

Chamber Digest

April 2016

Volume 33, Issue 11

the Chamber Marshalltown, Iowa

Upcoming Events

March 27: Fisher Community Center closed
April 13: A.M. Exchange at Child Abuse
Prevention Services ; 7:00 - 8:30 a.m.
April 21: Dale Carnegie Course kick-off
April 26-28: D.C. Summit
May 4: 47th Annual Scholastic Banquet
May 30: Memorial Day: MRP offices closed

*Save the date! Chamber Ambassadors Annual
Golf Outing: Thursday, August 25*

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Dale Carnegie Training for Workplace Success

Communication. Communication. Communication. The success of businesses and organizations depends a great deal on their employees' ability to communicate and successfully navigate business relationships. In order to help Marshalltown area employers equip their staff with the skills necessary to excel in their jobs, the Marshalltown Area Chamber of Commerce and R.S. Stover are partnering to bring Dale Carnegie training to our community.

"The Dale Carnegie Course is designed to help all levels of employees meet the increasing demands of today's business environment," says Chamber Executive Director, Lynn Olberding. "Participants will master the skills needed to maximize job performance, become more effective leaders, and add increased value to their organization."

Kyle Price, Dale Carnegie Training Representative comments, "All class members will benefit from these sessions as the course is



designed to present scenarios that encourage participants to generate ideas, stretch their abilities, tackle challenges, and work with others to build consensus."

Registration space is filling up, but spots are still available for the 8-week course which begins on April 21 and continues every Thursday through June 9. Each class begins at 8:30 a.m. and runs until noon. Meetings will take place at R.S. Stover, 3809 South Center Street. Cost for the course is \$1,995 per person or \$1,845 per person for Chamber members. To register, email the Chamber at info@marshalltown.org.

Dale Carnegie Training

Dates: Every Thursday beginning April 21 and ending June 9

Time: 8:30 a.m. to Noon

Location: R.S. Stover, 3809 S. Center Street

Cost: \$1,845 per person (for Chamber members); \$1,995 per person (for non-members).

To register: Contact the Chamber office via email at info@marshalltown.org

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Member Spotlight

Animal Rescue League of Marshalltown

Homeless companion animals in Marshall County have a place to live and people to care for them thanks to the Animal Rescue League of Marshalltown (ARL). The ARL, created in 1948, has faithfully served this mission in the area for the past 68 years. Every year the ARL staff of seven adopts 500 to 600 animals to new homes plus reunites approximately 200 lost pets and their owners.

While their mission has stayed the same, ARL's facilities have been transformed over time with one goal in mind: creating more housing to better serve the needs of the animals in the community.

ARL Executive Director, Shelly Deal, shares, "Our latest remodeling project took place just last year in the cat area. With it, we were able to *triple* the amount of housing space for cats."

While there are fees for pet adoption, they do not cover the cost of everything done for animals prior to adoption. As a private, non-profit organization, ARL relies on donations and fundraisers for most of their funding. "Our largest annual fundraising events is coming up," says Deal. "It's the Whiskers, Wine and Something Divine benefit scheduled for Thursday, April 14 from 6:00 to 8:30 p.m. at Elmwood Country Club."

"The evening includes hors d'oeuvres and a wine-tasting social sponsored by Hy-Vee," she continues. "There will also be both live and silent auctions of numerous donations from local merchants. Plus, one lucky ticket holder will be awarded 'Something Divine.'"

Tickets, at a cost of \$40 in advance, are available at the Animal Rescue League, Animal Clinic - The Vet, Hy-Vee and Happy Tails. If space allows, tickets will be available at the door for \$45.

"ARL relies on the generosity of our community," Deal says. "We are very fortunate to have the support the Marshalltown area offers in order to continue helping the animals in need."

Deal credits membership in the Chamber with helping create relationships among local businesses and organizations that ultimately leads to the strong support ARL receives. In return, ARL gives back to the community throughout the year as Deal frequently visits schools and youth



The Animal Rescue League of Marshalltown tripled the amount of housing space for cats with last year's remodeling project.

programs to educate young people about the ARL and proper pet care. She also speaks at local clubs and organizations. And, the ARL staff periodically goes to local businesses to do off-site adoptions.

