowa, wear sandals and shorts, walk tropical trails, sip wine for three hours, sample hors d'œuvres and relax with friends? Participate in the Tropical Winefest on February 1, beginning at 6:30 p.m., at Scottish Rite Consistory (519 Park Street in Des Moines).

2013 marks the 5th year of the Tropical Winefest, an effort that promotes Iowa wines. With your ticket, you can sample approximately five wines from fifteen different Iowa wineries, including John Ernest Vineyard and Winery.

Tickets are available at all fifteen Heart of Iowa Wineries, including John Ernest. Due to the capacity of the Scottish Rite Consistory, tickets are limited. If you're looking for a gift idea or even an early Valentines Day gift. Tickets are \$30 in advance, \$35 at the door and include a commemorative wine glass.

For more details, visit [www.johnernestvineyard.com](http://www.johnernestvineyard.com).

### Become a fan of the Chamber on Facebook!

Help us reach our goal of over 500 fans on Facebook. "Like" the Marshalltown Area Chamber of Commerce and encourage your friends.

It's a great way to stay up-to-date on what's happening, view event photos and more!



## Pinnacle Bank receives 5-star rating from BauerFinancial

David Burrell, President/CEO, is pleased to announce that Pinnacle Bank has been awarded a 5-Star rating from BauerFinancial, Inc. BauerFinancial has been the leading independent bank and credit union rating firm since 1983. Their rating system has earned the trust and recognition of regulators, bankers, and consumers across the nation.

This 5-star rating distinguishes Pinnacle Bank as having demonstrated the epitome of safety and soundness in banking and indicates it is one of the top banks in the nation when it comes to strength and security. BauerFinancial cites that Pinnacle Bank excels in the areas of capital adequacy, profitability, and asset quality, just to name a few.

Burrell commented, "We are excited to receive this honor, as it sets us apart as one of the top banks in the communities we serve. The entire staff works hard to make Pinnacle Bank the best it can be, and an award like this tells us we're on the right track for continued success."

## Marshalltown's Cleaniac seeks volunteers for Earth Day clean-up

Being celebrated April 22, Earth Day is intended to inspire global awareness and appreciation for the planet's natural environment.

Coinciding with the event, Marshalltown's newly-reformed Cleaniac organization will be doing its part.

Volunteers are being sought to assist in a clean-up effort of three local recreational areas on Saturday, April 20: Elks Park, 516 N. 3rd St.; Anson Park, 301 E. Anson St.; and Gold Finch Park/retention pond, 310 W. Merle Hibbs Boulevard.

If wanting to help, email Committee Member Dan Engesser at [info@Cleaniac.org](mailto:info@Cleaniac.org) with your name, phone number and a possible number of volunteers who may be working with you.

For more information, visit the Cleaniac Facebook page at [www.facebook.com/Cleaniac](http://www.facebook.com/Cleaniac).



## Fire Guard becomes Sterling Fire & Safety, Inc.

Fire Guard owner Dan Wenner is pleased to announce the company is now Sterling Fire & Safety, Inc. While their service and value have not changed, they now offer more hands-on training for fire extinguisher use, CPR, AED use and fire protection products for your home and business. Contact them at 641-485-9046.

# BUSINESS NEWS

## 2013 Des Moines Summit and Legislative Day

Each year, the Chamber hosts a trip to the State Capitol, open to Chamber members and the Iowa Valley Leadership Class. This year's Des Moines Summit and Legislative Day is Wednesday, February 27.

Attendees will meet at the Fisher Community Center prior to boarding a motor coach for the State Capitol. The motor coach will depart the Fisher Community Center at 6:00 a.m. The group will meet with local elected officials and state leaders from both parties in the House and Senate before enjoying a Taylor's Maid-rite lunch. Cost is \$20 per person which includes transportation and lunch.

To RSVP, please email [info@marshalltown.org](mailto:info@marshalltown.org) or watch for information in the Chamber News & Notes email alerts.



