

theDIGEST

distinctly different

January 2017

Volume 34, Issue 7

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2017 Chamburrrrr Scurry 5K

The 5th Annual Chamburrrrr Scurry 5K is slated for Saturday, January 28 at 9:00 a.m. Hosted by the Marshalltown Area Chamber of Commerce with Gold Sponsor Iowa Valley Continuing Education, the event will take place on the Iowa Valley campus (3700 South Center.)

Registration is \$20/person through December 31, 2016 (registration must be received or postmarked by that date). Sign up today by visiting www.marshalltown.org/work/chamber-events/5k/.

An awards ceremony, presented by JBS, will take place after the race. For age brackets and registration packet pick-up information, go to www.marshalltown.org.



2017 Chamber legislative positions

Each year, the Marshalltown Area Chamber of Commerce offers pro-business legislation that helps our community. The Chamber membership of nearly 500 businesses and organizations represents more than 16,000 employees in the Marshalltown area. For a summary of this year's legislative positions, see the insert included with members' issues or visit the following:

www.marshalltown.org/work/chamber-events/.

“Essential Conversations” training offered

Learn effective ways to communicate with employees.

Beginning in January 2017, the Chamber is partnering with WorkerSmarts, LLC to bring “Essential Conversations,” a six-session seminar on positive employer/employee communication. Topics include team work, coaching, delegation, confrontation, and more. Discussions are designed to offer tools that provide effective ways to get messages across and transform both everyday and tough-to-have conversations. Sessions will be held on Tuesdays, beginning January 17, from 8:30 to 11:30 a.m. at Fisher Community Center. Cost is \$165 per person for all six sessions. To register, contact Lynn Olberding at the Chamber office. Deadline is January 11, 2017, and participation is limited to 24 registrants. (See insert included with Chamber members' issues.)

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Signs that Marshalltown will succeed!

Recently I reviewed a thought-provoking article, "Eleven Signs a City Will Succeed," by James Fallows as published in the March 2016 edition of *The Atlantic*. Last month, we compared Marshalltown to Fallow's first five signs. This month, we look at the remaining six.

6. They are near a research university: Proximity to Iowa State University (ISU) is a plus for continued positive Marshalltown growth. Our strong link to ISU's Extension Office and the positive role they play in Marshalltown is key to our connectedness to ISU.

7. They have, and care about, a community college: Community colleges offer students paths to higher wage technical and middle-skill jobs. We are fortunate to have our well-connected Marshalltown Community College (MCC). Its representatives are important stakeholders around the community development table.

8. They have unusual schools: Successful communities have out-of-the-ordinary education opportunities. Dual-language schools like our Woodbury Elementary, and the summer learning program for at-risk students at Rogers Elementary pioneered by MICA have been innovative game-changers for Marshalltown Community School District pupils. Prospects of developing a regional STEM academy in Marshalltown plus educational options of St. Francis Catholic School and Marshalltown Christian School are added bonuses.

9. They make themselves open: Every American small town thinks about how to retain and attract its best and brightest. The same emphasis on inclusion that makes a town attractive to talented outsiders increases its draw to its own natives. The Marshalltown Regional Partnership has made it a priority to "better engage and embrace our diverse population". An inclusive community is a community that attracts and retains a young, educated, professional population. We are on the right path!

10. They have big plans: We are fortunate to have City, County, and many other organizations that plan and work together for positive community development (i.e. bike trails, parks, public art, and more!).

11. They have craft breweries: Towns with craft breweries also have a certain kind of entrepreneur and a critical mass of mainly young customers. Welcome to Marshalltown's Iowa River Brewery and rural Melbourne's Buzzed Bee Meadery (Iowa's only meadery)!

So, we meet all of Fallow's eleven signs. Let's keep our heads high, support one another (after all, we're on the same team!), and as Casey Kasem would say, "keep shooting for the stars," for we are on the right path Marshalltown!!