ARL'S WHISKERS, WINE AND SOMETHING DIVINE

Benefit for: Animal Rescue League of Marshalltown

When: Thursday, April 14, 2016 from 6:00 to 8:30 p.m.

Where: Elmwood Country Club

Tickets: \$40 in advance; available at the Animal Rescue League of Marshalltown, Animal Clinic - The Vet, Hy-Vee and Happy Tails

Questions?: Contact the ARL at 641-753-9046.



The Chamber's 2016 Experience Trip: Spain & Portugal October 11 - 20, 2016

Spots are still available, but space is limited. Contact the Chamber office for all the details, and be sure to register by April 30.



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MCVB
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A.M. Exchange

Wednesday, April 13

7:00 - 8:30 a.m.

Child Abuse Prevention Services
(811 East Main Street)

Enjoy business **before** hours with networking and a great breakfast at Child Abuse Prevention Services. Meet someone new or reconnect with a business contact.

All employees of Chamber member businesses & organizations are encouraged to attend A.M. Exchange events.

CENTRAL IOWA JOB FAIR

Wednesday, April 6

10:00 a.m. to 1:00 p.m.

MCC Student Activity Center

3700 South Center Street

Exhibitors from across Central Iowa will display information on job and career opportunities.

Also, education and training options will be available to those seeking employment or education for a new job or career change.

The event is free and open to the public.

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Lynn Olberding
Executive Director - Chamber
Barbara Johnson
Executive Assistant - Chamber

Shauna Banks
Executive Assistant - MCVB

Tom Deimerly
Executive Director - MEDIC

David Barajas, Jr.
CEO - Marshalltown Regional Partnership

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

Faces & Places

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

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

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

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

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

Oleson joins MinuteMan

MinuteMan, Inc. is pleased to announce the addition of Brian Oleson to its staff located at their 101 South First Street location. Oleson will oversee day-to-day operations while leading an initiative to expand direct mail marketing services. He has more than 25 years experience in the direct marketing industry and has the capability to develop and implement any type of direct marketing campaign from database services to ensuring the lowest postage cost of bulk or first class mailings.

Oleson attended the University of Utah, spent 13 years working for the nation's largest direct mail company, Data-Mail, Inc. in Newington, Connecticut, and is happy to be back in Marshalltown. With an emphasis on quality, and customer service MinuteMan believes Oleson will be a valuable addition to their staff and a wealth of knowledge for any customers who wish to start or expand their direct mail projects.



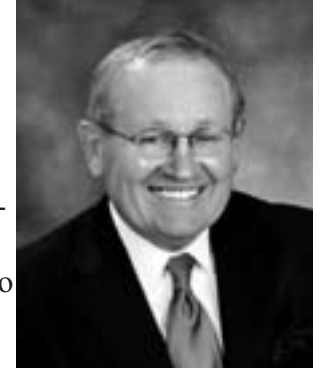
Listen weekly to Chamber Chat on KDAO

Sundays at 6:30 a.m. on 99.5 KDAO-FM

Sundays at 7:30 a.m. on 1190 KDAO-AM

Ites retires from United Bank & Trust

Curt Hoff, United Bank & Trust President, announces the retirement of Dale Ites, Executive Vice President and Senior Loan Officer, on April 1, 2016. Ites began his banking career in 1972 with Fidelity Brenton Bank in Marshalltown following active duty with the U.S. Army in Vietnam. In 1990, he joined First National Bank of Dubuque and returned to Marshalltown in 2002 to join United Bank & Trust as a Senior Loan Officer when the bank opened in the community as a newly chartered bank.



A graduate of Alden Community High School and Iowa State University, Ites obtained a Bachelor's degree in Ag Business and a Master's degree in Economics. He is a graduate of the National Commercial Lending School and the Colorado School of Banking.