### Local legislators contact information



**Senator Steve Soddors:** [steve.soddors@legis.iowa.gov](mailto:steve.soddors@legis.iowa.gov)

#### Standing Committee Assignments

Agriculture, Economic Growth/Rebuild Iowa (Chair), Judiciary, Labor and Business Relations, Rules and Administration, State Government, Veterans Affairs



**Representative Mark Smith:** [mark.smith@legis.iowa.gov](mailto:mark.smith@legis.iowa.gov)

#### Standing Committee Assignments

Administration and Rules, Environmental Protection, Ethics, Human Resources, Judiciary



**Representative Dean Fisher:** [dean.fisher@legis.iowa.gov](mailto:dean.fisher@legis.iowa.gov)

#### Standing Committee Assignments

Appropriations, Commerce, Local Government, Natural Resources (Vice Chair)

## 4th Annual Taste of Marshalltown

Thursday, February 21  
5:00 - 7:00 p.m.  
Orpheum Theater Center  
220 East Main Street

*Open to employees of Chamber member businesses/organizations only.*

## 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.

### Iowa Hometown Security, LLC

Michael Ambrose and Wayne W. Waltermire, Principals  
125 W Merle Hibbs Blvd, #315  
Marshalltown, IA 50158

*Iowa Hometown Security is a alarm systems contractor for residential and commercial use, including security and fire alarm installation and testing, video surveillance and monitoring.*

### The Sheep's Stocking

Gail Thiessen, Owner  
126 W. Main St

Marshalltown, IA 50158

*The Sheep's Stockings is a community yarn shop located in historic downtown Marshalltown. They offer a bounty of fine yarns, notions, accessories, classes, books, and more for the discerning knitter/crocheter.*



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**Karri Henning, Broker/Owner**  
**Valerie Bellile ★ Kristin Polley**  
**Janet Miller ★ G. Ward Miller**  
**Martha Garcia ★ Moises Garcia**  
**Joan Johnson ★ Connie Mogard**  
**Jane Chizek ★ 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](http://www.VisitMarshalltown.com)

## February 2013 Calendar of Events

| Event                        | Date             | Location                   |
|------------------------------|------------------|----------------------------|
| Bingo                        | Tuesdays         | Senior Citizens Center     |
| Duplicate Bridge             | Wednesdays       | Senior Citizens Center     |
| Downtown Tot Town            | Tues, Thurs, Fri | Veterans Coliseum          |
| Kids Open Art Studio         | Saturdays        | Fisher Community Center    |
| Pickleball Open Gym          | Sun, Thurs       | Veterans Coliseum          |
| Brown Bag Bunch              | Feb 1            | Grimes Farm & Conservation |
| Magazine Give Away           | Feb 2            | Public Library             |
| Baffled by my eReader        | Feb 4            | Public Library             |
| Children's Art Trek          | Feb 4            | FCC Art Studio             |
| Nature Story Hour            | Feb 6            | Grimes Farm & Conservation |
| Bison Chili Supper/Reception | Feb 7            | Grimes Farm & Conservation |
| Uncle Ike Nature Program     | Feb 9            | Grimes Farm & Conservation |
| VHS and Cassette Sale        | Feb 9            | Public Library             |
| Bingo                        | Feb 14           | Central IA Fairground      |
| Prima Trio                   | Feb 14           | MHS Auditorium             |
| Book Sale                    | Feb 16-17        | Public Library             |
| Woodworking for Wildlife     | Feb 16           | Grimes Farm & Conservation |
| Winter Wine & Dine           | Feb 16           | John Ernest Vineyard       |
| Nature Story Hour            | Feb 20           | Grimes Farm & Conservation |
| History on Third Thursday    | Feb 21           | Historical Museum          |
| My Y Tri                     | Feb 23           | Community Y                |
| Public Dance                 | Feb 23           | Dejardin Hall              |
| Bridal Expo 2013             | Feb 24           | Best Western Regency Inn   |
| Bingo                        | Feb 28           | Central IA Fairgrounds     |

**Post your 2013 events FREE on the MCVB self-posting calendar at [www.visitmarshalltown.com](http://www.visitmarshalltown.com)**