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

Big Brothers Big Sisters

Make a positive impact on kids in our community and have fun at the same time by participating in Big Brothers Big Sisters (BBBS) upcoming Bowl for Kids' Sake event to be held at Marshalltown's Totem Bowl. Slated for two sessions, March 4 and 18, the deadline for team sign-up is February 24.

BBBS is a non-profit agency that carefully screens and matches caring adult volunteers with children in need of a friend. Lynne Carroll, Executive Director, explains, "Volunteers, the 'Bigs', serve as a positive role model and friend to their 'Little'. We know that kids with mentors are more likely to have positive life-changing outcomes."

The Bowl for Kids' Sake fundraiser allows the "Matchmaking" of Bigs and Littles to take place. "Changing your shoes to bowling shoes will not only allow Big Brothers Big Sisters to provide continued support to our current matches, but also lets us match more children on our waiting list," Carroll says.

She explains how the bowling event works. "Put together a team of 4 or 5 bowlers and ask each to raise a minimum of \$50. Use your imagination," Carroll urges. "Invite co-workers, family, friends, or one of each! Ask your employer to help sponsor your team. Or, get a little friendly competition going between a couple of teams from your office or professional group." Each bowler receives a Bowl for Kids' t-shirt, two free games of bowling, shoe rental, food, plus fun and prizes. All donations are tax deductible.

"In the end, caring about the future of the kids in our community is more important than the bowling score," says Carroll. "We just want community members to join in the FUNdraising event that is a lot of FUN!"

Another way to make an impact on the future of kids in our community is to volunteer to become a Big. "The one-to-one friendship that you build is an opportunity to leave a legacy that influences the future of your Little in a positive way," Carroll says. "Maybe your New Year's Resolution is to change your routines or to think greater than yourself. Mentoring a Little will open a door to discovering your life purpose. You can reconnect with your childhood loves and share those with a Little."



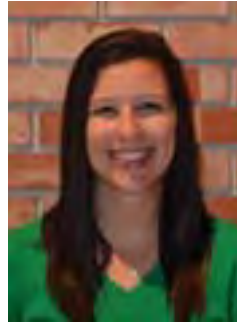
This team participated in the 2016 Bowl for Kids' Sake.

Little by Little, a young friend's world is changing and the future is brighter because an adult volunteer cared to share his/her life!

Iowa Valley Leadership Class

During the December session, Iowa Valley Leadership class members both learned about local education and participated in a poverty simulation, giving students a glimpse of the challenges often faced by community members in the latter situation. The class members enjoyed lunch with students at local elementary schools.

CLASS SPOTLIGHTS



**Kayleen
Mahlstedte**

Name: Kayleen Mahlstedte

Title: Consumer Banking Specialist with Home Federal Savings Bank

What that means: I build/maintain relationships with current clients, call on potential clients, open/modify accounts, and handle consumer loan requests.

Best part of my job: Helping clients meet financial needs and working with a great group of people.

Other community involvement: Big Brothers Big Sisters mentor.

Why I am in IVL: To make more connections in our community and learn about more ways to volunteer. It's great to increase my knowledge about the community I live and work in as well.

Best part about living/working in Marshalltown: Most of my family is here and others are only about an hour away. Marshalltown is also a great size—not too big and not too small.



Ben Veren

Name: Ben Veren

Title: Patrol Sergeant with Marshall County Sheriff's Office

What that means: I am field supervisor for the uniformed patrol division. In addition to patrolling as a Deputy Sheriff, I'm also the first line supervision for patrol Deputies and oversee our Traffic Safety Unit.

Best part of my job: Helping make our community a safer place in which to live, work, and travel, as well as helping people in times of need.

Other community involvement: : Big Brothers Big Sisters Big Shootout, Multiple Sclerosis Society, Special Olympic's Cop on Top, and MPD's Shop with a Cop. I also give presentations in the community about bike safety, ATV safety, and child safety seats.