Ites has had a strong local presence through his involvement with United Way, the Community Y of Marshalltown, Heritage Club, Marshalltown Rotary, and the Marshalltown Area Chamber of Commerce.

"I am confident that I speak for the entire staff when I say it has been an absolute pleasure working with and learning from Dale," says Hoff. "His commitment and special brand of humor will be missed and we wish him the best in retirement."

When asked about his banking career, Ites stated "I thank all of you who have accompanied me on this 40-year journey: customers, community, associates, friends and family. It has been fun and rewarding in so many ways."

Ites will continue to serve on the Board of Directors at United Bank & Trust after retirement.

New Members

The following businesses have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support these businesses with your patronage.

The Chop Shop

Jeremy & Karen Sireno, Owners/Stylists

2500 South Center Street, Suite 3380

(located in the north end of the Marshalltown Mall)

Marshalltown, IA 50158

641-751-7519 or 641-485-7048

This upbeat, fun and family-friendly beauty and hair salon opens April 1. Offering brand-name supplies for sale, too.

Business News

The Chamber's 5th annual Total Resource Campaign
is going on now!

Contact the Chamber office to have a volunteer visit your business
or organization to learn more about Chamber membership
and/or sponsorship opportunities.

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Future Ready Iowa Roundtable

Governor Terry Branstad and Lieutenant Governor Kim Reynolds will hold a public Future Ready Iowa Roundtable in Marshalltown at the Emerson - Fisher Innovation Center Atrium (intersection of Center and Boone Streets) on Monday, March 28 from 10:30 to 11:45 a.m. to continue a statewide conversation about how to close the workforce skills gap. Strengthening Iowa's talent pipeline will help ensure students and workers have the career opportunities they deserve and that business and industry have the skilled employees they need to compete in a knowledge-based economy. Additional Roundtable participants will include business, workforce, and education leaders and Iowans with perspective on upskilling the existing workforce. Audience members will have the opportunity to ask questions and make comments.

Child Abuse Prevention Month

In recognition of April Child Abuse Prevention Month, Child Abuse Prevention Services (CAPS) will hold numerous events. The kickoff is Friday, April 1 at noon on the north Marshall County Courthouse lawn with a brief program to recognize the work done in our community to keep children safe and families healthy plus celebrate the 35th anniversary of CAPS. Wear blue (Child Abuse Prevention Month's color) and join CAPS staff for 35th anniversary cupcakes after the program. Other events throughout April include pinwheel gardens at elementary schools. (Pinwheels symbolize a happy, carefree childhood.) Also, the three-foot-tall wooden "Blue Kids" will appear around town. Each Monday, two dressed-up blue kids will move to a different school. CAPS will have a Facebook contest to see who first identifies these traveling kids' location.

On Wednesday, April 13, CAPS invites all employees of Chamber members to an A.M. Exchange from 7:00 to 8:30 a.m. for breakfast and to celebrate children, families, and efforts to help them thrive.

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future holds for CIH? Check us out at futureforCIH.com or
scan the QR code with your technology device to be
connected with up-to-date information.