## February 2013 Meetings & Conventions

| Group                                | Date        | Location                 |
|--------------------------------------|-------------|--------------------------|
| Graphic Edge Football Coaches Clinic | Feb 8-9     | Best Western Regency Inn |
| Boys H.S State Diving/Swim Meet      | Feb 9       | Community Y              |
| Harmony Central Sweet Adeline's      | Feb 15-16   | Best Western Regency Inn |
| M'town Optimist Basketball Invite    | Feb 16-17   | Miller, Lenihan & MHS    |
| My Y Tri                             | Feb 23      | Community Y              |
| Iowa Missouri Flying Farmers         | Feb28-Mar 3 | Best Western Regency Inn |



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

## Blue Jean Ball

The Central Iowa Fair invites you for cattleman comradary and a delicious ribeye steak dinner on Saturday, March 16, at the Central Iowa Fair Activity Building. Social will be held from 5:30 - 6:30 p.m. with dinner served at 7:00 p.m.

Cost is \$40 per plate or \$75 per couple, with corporate tables available by request. Complimentary drinks during social hour, cash bar following with a live auction, DJ and dancing.

All funds will benefit the Marshall County Junior Beef Program.

Reserve your ticket by calling 641-750-6096 or 641-691-5205. Advance ticket sales only. No tickets available at the door. Denim attire requested

Visit [www.centraliowafairgrounds.com](http://www.centraliowafairgrounds.com) to view the evening's activities.

## My Y Tri

The 10th Annual HyVee My Y Tri is February 23. Early registration deadline on February 15. This event is for anyone and everyone to have a good time and get a great workout! Consider entering as a team (one to swim, one to bike, one to run) or as an individual.

Registration is now available online: [www.ymca-ywca.org](http://www.ymca-ywca.org), registration forms can also be downloaded from that site. Proceeds from the event go to the 2013 Partner with Youth Campaign. New for 2013 – Youth Division for ages 9-13! Please consider helping with this fun event – many volunteers are needed. Contact [Bianca.Greazel@ymca-ywca.org](mailto:Bianca.Greazel@ymca-ywca.org) or 641-752-8658 with questions or to volunteer.

## Times-Republican Bridal Expo

The 6th Annual Times-Republican Bridal Expo will be held on Sunday, February 24 from Noon to 3:00 p.m. at the Best Western Regency Inn. Admission to the Expo is free.

"It's a great event for brides to put together some really impressive ideas from vendors all around Central Iowa," said Desiree Tacconi, event organizer and Times-Republican Assistant Marketing Director. "This event will be a one-stop shop for all of your wedding needs...cakes, photographers, florists, caterers, event venues and gowns. Everything you need to plan a fabulous wedding will be represented at the Expo."

There are still booths available for vendors that would like to showcase their goods and services to Central Iowa's brides.

"We always have a huge turnout of brides and grooms," Tacconi said. "All of the brides can talk to the vendors personally and have many of their questions answered on-the-spot. Brides get so many ideas and goodies and everyone enjoys all of the free samples."

Contact Desiree Tacconi at 641-753-6611 for more information.

# CONVENTION & VISITORS BUREAU

## Travel Federation of Iowa

Tourism generates more than \$7 billion in spending each year, and is responsible for more than \$328 million in state tax revenues. Because of tourism, 63,400 Iowans have a job making it one of Iowa's top ten employers.

Tourism marketing is a smart investment and produces a quick economic benefit. Yet Iowa spends far less on tourism marketing than its neighbors and is 45th nationally in funding for tourism promotion, meaning that only five states in the US have smaller budgets than Iowa. In 2011-2012, the average Midwest regional tourism budget was \$14.8 million, yet Iowa's was a meager \$3.7 million.

Tourism works for Iowa. It could have an even greater economic impact if more financial resources were available to market our state. Let your elected officials know why it's important. Visit the Travel Federation of Iowa's website to find out more.

Source: US Travel Association, Public Funds Only



## MCVB Electronic Sign

The MCVB electronic sign's purpose is to welcome out-of-town visitors to our community and to announce upcoming events in the community that visitors can also attend while in town. Ever wondered what the criteria was to have a message posted on the sign?