Why I am in IVL: To become more involved and help make a positive impact in the community, as well as make connections with other leaders.

Best part about living/working in Marshalltown: It's big enough to offer a lot of diversity and options, but yet small enough where people still know each other, maintaining some of those "small town" qualities.




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Mary Wertzberger, Econ. Dev.
Tyler Wollam, MCVB

Business After Hours

Tuesday, January 31, 2017
Iowa Valley Education
and Training Center
(206 East Church Street)
4:30 to 6:00 p.m.

All employees of Chamber member
businesses & organizations are
invited and encouraged to attend.

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Chamber office.

Staff:

David Barajas, Jr., CEO Marshalltown Regional Partnership
Lynn Olberding, Executive Director Chamber
Barbara Johnson, Executive Assistant Chamber
Val Ruff, Executive Director MCVB
Shauna Banks, Executive Assistant MCVB
Tom Deimerly, Executive Director Marshall Economic
Development

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

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MARSHALLTOWN NEWS

(we just have to *brag a little*)

Happenings...

Lara Thoms and **Ron Estabrook**, **Marshalltown Community College** (MCC) staff, attended Governor Terry Branstad's Careers in Energy Week proclamation signing. MCC provides training for the energy industry.

David Barajas, Jr., CEO of **Marshalltown Regional Partnership**, attended the 9th annual Immigrant Entrepreneurs Summit, designed to strengthen immigrant businesses of all backgrounds through professional resources and fostering mutual collaboration.

Central Iowa Healthcare, **Iowa Valley Community College District**, and **McFarland Clinic** collaborated to present an "Introduction to Healthcare Careers" workshop to 70 students from area high schools.

Marshalltown Mall raised more than \$500 for a local animal charity during the mall's annual Pet Night with Santa.

Announcing...

Mediacom Communication's broadband network will be gigabit-ready by year end, making them the first major U.S. cable company to fully deploy DOCSIS 3.1 Gigasphere Technology and allowing their customers to enjoy speeds up to 40 times faster than the minimum broadband definition set by the Federal Communications Commission.

Lynn Olberding, Executive Director, **Marshalltown Area Chamber of Commerce**, has been chosen as one of nine class advisors nationwide for the U.S. Chamber's 2016 Winter Institute for Organizational Management, the premier nonprofit professional development program for chamber professionals.

Local quoteables...

"From this point forward, service is going to be what boosts top companies above the competition."

Jacque Goodman, Vice Chancellor
Iowa Valley Continuing Education

If you have Marshalltown area news to brag about, submit it to The Digest via email to bjohnson@marshalltown.org or via mail to P.O. Box 1000, Marshalltown, IA 50158. Grand openings, management changes, employee promotions, moves, organization name changes, expansions, accomplishments, awards, and major developments all qualify. Space is limited, so please keep submissions to a maximum of six sentences. Photos should be sent in JPEG format. The editor reserves the right to determine what is included. All information in this section is supplied by Chamber member businesses and organizations and is not an endorsement by Marshalltown Regional Partnership.

Congratulations to...

Taylor's Maid-Rite for being named the best sandwich in Iowa by MSN Lifestyle Restaurant & News writer Dan Myers in his article, "The Best Sandwich in Every State," published in MSN's The Daily Meal column.

Ross Thede, **Marshalltown Times-Republican** sports editor, on receiving the Iowa High School Athletic Association News Media Award, presented annually since 1970 to news media members for positive coverage of local high school events.

Iowa Valley Community College District and **Farm Credit Services**, both of whom were selected as one of Iowa's Top Workplaces as determined via employee surveys conducted by WorkplaceDynamics.

Bea Niblock, **Marshalltown Community School District** Board President on receiving the Basics of Boardmanship and Better Boardmanship awards as presented by the Iowa Association of School Board.