Convention & Visitors Bureau

April Events

Find more information at www.visitmarshalltown.com

Date	Event	Location
Mondays	Bridge	Senior Center
Mondays	Horsing Around 101	Wolfe Ranch
Tuesdays	Bingo	Senior Center
Tuesdays	Play Day	Marshalltown Library
Wednesdays	Storytime	Marshalltown Library
Wednesdays	Tech Help	Marshalltown Library
Thursdays	Trivia Night	Iowa River Brewing Co.
April 1	April Fools' Day	
April 1	Huge \$6 Sale	Central Iowa Healthcare
April 1	Card Party	Fisher Community Center
April 1-2	Rummage Sale	St. Mary Catholic Church
April 2	Life in the Iowa River	GrimesFarm & Conservation
April 2	Iowa Taxidermy Show	Best Western Regency Inn
April 5	The Young Irishers	MHS Auditorium
April 6	Job Fair	MCC, Student Activity Center
April 6	Nature Story Hour	GrimesFarm & Conservation
April 6	Artisans Art Club	The Art Center, FCC
April 7	Citizen of the Year Roast	Best Western
April 7	Storm Spotter Training	IVCE, DeJardin Hall
April 8	Lost Schools	IVCE, Room 612
April 8	Robots in Space V-Pluto	GrimesFarm & Conservation
April 8-10	Marv Kraus Gun Show	Central Iowa Fairgrounds
April 8-10	"Escanaba In Da Moonlight"	Martha Ellen Tye Playhouse
April 9	Home and Garden Show	Marshalltown Mall
April 9	Bach-in-a-Day Concert	Hope United Methodist
April 11	The Harlem Globetrotters	MHS Roundhouse
April 13	Songs of Woody Guthrie	Marshalltown Library
April 14-16	Midwest Kids Market	The Connection Church
April 15	Star Gazing	Green Castle Recreation
April 15-16	"Escanaba In Da Moonlight"	Martha Ellen Tye Playhouse
April 16	Community Shred Day	United Bank & Trust
April 16	Indoor Flea Markets	Le Grand Community Center
April 16	Men's Chorus Spring Concert	MHS Auditorium
April 20	Nature Story Hour	GrimesFarm & Conservation
April 21	History on Third Thursday	Historical Museum
April 22	Star Gazing	Green Castle Recreation
April 23	Sand Lake Trout Release	Sand Lake
April 23	Earth Day	Sand Lake
April 23	Prohibition in Eastern Iowa	Marshalltown Library
April 29	Star Gazing	Green Castle Recreation

Post an event today on the MCVB self-posting calendar at www.visitmarshalltown.com. It's free; no passwords are needed. Click "Add New Entry" at bottom of the calendar page, fill out the form, do the challenge/response, and click SAVE. Events are held for approval. Questions? Call MCVB at 641-753-6645.

State YMCA Swim Meet Success

The Marshalltown YMCA-YWCA was proud to host the 2016 Iowa YMCA State Championship Swim Meet on March 5-6, 2016. This was Marshalltown's 12th consecutive year hosting the event. A huge thank you goes out to the 84 volunteers each day who donated their time to make this event a success. Without the support of the amazing swim families and special friends, the Marshalltown YMCA-YWCA could not host such a great event.

Aquatic Director Shelley Lechnir and team want to recognize all the coaches from around the state that invest their time and talents to help swimmers reach their goals, the officials and volunteers for donating their time during the state meet and throughout the season to help run and officiate the swim meets, and the Iowa YMCA State Committee members who tirelessly donate their time to the administrative tasks and planning that starts well before the season begins and lasts long after the season ends. A special thank you to the area businesses that also helped support the event and host the families who visited Marshalltown.

This two-day event brought in 31 teams from around the state, 964 athletes, and 2000+ fans. The boys competed on Saturday, March 5 with the girls' competition following on Sunday, March 6. Thousands of fans and families walked through the facility doors that weekend, while hundreds more viewed the meet via the live video stream and recorded video of the event online. There are 106 events contested with points awarded to 1-8 places. An amazing 14 state records were broken over the weekend. The teams are divided into three divisions based on the number of swimmers each team has competing. The Marshalltown Blue Wave Swim Team was represented by 30 athletes competing in Division 2. The coaches are very proud of all of their efforts, as it takes a special kind of athlete to endure such a long season.

April Meetings, Conventions and Tournaments

Date	Group	Location
Mar 31-April 3	Iowa Taxidermy Association	Best Western
April 2-3	Pre-State Tumbling/Trampoline	MHS Roundhouse
April 10	Bob Williams Memorial	Central Iowa Fairgrounds
April 16	Mini Aussie Dog Show	Central Iowa Fairgrounds
April 16-17	Iowa Ranch Horse Association	Central Iowa Fairgrounds
April 30-May 1	Heart of Iowa Kennel Club	Central Iowa Fairgrounds

Let the MCVB know about meetings, conventions or tournaments being held in Marshalltown. Looking for a venue to host a conference? The MCVB has a listing at www.visitmarshalltown.com. Call MCVB at 641-753-6645 to learn how they can help.