### The answer is YES if your event is a(n):

- Announcement of event date/time/location
- Welcome for statewide meeting/convention/group tour/sporting event
- School sporting events but they will be listed as space permits and upon discretion of the MCVB
- School events (chili suppers/carnivals) will be listed as space permits and upon discretion of the MCVB
- Rummage sales/thrift sales/auctions will be listed as space permits and upon discretion of the MCVB

### The answer is NO if your event is a(n):

- Registration (including sports, early registrations, and others)
- Fundraiser
- Campaign kickoff
- Political message
- Open house
- Announcement for a meeting/event not for general visitor attendance (for example: MCVB will hold its meeting on January 4)
- Camp (Example: summer camp taking place on July 10)
- A group sponsoring a day at a special location (Example: MCVB day at the Aquatic Center)
- A cancellation message for an event

Anyone planning an event is encouraged to call the Marshalltown Convention & Visitors Bureau, stop by our office, or visit [www.visitmarshalltown.com](http://www.visitmarshalltown.com) to receive a form to fill out. All forms need to be received one week before the event takes place.

Don't forget to post the event on the MCVB website's self-posting calendar. For more information call 641-753-6645.

## Listen Weekly to Chamber Chat

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

Updates on Chamber, MCVB and MEDIC  
events and news.

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**Phone: 641-753-6645**

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

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



# AMBASSADORS VISITS




Mick Blackburn and Dennis Drager, owners of Linn Creek Indoor Golf (507 West High Street) were visited by the Chamber Ambassadors on January 8 for a courtesy call.



The staff of Spahn and Rose Lumber Co. (110 West Madison Street) pose with the Chamber Ambassadors during a recent visit to the business on January 8.

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

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](mailto:lolberding@marshalltown.org).

## [www.marshalltown.org](http://www.marshalltown.org) Statistics

|                  | Dec 12 | Avg/Month | YTD Total |
|------------------|--------|-----------|-----------|
| Unique Visitors  | 2,393  | 2,393     | 2,393     |
| Number of Visits | 6,838  | 6,838     | 6,838     |
| Page Views       | 21,454 | 21,454    | 21,454    |
| Hits             | 49,352 | 49,352    | 49,352    |

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.

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**Kileen D. Rezac, CFP**  
Branch Office Manager



**Adam C. Tyrrell**  
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# BUSINESS NEWS

## Chamburrrrr Scurry 5K and Wellness Fair



Process Management - Fisher, Hampton Inn & Suites, Hy-Vee, Lennox, Pepsi

**Awards sponsor:** JBS.

Wellness Fair table sponsors: Anytime Fitness, Bantz Chiropractic Center, Sports Page

**Supporting sponsors:** Community Y of Marshalltown, Energy 106.7 FM, Great Western Bank, KDAO, Lawn Doctor, NuCara Pharmacy, RACOM, Shomo-Madsen Insurance, Sign Creations, Southridge Nursing & Rehab Center, SportsPlus Sports Medicine & Physical Therapy Center, Times-Republican, Wolfe Clinic.

"A very special thank you goes out to MCC, Dan Huntley, Jarret Heil and the MCC Men's Cross Country team, for their help in making this event possible," said Chamber Vice President Lynn Olberding.

The Chamburrrrr Scurry 5K logo was designed by Missy Sharer of Messy Missy's.

Plans are already underway for the 2014 event.

The Chamber would like to thank participants and sponsors for the inaugural Chamburrrrr Scurry 5K and Wellness Fair on Saturday, January 26.

**Presenting sponsor:** Marshalltown Medical & Surgical Center.

**Gold sponsors:** Iowa Valley Community College District and McFarland Clinic.

**Silver sponsors:** Adland Engraving & Silkscreening, Emerson

## 2013 Chamber Total Resource Campaign

In 2012, the Chamber embarked on a new way of recruiting Chamber members and selling sponsorships for the various Chamber events through out the year: a Total Resource Campaign. The campaign, also known as a TRC, utilized over 80 volunteers during an 8-week period with fantastic results: Nearly

\$150,000 in event sponsorships and more than 60 new members.

The 2013 TRC is "Unmask the Possibilities" with a Mardi Gras theme. The campaign will kick off on "Fat Tuesday" (Tuesday, February 12) with nearly 60 volunteers helping the Chamber reach a \$150,000 sponsorship goal for this year. The sponsorships help implement the many events the Chamber hosts throughout the year including the Educator Appreciation Breakfast, Scholastic Banquet, and Manufacturers Appreciation Luncheon. The campaign will be chaired by Ric Anderson (Hy-Vee) and co-chaired by Clark Wideman (Marshalltown Broadcasting). Chamber members who sponsored events in fiscal year 2012/2013 will have first right of refusal for FY 2013/2014 events, with the exception of Business After Hours events.

