

# theDIGEST

*distinctly different*

**February 2017**

**Volume 34, Issue 8**

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## 2017 Manufacturers Appreciation Luncheon

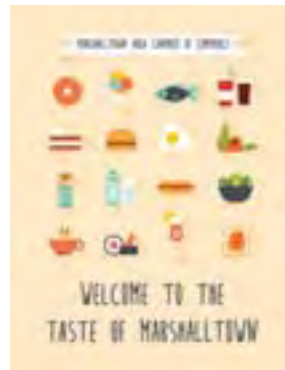
The Chamber, along with Presenting Sponsors Iowa Valley Continuing Education and JBS, will host the annual Manufacturers Appreciation Luncheon as a way to pay tribute to Marshalltown's rich manufacturing history. This year's event will take place Wednesday, February 1, 2017 at 11:45 a.m. at the Marshalltown Public Library (105 West Boone, Rooms A and B). The speaker, Dave Maxheimer, is Human Resources Manager for Hagie Manufacturing Company of Clarion, Iowa, a manufacturer of innovative crop production solutions. Cost for this year's luncheon is \$25 per person. To attend, register online at [www.marshalltown.org/work/chamber-events/](http://www.marshalltown.org/work/chamber-events/). More information about Maxheimer and the award-winning Hagie company is also available there.



**Dave Maxheimer**

## Taste of Marshalltown

Chamber members can sample outstanding food and beverages from area vendors at the 2017 Taste of Marshalltown event on Tuesday, February 21 from 4:30 to 6:30 p.m. at the Marshalltown Mall. Hosted by Marshalltown Area Chamber of Commerce with Presenting Sponsor Marshalltown Mall, the event is open to all employees of Chamber member businesses and organizations. Participating Chamber-member vendors include: **The Brew House, Culver's, Elmwood Country Club, Fiddle & Whistle, Hy-Vee Food Store, Iowa River Brewing Company, Jimmy John's, Legends American Grill, O'Hungry's, Pizza Ranch, and Zeno's.**



## Panama early booking discount deadline



March 15 is the deadline to sign up with deposit for the Chamber's Experience Panama trip in order to receive \$100 per person discount off the tour rate. 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. Complete details are available at [www.marshalltown.org](http://www.marshalltown.org).

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## Provide Strategic Leadership and Facilitate Collaboration

The title of this article states the mission of Marshalltown Regional Partnership (MRP): to provide strategic leadership and facilitate collaboration. These two functions are assets MRP is able to provide to the entire community and region as we work to more effectively connect with each other for the betterment of all.

We feel very comfortable being the “go-to organization” that others in our community and region can count on to help lead the charge in developing and executing economic/community development initiatives that help bolster our prospects for economic success. With the three entities that comprise MRP (Marshalltown Area Chamber of Commerce, Marshall Economic Development, and Marshalltown Convention & Visitors Bureau), we are well prepared to successfully execute our mission.

One thing I always point out is the reminder that we don't and can't do it alone! In the spirit of being a “collabo-munity”, we are fortunate to have very strong partners with whom we collaborate in the development and execution of various progressive initiatives, namely, Marshalltown Central Business District (MCBD) and Vision Marshalltown. MRP entities work closely with these two organizations and others in the name of economic/community development.

As we go about facilitating collaboration amongst various entities and organizations in our community and region, we recall that our strategic priority is to to serve as a catalyst for collaboration and coordination of community and economic development efforts that enrich and grow the region.

We are off to a great start in 2017. As we work for the betterment of our community, we take heed of an applicable quote from one of my favorite business and inspirational authors, Simon Sinek, who said, “Becoming a leader is not a journey to rise in the ranks; it is the journey to help those around us rise.”

Sincerely,  
David Barajas, Jr. CEO



CEO'S CORNER

## MEMBER SPOTLIGHT

### Independent Insurance Services

Independent Insurance Services of Central Iowa, Inc. has provided home, auto, business, farm, medical, life insurance, and health insurance products and services to the region for more than 80 years. The agency client list includes businesses and individuals from around the Midwest, with the primary service area being central Iowa. Special areas of expertise, in addition to personal insurance programs, include risk management and insurance programs for commercial customers in manufacturing, contracting, medical, nursing homes, churches and agri-business.

Paul Beals, president and CEO, says, “The roots of the Marshalltown agency go back to the 1930s and the Gallup Insurance Agency.” He explains there were two subsequent ownership and name changes to reach their current name. “In 1994, Independent Insurance Services of Marshalltown merged with Dirks and Jacobson Insurance of Tama-Toledo.” The Toledo office has eight employees, while the Marshalltown office has 23. There is a third West Des Moines office that employs three. Six of those employees have ownership, including Jake Jacobson, Randy Van Dyk, Sue Gannaway, Dan Mead, Mark Rohde, and Lance Horbach.

“Our employees are quite involved in the community,” says Beals. United Way, Big Brother Big Sisters, Shoes that Fit, Rotary, Lions, Marshalltown YMCA-YWCA, the Chamber's Total Resource Campaign, Marshall Economic Development, and Central Iowa Healthcare Foundation Board top the list, as well as many other volunteer opportunities.