Convention & Visitors Bureau

Harlem Globetrotters coming to Marshalltown on April 11



In celebration of 90 years of providing smiles, sportsmanship and service to millions of people worldwide, the world famous Harlem Globetrotters will bring their unrivaled family show to

the Marshalltown High School (MHS) Roundhouse on Monday, April 11, 2016, at 7:00 p.m., during their 90th Anniversary World Tour.

Known worldwide as the Ambassadors of Goodwill™, the Globetrotters have also announced they are giving back even more during their 90th year with The Great Assist program. Stars of the team will leave a mark in communities across North America with acts of goodwill during the tour that is set to play over 330 games in 260 cities.

Fans are encouraged to visit GreatAssist.com to nominate a worthwhile cause or a deserving family in need of a smile, and the Globetrotters will help as many fans as possible throughout the tour. In addition to fan requests, the team is planning to bring their bullying prevention program to more than 400 schools and community centers, talk to youth about character education and physical fitness, visit children's hospitals and lend a hand to those in need.

On the court, the Globetrotters' 90-year celebration will feature some of the greatest athletes and entertainers on the planet. With a star-studded roster featuring Big Easy Lofton, Ant Atkinson, Hi-Lite Bruton, Thunder Law, Bull Bullard and Cheese Chisholm— plus female stars TNT Maddox and Sweet J Ekworomadu (roster is subject to change) – the Globetrotters' one-of-a-kind show is unrivaled in the world of family entertainment. Every game will showcase incredible ball-handling wizardry, rim-rattling dunks, trick shots, hilarious comedy and unequalled fan interaction. After the game, Globetrotter stars will sign autographs and take photos with fans.

Tickets start at \$27.50 and are now available at harlemglobetrotters.com, ticketweb.com, the MHS Roundhouse box office or by phone at 866-468-3401. Information on group and scout tickets can also be found at harlemglobetrotters.com.

Home and Garden Show

The Times-Republican 2016 Home & Garden Show will be held Saturday, April 9 from 10:00 a.m. to 4:00 p.m. at the Marshalltown Mall. More than 30 vendors will be on hand to visit with attendees about everything from A to Z: home repair & insulation, remodeling & decorating, landscaping & outdoor furniture, lawn equipment, pest control, and more! Several area real estate firms will provide advice to home buyers and sellers. And, home loan professionals will be available as well.

“We are excited to have many returning businesses along with several new ones,” says Deanna Davis, Assistant Marketing Director. “The Dysart Hospitality & Tour Team and K.E. Mercantile of Dysart are joining us as well as several area home-based businesses. Also, several informational seminars will be offered in the afternoon.” Admission to the show is FREE! Many vendors will have prize drawings and the Times-Republican will sponsor drawings for four \$50 Fareway gift cards.

Songs of Woody Guthrie: American Balladeer

The Marshalltown Public Library is hosting a family friendly music program featuring renowned American folksinger and auto harpist Adam Miller. He will be performing on Wednesday, April 13 at 6:00 p.m. in the library's community meeting rooms. The program is entitled “Songs of Woody Guthrie: American Balladeer”.

Woody Guthrie (1912-1967) wrote more than 1,000 American folksongs in his lifetime, and he didn't use an original melody for a single one of them! This sing-along program tells the true story of the man who wrote “This Land is Your Land,” the best known English folksong on the planet.

One of the premier auto harpists in the world, Adam Miller is not only a renowned American folksinger, but also a natural-born storyteller. An accomplished folklorist, historian, musicologist, and song collector, he has amassed a remarkable repertoire of over 5,000 songs. Miller accompanies his rich, resonant baritone voice with lively finger-picking acoustic guitar and beautiful autoharp melodies. A masterful entertainer who never fails to get his audience singing along, he has distinguished himself as one of the great interpreters of American folktales and folksongs, and as a performer who appeals to audiences of all ages.



Ambassadors Visits



The Chamber Ambassadors hosted a courtesy call with owner Mark Ross and staff of The Cabinet Shoppe (134 West Main Street) on February 23 to learn more about the products and services the business offers.