"We had such a tremendous response for the Business After Hours events that we have had a waiting list," said Chamber Vice Chair of Membership Services Chris Brodin. "We will open up the sponsorship opportunities for the 2013 and 2014 events once the campaign kicks off."

Individuals interested in participating receive great prizes and rewards, as well as access to some of Marshalltown's most distinguished business and community leaders. Contact Lynn Olberding at the Chamber office at lolberding@marshalltown.org or 641-753-6645 for more information.



# www.everydaychampions.org

# ECONOMIC DEVELOPMENT

## 2012 Year In Review

2012 was a very busy and active year for the Marshall Economic Development Impact Committee (MEDIC) staff. Areas of focus throughout the year were business recruitment, business retention and expansion, entrepreneurship, infrastructure development and community development.

In 2012 MEDIC received and acted upon 50 project leads. These leads included call and data centers, warehousing, food processing, service and distribution centers, industrial manufacturing and power generation. The majority of the leads came through the relationship MEDIC has with the Greater Des Moines Partnership. This regional concept has proven to be of great value in project lead generation and area marketing efforts. Other project leads came through the Iowa Economic Development Authority, utility partners, the Iowa Area Development Group and internally through existing business and industry visits. Four of the leads developed into active projects, most notably the announcement by Alliant Energy for the construction of a new 600 Mw gas-fired generating station in Marshalltown and the construction of a maintenance service center in the Marshalltown Industrial Park by Mid-American Energy for their two wind farms in Marshall County. These two electric generating projects have positioned Marshall County as a major energy production center in the state.

Fifteen small business entrepreneurs were provided with assistance over the past year. Assistance was primarily guidance with business plans and marketing plan development as well as helping locate suitable buildings or sites. At least seven of the entrepreneurs have moved forward with their ideas and projects.

Over the past year 60 business retention and expansion visits were made to existing businesses and industries in Marshall County. In addition, five visits were made with local industry corporate officials. From these visits, two potential expansion opportunities were created; a large facility expansion for distribution and warehousing operations and a new product line representing the creation of 125 jobs.

During the summer the MEDIC website was improved and expanded with newer photographs and data in a more user friendly format. Websites are an important tool in economic development as site selectors and businesses continually look at communities for potential new locations.

MEDIC also participated in several community improvement and development projects. Most notably are the renovation of the Tallcorn Towers by Common Bond Communities which represents a \$10 million investment, renovation of the former Iowa Wholesale Supply property by Cohen-Esrey, which represents a \$5 million investment and the 13th Street Revitalization project, representing a \$2 million investment.

While 2012 was a very busy year, 2013 is starting off in a very positive way with several projects being considered and planned. The MEDIC staff looks forward to being able to make an even more positive report on the activities of MEDIC in 2013.

For more information about MEDIC, contact MEDIC President Tom Deimerly or MEDIC Business Manager Kenn Vinson at 641-753-6645 or visit the MEDIC website at [www.marshalltownworks.com](http://www.marshalltownworks.com).

## Economic Statistics

| October 2012                              | 2012        | 2011      |
|---|-------------|-----------|
| Employment – Marshall County              |             |           |
| Labor force                               | 19,920      | 19,930    |
| Unemployed                                | 1,100       | 1,250     |
| Percent unemployed                        | 5.5         | 6.2       |
| Total employment                          | 18,820      | 18,680    |
| Marshalltown Construction                 |             |           |
| Building permits                          | 14          | 14        |
| Residential dwelling units                | 1           | 0         |
| New residential construction valuation    | \$193,000   | \$0       |
| Residential addition/remodeling valuation | \$145,000   | \$93,000  |
| New commercial/industrial permits         | 2           | 1         |
| New commercial/industrial valuation       | \$1,103,000 | \$123,000 |
| Remodeling commercial/industrial          | \$625,000   | \$56,000  |
| Marshall County Construction              |             |           |
| Building permits                          | 7           | 3         |
| New Residential Dwelling Units            | 1           | 3         |
| New Residential Construction Value        | \$51,000    | \$22,000  |
| Residential addition/remodeling valuation | \$4,500     | \$20,000  |
| New commercial/industrial permits         | 2           | 0         |
| New commercial/industrial valuation       | \$211,000   | \$0       |
| Housing                                   |             |           |
| Single family home sales                  | 40          | 41        |
| Average sale price                        | \$96,356    | \$77,441  |
| Median sale price                         | \$88,500    | \$84,000  |