Brenda Heitmeyer and **Lois Enger**, **Marshalltown Community College** (MCC) faculty whose classroom project was recognized as a "best practice" by the National Institute for Staff & Organizational Development. The duo took "Technology in the Classroom" students to the **Iowa Veterans Home (IVH)** to teach IVH residents basic computer skills.

Marshalltown High School art instructor **Kirk Niehouse** on receiving the Western Region Secondary Art Educator Award from the National Art Educators Association. He was nominated for the regional award after recently receiving the Outstanding Secondary Art Educator award from the Art Educators of Iowa.

2017 Experience Trip: Panama

Cruise the Panama Canal, observe a rainforest, and experience life with a tropical native tribe during the 2017 Chamber Experience trip to Panama next fall.

Led by Chamber Explorations, this 7-day, 6-night trip features tours to Panama City, Gamboa, and Playa Blanca and will take place October 20

to 26, 2017. To learn complete details, view a descriptive itinerary and find cost per person see the brochure available at:

www.marshalltown.org/wp-content/uploads/2016/10/Panama-2017.pdf





CHAMBER | AMBASSADORS VISITS



Left: Chamber Ambassadors and staff of West End Perk (231 North 13th Street) celebrate the opening of the new coffee shop in the 13th Street District with a ribbon cutting on November 15.

Right: On November 22, Chamber Ambassadors hosted a courtesy call with Beth Burkemper, owner of Midwest Frame & Gallery (506 South 9th Street), formerly 9th Street Frame & Gallery.



Left: General Manager Tom Wahl and staff were greeted by Chamber Ambassadors on November 22 during a courtesy call at McAtee Tire Sales & Service Center (205 East Linn Street).

Right: Aureon Contact Center staff and Chamber Ambassadors held a ribbon cutting on November 28 during an open house at the business' Marshalltown office (11 East Church Street).



Left: Chamber Ambassadors, Iowa Valley Community College District administration, and staff of Forget-Me-Not Coffee Shop at the Orpheum (220 East Main Street) celebrated the shop's grand opening with a ribbon cutting on December 12.

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.

Youth & Shelter Services of Marshall County

David Hicks, Director

11 East State Street, Marshalltown, IA 50158

(641) 752-2300

Providing a comprehensive network of empowerment programs for youth of all ages so they can make healthy choices, feel safe and secure, learn life skills, heal with compassion, and grow in confidence.

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

Thank You Ambassadors!

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Check out Marshalltown job postings on the Chamber's website: www.marshalltown.org/work/

Happy Holidays

from the staff of Marshalltown Regional Partnership

Fisher Community Center and Partnership offices will be closed December 23 to 26 and December 30 to January 2 in observance of the holidays.



www.marshalltown.org Statistics

	November 16	Avg/Month	YTD Total
Unique Visitors	5,303	3,826	42,086
Number of Visits	7,576	6,779	74,572
Page Views	53,198	34,827	383,094
Hits	195,751	138,225	1,520,477

The Marshalltown Regional Partnership's website traffic is strong.

The website includes information about each of the organizations that comprises the Partnership: the Chamber, Convention & Visitors Bureau, and Economic Development. Be sure to check the website for business news, legislative updates, event photos, program information, job postings and community calendar.

5K volunteers needed!

The Chamber needs help at the upcoming Chamburrrrr Scurry 5K run/walk on Saturday, January 28 on the Iowa Valley campus. Volunteers should be available from 8:30 to 10:00 a.m. to help direct 5K participants. In exchange, each volunteer will receive a free t-shirt. To sign up, contact the Chamber office at (641) 753-6645.