Holly Riemenschneider, Market President of US Bank (123 West Main Street) and staff welcomed the Chamber Ambassadors during a courtesy call on February 23.



On March 8, the staff of the LifeServe Blood Center joined with the Chamber Ambassadors to celebrate the opening of the center's new location (3109 South Center Street) with a ribbon cutting.



Co-owners Chad Gauthier and Ryan Boswell and the staff of B & G HVAC (1208 East Main Street) greeted the Chamber Ambassadors during a courtesy call at the business on March 8.



Visit www.marshalltown.org
for all the latest Chamber news
and upcoming events.

Photos of past Ambassadors' Courtesy Calls and
Ribbon Cuttings are posted on the Chamber's website at
www.marshalltown.org.

Business News

Iowa Valley Leadership Class Spotlights



Name: Rachael Koehler

Title: Student Accounts Clerk, IVCCD

What that means: I'm responsible for reporting, accounting, and analysis of student accounts, student federal financial assistance and other business office functions, including student and sponsor billing, payment procedures, and collection.

Best part of my job: Counseling students on options to adequately plan and repay their debt without negatively impacting their credit.

Other community involvement: Tremont on Main (part-time), STEM Lego League coach, Youth For Understanding International Student Exchange coordinator at MCC, Quakerdale Wolfe Ranch volunteer.

Why I am in IVL: To become a strong community leader and help influence positive change. I believe in this community as it grows and improves. I want to learn about local issues and network with others.

Best part of living/working in Marshalltown: There are many meaningful opportunities for involvement where all participants have a chance to be heard. Our community advocates for improvement, plus every member has the vision to change and make the world a better place.



Name: Anthony J. Accola

Title: Police Officer, Marshalltown Police Dept.

What that means: I'm assigned to the patrol division where I do proactive enforcement and respond to calls. Paperwork documentation and assisting, protecting, and educating the public are big parts of my job.

Best part of my job: I love interacting with the public daily while getting to know people and the community better. I'm fascinated with history

(specifically that of Marshalltown) and enjoy meeting those lifelong residents who can tell me about the rich heritage this city has to offer.

Other community involvement: American Legion member.

Why I am in IVL: To get to know Marshalltown's history, interact with and build relationships with other community leaders, to get to know the resources of the community better and build my own leadership abilities.

Best part of living/working in Marshalltown: I am in the community all the time and that helps me stay in contact with those with whom I have started building relationships. It also makes me take more pride in the community and gives me the drive to make "my home" a better place.

2016
Home
and
Garden
Show
Times-Republican

Admission
is FREE!



Register to win
one of four
\$50 Fareway
Gift Cards!

Sat., April 9th
10 am - 4 pm

Marshalltown Mall

AFTERNOON SEMINARS!
Plan to Attend!

12:30 PM: Patrick Williams;
PAW Family Safety Solutions
1:30 PM: Bill Schendel;
Schendel Pest Control
2:30 PM: Duane Petty;
Petty Vinyl Co., Inc.



Visit These Home & Garden Professionals at the Show!

Bath Fitter
Cedar Patio Furniture Shop
Dry Basement, Inc.
Dysart Hospitality & Tour
Team
Energy Doctor
Five Star Real Estate Group
Floor Coverings International
Iowa Bath Systems
K.E. Black Mercantile
Lawn Doctor
LeafGuard Exteriors
Marshall County
Veteran's Affairs
Midwest Basement Systems
Midwest Construction
Myers Home Improvements

New Horizons Realty
PAW Family Safety Solutions
Petty Vinyl Co., Inc.
Pink Zebra Home -
Brenda Polson
Rebath of Central Iowa
Schendel Pest Control
Seamless Exterior
Smartlink by Partner
Communications Coop
Timber Creek Enterprise
Tupperware - Hallie Wiese
Van Wall Equipment
Waterbeck Spray Foam
Wells Fargo Home Mortgage
Young Living Essential Oils

Economic Development

Who is responsible for a community's brand? Everyone!