**For additional economic development information, please visit**

**[www.marshalltownworks.com](http://www.marshalltownworks.com).**

**It is a great resource for current demographic information about Marshalltown, Marshall County and the state of Iowa.**



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# BUSINESS NEWS

## Coyote Information



The Marshalltown Police Department recently released information on coyotes. There have recently been a handful of coyote sightings in town. This information is being distributed to provide public awareness information to the commu-

nity and to alleviate some unwarranted fears.

- Coyotes are generally wary of people and will avoid people whenever possible.
- Rabies is rare and coyotes are not commonly implicated in the transmission of the disease to humans or domestic animals.
- Don't let domestic animals roam. Keep them securely enclosed and protected at night. Spay or neuter your dogs. Walk dogs on leashes.
- If you encounter a coyote remember the following:
  - \* Never feed or try to tame a coyote.
  - \* Walk dogs on leashes (per City code) and pick up small dogs if a coyote is near.
  - \* If approached by a coyote; be BIG & LOUD. Do not run. Calmly leave the area. Make noise or throw objects at the coyote.
- Wildlife-proof your garbage in sturdy containers with tight fitting lids
- Don't leave pet food outside.
- Take trash out the morning of pick-up. Avoid leaving trash outside for long periods if coyotes have been seen in the area.
- Keep compost in secure containers.
- Keep fallen fruit off the ground. Coyotes eat fruit.
- Keep birdseed off the ground. Birdseed attracts small animals and rodents. These creatures attract coyotes. Remove bird feeders if coyotes are seen in your yard.
- Keep barbecue grills clean.
- Eliminate accessible water sources.
- Clear away brush and dense weeds near buildings.
- Close off crawl spaces under decks and around buildings where coyotes may den.
- If you frequently see coyotes in your yard, make loud noises with pots, pans or air horns. Hazing the coyote will generally encourage them to move on and stay away.
- Share this list with your neighbors. It takes a neighborhood effort to keep coyotes away.

If you have questions or concerns, please contact the Marshalltown Police Department at 641-754-5725.

## Save the Date

### 4th Annual Taste of Marshalltown

Presented by the Orpheum Theater Center

February 21, 2013

5:00 - 7:00 p.m.

Orpheum Theater Center (220 East Main Street)

This popular after hours events offers members an opportunity to network and promote their business in an informal and fun atmosphere. Open to Chamber members only.

## Updating Service Club and Organizations information

The Chamber maintains a list of area service clubs and organizations as a resource when calls are received about area groups. The information is also requested by local businesses, organizations and individuals. The Chamber relies on the clubs and organizations to keep their information current.

To make updates easier for Service Clubs and Organizations, the web page on the Chamber's website ([www.marshalltown.org](http://www.marshalltown.org)) has been revised to allow the contact information to be self-reported. Groups can click on the green "Community" tab, select Organizations & Clubs, click on the organization's entry and complete the online form. Changes will be reviewed by Chamber staff prior to approving the updated information on the webpage.

For those groups who are unable to use the self-reporting web page, information may be submitted to: Linda Huge, Marshalltown Area Chamber of Commerce, PO Box 1000, Marshalltown, IA 50158. Groups may also call 641-753-6645.

## 2013 Washington DC Summit

The dates have been set for the 2013 Washington DC Summit. The annual trip will take place April 23 - 25. Each year more than 20 local business and community leaders travel to the nation's Capitol to meet with our elected officials about issues impacting Marshalltown.

This year's Summit is co-chaired by Chamber Chair Elect Paul Beals and MEDIC Chair Elect Paul Greigore.