Thank You Reinvesting Members

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

American Legion #46	1	Legends American Grill	7
Animal Rescue League	8	Life Serve Blood Center	16
Art & Frame on Main	4	Linn Valley Apartments, Inc.	20
Baymont Inn & Suites	2	MAMA DiGrado's	10
Bergman CPA Tax & Accounting	7	Marshalltown Broadcasting	41
Bruin Manufacturing Company	52	Marshalltown Central Business	29
Central Iowa Fair	12	Marshalltown Family Dentistry	3
Child Abuse Prevention Services	6	Mediacom/OnMedia	28
Comfort Inn	19	Premier	15
Community Foundation	6	QPS Employment Group	2
Crop Production Services	25	Quality Service Corp.	13
Dairy Queen, Center Street	13	Reese, Douglas	2
El Portal, Inc.	7	Ritchie Industries	2
F & J Racing	9	River Oaks, LP	18
Farmers Savings Bank	16	Salvation Army	19
Five Star Real Estate Group	22	Schendel Pest Control	22
Hammer Medical Supply	9	Southridge Nursing & Rehab	48
Hartwig Plumbing & Heating, Inc.	58	Spahn & Rose Lumber Co.	15
Hawkins Electrical Services LLC	8	SportsPlus Sports Medicine	17
Hayes, Vonna	3	St. Francis Catholic School	9
Historical Society	10	Storey Kenworthy	6
Interface Sealing Solutions, Inc.	21	Tremont	22
Jiffy Convenience Store	24	Willard's Furs and Fashions	98
KDAO AM/FM/TV	38		



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Tax Increment Financing: Critical for Local Economic Development

by Tom Deimerly, Executive Director, Marshall Economic Development

As each Iowa legislative session begins, we like to run a reminder of one often misunderstood, but critical tool in the public sector's economic development toolbox: Tax Increment Financing (TIF). We do this annually because as TIF detractors attempt to make changes to the tool at the state level, we believe it's important that people, whether against or in favor of TIF, have an understanding of how it works.

TIF is one of the few tools available to cities and counties to spur economic development projects and make the necessary investments and reinvestments to infrastructure that enable new growth while also

supporting the overall local economy of a geographic area.

To learn more about these infrastructure projects, as well as examples of TIF, visit "TIF Explained" at www.marshalltown.org/build.

Economic Statistics

Employment – Marshall County October (Source: Iowa Workforce Development)	2016	2015
Labor force	19,140	19,640
Unemployed	800	800
Percent unemployed	4.2	4.1
Total employment	18,330	18,840
 Marshall County Construction November (Source: Marshalltown Building Department)		
Building permits	14	9
New Residential Construction	\$3,377,000	\$53,000
Residential Addition/Remodeling	\$117,000	\$0
New Commercial/Industrial Const.	\$5,000	\$1,159,000
Commercial/Industrial Remodeling	\$755,000	\$0
 Housing Sales Data October (Source: Iowa Association of Realtors)		
Single family home sales	57	53
Average sale price	\$116,221	\$89,000
Median sale price	\$106,000	\$80,000

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New quarterly deadlines for MCVB grant program



The Marshalltown Convention & Visitors Bureau (MCVB) offers a grant program for planners hosting events in Marshalltown. Beginning in 2017, there will be four quarterly deadlines for these applications: April 3, July 3, October 2--all in 2017 plus January 1, 2018.

The MCVB offers grant monies for meetings and conferences, sporting events and tournaments, and local events or projects that will have a positive impact on the tourism industry in Marshalltown, both in the short- and long-term. Grants are available to non-profit organizations whose events are held in Marshalltown and open to the public.

This grant program is one of the most competitive advantages of hosting an event in Marshalltown. It is designed to help with the cost of promoting an event, including printing and mailing expenses. The MCVB works to make events successful!

There are three types of grant categories: 1) meetings and conferences or sporting events and tournaments, 2) community events, and also 3) capital projects. Eligibility and requirements are specified on the application form which is available from the MCVB office or after January 1, 2017 at www.marshalltown.org/visit/planners/.

Post your 2017 events now on the Community Calendar!

1. Start at www.marshalltown.org/events
2. Scroll to the bottom of the calendar page; click "Add New Entry"
3. Fill out the online form as applicable
4. Click "Submit Entry"

Posting events on the MCVB online calendar is FREE! NO passwords are required. All events, open to the public, can be added at any time day or night for your convenience. An automatic 'no-reply' email will be sent when your event has been approved on the calendar.