By Tom Deimerly, MEDIC Executive Director

Previous articles have discussed what site selection consultants typically look for when recommending a site to a client. These clients can be small retailers to billion-dollar power plants, and they are all critical to a complete community. Site selection consultants are the people corporations hire or internal employees tasked with identifying future locations or expansions for the companies they represent. Those items that consultants rate as the top ten criteria for choosing a location include labor costs, state and local incentives, transportation accessibility, availability of skilled labor, utility cost, proximity to major markets and suppliers, available tax exemptions, occupancy and construction costs, corporate tax rate and the availability of suitable facilities. When it comes to the non-financial site location considerations, quality of life ranks last but that doesn't mean it is not important. Many of the factors considered by these decision makers are outside a local jurisdiction's ability to influence, but some are inside that circle of influence.

The one area that may be as important as all those listed above, but never makes the headlines, is the attitude of the community's citizens. This is sometimes called the community's brand recognition. Do the citizens portray a positive or negative image of their community? How do outsiders and visitors view your community after a visit? Believe it or not, how a community treats visitors and their attitude toward their "own" community is an extremely important factor for site selection consultants to determine. As business owners, residents and ambassadors, we "own" this community and its future.

Have you heard of secret shoppers? That's where a company hires someone to go into a retail establishment posing as a customer in order to report back about the experience. Site selection consultants sometimes do the same thing. Without the knowledge of the economic developer or city officials, a person or team of people will show up, blend in and observe. They will eat at our restaurants, stay at our hotels, visit our stores and interact with our citizens. Based on their findings, our community can advance to the next level of consideration or be cut from the list if they don't like what they see and hear.

Beyond their visits to the community on the ground, they are also visiting our community without leaving the comfort of their office. In today's technology-driven environment, decision makers are using tools like Facebook, Media Blogs, and other electronic-driven media to take a snapshot of the community. This makes it critical that we recognize a small comment, whether positive or negative, can have far-reaching impact on our neighbors, our town, and our regional community without someone needing to physically be in the town.

So, who is responsible for a community's brand? Everyone! It's not just the job of the city and county officials, the economic developer or the local Chamber of Commerce. Our citizen's attitudes about our community can make or break a major billion-dollar development deal; an existing outside restaurant looking to find a second, third, or twentieth location; or an existing local employer considering two locations for an expansion or production move. It matters on all levels.

Attitudes about our community can make or break a deal. It matters on all levels.

A careless negative comment by a store clerk, a station attendant, a waiter or less-than-favorable on-line post may break a deal that city officials and economic developers have been working hard to bring to the community. If you have time to complain about a particular part of our local quality of life, then you have time to volunteer to change it. There are so many opportunities to get involved...I guarantee it. On the other hand, a kind word to a stranger, showing courtesy to all, and in general having a positive attitude and being proud of our community can go a long way in helping to keep this a great place to live, work and conduct business.

This article originally ran two previous times because it's critical to the long-term sustainability and growth of our community. Look around and appreciate what we have. If you see an area of improvement, please engage, get involved and identify the positive before dwelling on the negative. We are all in this together.

Economic Statistics

February, 2016

Employment – Marshall County	2016	2015
Labor force	19,340	20,030
Unemployed	1,330	1,420
Percent unemployed	6.9	7.10
Total employment	18,010	18,620
Marshall County Construction		
Building permits	4	0
New Residential Construction	\$364,000	\$0
Residential Addition/Remodeling	\$70,000	\$ 4,000
New Commercial/Industrial Const.	\$600,000	\$1,569,000
Commercial/Industrial Remodeling	\$0	\$53,000
Housing Sales Data		
Single family home sales	26	22
Average sale price	\$76,921	\$85,914
Median sale price	\$68,250	\$66,750

Business News



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Thank You Reinvesting Members