The planning group meets on the first Wednesday of each month at 8:00 a.m. at the Fisher Community Center. Please contact the Chamber office for more information.

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## Iowa Valley Leadership profiles



**Elizabeth Crandon**

**Job title:** Employment Coordinator, MMSC

**Community involvement:** Community Foundation of Marshall County Governing Committee member

**About IVL:** "I joined IVL after hearing about some of the great networking and community engagement experiences a fellow coworker had last year and how much fun it was."

**View on leadership:** "Leadership is all about being a role model. Establishing the bar and doing what you can to help show and engage others to achieve success, whether it be personally or professionally. Engaging yourself in the community and positively representing your employer is part of playing a leadership role."



**Jodi Sanders**

**Job title:** Laboratory Manager, McFarland Clinic

**Community involvement:** Looking for areas and activities to get involved  
**About IVL :** "I joined Iowa Valley Leadership to gain community knowledge and network within in the community and with its leaders."

**View on leadership:** "Leadership is a role at which you lead by example to the peers and other community members around you. I am attending IVL for that reason. I want to learn to apply my leadership and the places/situations at which to do so. Leaders are great examples to those that need guidance."



**Kim Wallace**

**Job title:** Central Iowa Residential Services Inc (CIRSI)

**Community involvement:** Special Olympics, Red Cross instructor for CPR and First Aid

**About IVL :** "I joined the class after being encouraged by a colleague and my employer. I was looking forward to meeting other professionals in the community and broadening my interactions with others."

**View on leadership:** "Be a person that leads by example, one who takes part in meeting a goal, either by initiating it or joining a team of people working on it. When I see a need somewhere to step up, I offer help/support with my ideas and listen to others as well."



**Rebeca Wells**

**Job title:** Manpower Coordinator, Lennox

**Community involvement:** Community Service Committee for Lennox, Chamber of Commerce, Volunteer translator for area churches

**About IVL :** "I wanted to develop leadership skills and get more involved in the community."

**View on leadership:** "Leadership is the effort to inspire others by showing a clear purpose and direction while guiding and motivating people through the process of accomplishment. A good leader easily attracts followers by building strong relationships of trust and bringing out the best in people."

## About Iowa Valley Leadership

Iowa Valley Leaders (IVL) is a program co-sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education. IVL believes that community vitality depends on individuals who commit to learn about critical local issues and engage in influencing change.

Participants meet once a month, September through May, to explore a variety of community and leadership issues such as: economic development, education, environment, the Gems of Marshalltown, government, history, immigration, law enforcement, legislation, poverty, wellness, and workforce. The curriculum is designed by a steering committee whose members represent IVL alumni, IVCCD, the Chamber of Commerce, and leading community citizens. Interaction is encouraged through experiential learning opportunities and the inclusion of a wide variety of guests at each session.

Past classes have participated in a number of projects seen around the Marshalltown community including: Iowa Valley Adventures Challenge Course, beautification of South Highway 14, "Marshalltown: A Look Back in Time" video series, Marshalltown History doors, Advocacy for an Aquatic Center, as well as fundraising efforts for a number of projects, including the Mildred Grimes observation tower and trees planted along the bike path. For several years, class members participated in individual service projects, committing time to a number of local service clubs and organizations. For more information, visit the IVL website at [www.iavalley.cc.ia.us/ivce/leadership/marshalltown.html](http://www.iavalley.cc.ia.us/ivce/leadership/marshalltown.html).

# BUSINESS NEWS

## Taste of Marshalltown

The fourth annual Taste of Marshalltown is scheduled for Thursday, February 21 from 5:00 - 7:00 p.m. at the Orpheum Theater Center. The event is presented by the Orpheum Theater with additional sponsors including: Cakes & More, Culver's, Fiddle & Whistle, H & F Distributing, Hy-Vee, Jimmy John's, John Ernest Vineyard & Winery, Legends American Grille, Market Off Main, Morning Glory Bakery, Pizza Ranch, Smokin' G's BBQ Catering Service, and Zeno's. Come enjoy this unique event that features Chamber member restaurants, food/beverage distributors, caterers and grocery stores.

This event is open to employees of Chamber member businesses and organizations only.



|   |   |   |  |   |   |  |  |  |  |
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