New MCVB talk show!

Every Thursday morning, tune in to KFJB 1230 talk radio for MCVB's "Experience Marshalltown" show from 8:32 to 9:00 a.m. Each week's program features an exciting Marshalltown area tourist destination along with Kyle Martin and MCVB Director Val Ruff. Dial it up!



Tourism fast facts

Tourism benefits all 99 Iowa counties



Domestic travelers spent a total of \$8.06 billion in Iowa during 2015. Here is the economic impact of tourism in Marshall County in 2015:

- \$86.66 million in expenditures
- \$12.89 million in payroll
- 690 tourism-related jobs

For the complete report, visit www.traveliowa.com.

Looking to host an event? MCVB is here to help!

Whether you are planning a memorable meeting or conference or you want a stand-out tournament or sporting event, let the MCVB help! Here are just a few of the services offered:

- **MCVB grant program.** This is one of the most competitive advantages of having an event in Marshalltown. It is designed to help with the cost of promoting your event, including printing and mailing expenses. (See article at top left.)

- **Planning tour and site visit.** If you are unfamiliar with our area, our staff can accompany you on a personalized community tour and site visit to help prepare your event agenda, logistics, and extra-curricular activities.

- **Welcome bags.** MCVB will provide each guest at your event a welcome bag with helpful maps and area information, as well as useful coupons and a special gift.

- **Welcome receptions** for groups having 75 or more attending. MCVB is a dedicated team that works with you to make your meeting/event/tournament a success. Your satisfaction is our priority!

For more information contact the MCVB staff at (800) 697-3155 or (641) 753-6645, or by email to info@visitmarshalltown.com.

Business Leaders Legislative Luncheon



The Chamber hosted local area business leaders Tuesday, December 20 to hear updates and predictions for the 2017 legislative season. Providing their insights were John Stineman, Executive Director of the Iowa Chamber Alliance and John Kirchner, Regional Director for the U.S. Chamber of Commerce. Lennox Industries was Gold Sponsor of this year's event.

DECEMBER-JANUARY

Dec. 23 to 26 and Dec. 30 to Jan. 2: Marshalltown Regional Partnership offices and Fisher Community Center closed for the holidays.

Dec. 31: Chamburrrrr Scurry 5K early bird deadline.

Jan. 28: Chamburrrrr Scurry 5K Run/Walk, 9:00 a.m., on the Iowa Valley campus.

Jan. 31: Business After Hours, 4:30 to 6:00 p.m., Iowa Valley Education and Training Center.

upcoming EVENTS

 Nick Diets Agent	 Pat Hageman Agent	 Marna Mitchell-Bulter Agent-CSA	 Lance Harbach Agent	 Samantha Vance Agent	 Paul Beath Agent	 Mark Kohde Agent	 Dan Meind Agent Claims Administration	 Iue Gannoway Agent-CSA	 Rich Mahon Agent	 Doug Jordan Agent
 Bonnie Ohrl Processor	 Robin Angstman Agent-CSA	   <p>THE POWER OF CHOICE!</p> <p>11 EAST CHURCH STREET - MARSHALLTOWN, IA (641) 752-4618</p> <p>AUTO - HOME - BUSINESS - FARM PROPERTY & LIABILITY - CROP/HAIL - LIFE HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES</p> <p>LOCAL CLAIMS SERVICE www.InsureCentralIowa.com</p>				 Matt Roelsgard Information Systems	 Kathi Carlson Office Manager			
 Daria Rowley Agent-CSA	 Samantha Perry Agent-CSA					 Megan Weir Agent-CSA	 Heather Horne Agent-CSA			
 Kathy Meek Administrative Assistant	 Jasmin Cisneros Administrative Assistant					 LeAndrea Abel Administrative Assistant	 LeighAnn Knopp Agent-CSA			