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

9th Street Gallery & Frame	2	Hunt Farms	2
Accu-Tax	16	Inman Chiropractic	4
Ace Precision International	4	Iowa River Brewing Company	3
Ann's Alterations	1	Marshall Glass	18
Anytime Fitness, Marshalltown	4	Marshalltown Alarm Inc	3
Baymont Inn & Suites	2	MCC Foundation	3
Big Brothers/Big Sisters	14	Meridian Payment Systems	3
Bloomquist, Keith	3	Nikkel & Associates, Inc.	12
Calvin Rockett	4	Riddle's Jewelers	18
Central Iowa Farm Store	18	Sign Creations	16
Fareway Stores, Inc.	52	Simms Construction	4
GNB Bank	4	State Farm - Jeff Linton	2
Great Western Dining	1	State Farm - Phyllis Mazour	21
Gulbranson, Pat	4	Super Shine Car Wash	6
H & R Block Tax	9	Top Notch Tree Service	3
Haley's	4	Trinity Evang. Lutheran Church	11
Hanke Refrigeration	3	Vaughn's Pub	12
Harthun, Floyd	10	Wertzberger Architects, P.C.	21
Hearing Unlimited	4		

www.marshalltown.org Statistics

	Feb 16	Avg/Month	YTD Total
Unique Visitors	3,193	3,271	6,541
Number of Visits	6,383	6,625	13,250
Page Views	23,538	24,007	48,013
Hits	99,987	104,405	208,810

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 the Chamber office for more information.



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**KAPAUN &
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641-753-1426

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Marshalltown
752-5733

SALVATION ARMY

107 W. State St.
Marshalltown
753-5236

**SOUTHRIDGE NURSING
& REHAB CENTER**
309 W. Merle Hibbs Blvd.
Marshalltown
752-4553

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752-6033



Marshalltown
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Would you like to have your
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Contact your Times-Republican Sales
Representative to have your Chamber Business
Listed on this Chamber Directory.

Business News

Recent Chamber events



Business Leaders Legislative Lunch

Left: Leadership from numerous area businesses took advantage of the opportunity to hear updates about legislative issues affecting business on both state and national levels from John Stineman of the Iowa Chamber Alliance and John Kirchner of the U.S. Chamber of Commerce.

Des Moines Summit

Below: In late February a sizeable group of representatives from the Marshalltown area visited legislators at the Iowa State House to learn about current legislative issues impacting the community.



State of the Schools Luncheon

Above: The annual event, hosted by Marshalltown Regional Partnership (MRP), this year featured three Marshalltown Community School District School Board members: Bea Niblock, Janelle Carter, and Ben Stansberry. The trio addressed questions from moderator David Barajas, Jr., CEO of MRP, regarding future plans for the school district. Presenting sponsor for the luncheon was JBS. Shomo-Madsen Insurance and Lennox were Gold Sponsors.



Taste of Marshalltown

Above: Many Chamber member employees enjoyed samples from a number of area establishments who offered some of their best and newest menu items at this popular and much-anticipated annual event.

Business News

Annual Shred Day April 16

Properly disposing of documents that contain personal information is important in order to help reduce the chance of identity theft occurring. As a service to the community, United Bank & Trust and the Marshalltown Area Chamber of Commerce are co-sponsoring Community Shred Day on Saturday, April 16 from 9:00-11:00 a.m. in the bank's parking lot at 2101 S. Center St. On-Site Information Destruction will be there to shred at no cost with a 5-box limit.

WHAT TO SHRED

- bank statements
- tax records
- canceled checks
- pay stubs
- medical records
- any paperwork that contain account numbers
- any documents that list social security numbers



Iowa Valley Leadership at Lennox



Lennox was both sponsor and host for a recent Iowa Valley Leadership Class session.

Top: General Plant Manager Miguel Gutierrez shares his leadership philosophy and professional journey. **Below:** Class members are ready to tour the plant.



Nick Dierl
Agent



Pat Hogeman
Agent



Maria Mitchell-Butler
Agent-CSA



Lance Horbach
Agent



Samantha Mitchell
Agent



Paul Seals
Agent



Mark Rohde
Agent



Dan Mead
Agent
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Sue Gannaway
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Rich Mohon
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Doug Joslin
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