“Marshalltown is a business-friendly and volunteer-driven community that represents a diverse range of businesses, educational opportunities, community involvement, and arts & culture activities--all of which are supported by the people who live and work here,” Beals said. “This is a small-town environment that supports its community members and businesses and encourages further economic development.”

All of that points to the importance of Chamber membership. Beals explains, “The Chamber is actively involved to advocate on behalf of Marshalltown's businesses to promote economic development, be a voice on legislative issues, and actively represent its members' points of view. Regardless of the size of your business, the Chamber helps grow your business, build relationships, and support education as Marshalltown's foundation for future prosperity.”





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## www.marshalltown.org Statistics

	December 16	Avg/Month	YTD Total
Unique Visitors	5,148	3,936	47,234
Number of Visits	7,164	6,811	81,736
Page Views	37,657	35,063	420,751
Hits	139,664	138,345	1,660,141

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.

**Partnership offices and Fisher Community Center will be closed Monday, February 20 in observance of Presidents' Day.**

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Julie Thomas, MCVB  
Dave Thompson, At-Large  
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.

**Tuesday, February 21, 2017**  
**Taste of Marshalltown**  
Marshalltown Mall  
(2500 South Center Street)  
4:30 to 6:30 p.m.

**Tuesday, March 21, 2017**  
BeMobile Verizon  
(3109 South Center Street, #101)  
4:30 to 6:00 p.m.

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

**Need an employee?  
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Check out the Chamber's  
Marshalltown Job Postings  
at [www.marshalltown.org](http://www.marshalltown.org)**

### 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  
Partnership which is comprised of  
the Marshalltown Area Chamber  
of Commerce, Marshalltown  
Convention & Visitors Bureau, and  
Marshall Economic Development  
who collaborate in creating  
opportunities for business, residents  
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# MARSHALLTOWN NEWS

(we just have to *brag a little*)

## Announcing...



**Bianca Greazel** as Director of **Bickford of Marshalltown**, a senior living community offering personalized assisted living services.

**Greazel**

**Phyllis R. Mazour** as President of **Marshalltown Development Foundation**. Mazour is owner/agent of **Mazour State Farm Insurance**. Marshalltown Development Foundation is a local nonprofit organization whose mission is dedicated to creating, promoting and funding projects that will enhance the appearance and attitude of the Marshalltown community.



**Mazour**



**Taylor Johnson**, CPA, as Partner of **Bowman & Miller, P.C.**, a central Iowa CPA firm. Johnson, a 2014 University of Northern Iowa graduate, began with the firm in June, 2014. He practices in multiple areas of accounting including income tax compliance and auditing of not-for-profit, government, and non-public entities, as well as consulting for businesses and individuals.

**Johnson**

Master **Mike Wickham**, head Taekwondo instructor for **Marshalltown Parks and Recreation**, 10 West State Street, has been selected by USA Taekwondo and the World Taekwondo Federation to referee at the prestigious 2017 U.S. Open Championships January 31 to February 3 in Las Vegas. The event draws thousands of players worldwide including multiple Olympic participants from the 2012 and 2016 games, as well as many athletes aspiring to the 2020 Olympics in Japan.



**Wickham**



**David Barajas, Jr.**, CEO of **Marshalltown Regional Partnership**, was selected to serve on the Board of Directors of the Greater Des Moines Partnership (GDMP), the economic and community development organization serving central Iowa, united to drive economic growth with one voice, one mission, and as one region. As a board member, Barajas will represent the Marshalltown region and areas outside of the Des Moines metro in helping to set direction for GDMP. The board consists of 73 business and economic development leaders from the greater Des Moines region.

If you have Marshalltown area news to brag about, submit it to The Digest via email to [bjohnson@marshalltown.org](mailto: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...



**Kyle Martin**, News Talk 1230 KFJB Morning Show Host and long-time Iowa radio air personality who will be inducted into the Iowa Rock 'n Roll Music Association's (IRRMA) Hall of Fame during its 2017 Labor Day weekend ceremony. Martin is the only DJ to be chosen in 2017 for this honor and is only the 20th disc jockey category honoree. The Iowa Rock 'n Roll Hall of Fame honors and celebrates those who have contributed to Iowa's rich Rock 'n Roll history including performers, promoters, venues, radio stations, dee jays and numerous other categories. Martin has been Program Director at KFJB, locally owned by **Marshalltown Broadcasting**, since 2004. He regularly interviews Rock 'n Roll artists and conducts Rock 'n Roll concert contests.

**Martin**

## Happenings...

**Shoe Sensation** sponsored a nationwide Socks for Troops program in which the Marshalltown store (at **Marshalltown Mall**) participated. The Iowa Falls and Fort Dodge stores also pooled their collections with those of the Marshalltown store. Together the three stores collected 410 packs of socks and 11 pairs of boot laces. The uniform-approved socks and boot laces were shipped to troops overseas, while the remaining socks were donated to residents of the **Iowa Veteran's Home**.

## 2017 Citizen Police Academy

The 2017 Citizen Police Academy, hosted by the **Marshalltown Police Department**, runs every Tuesday from 6:00 to 9:00 p.m. beginning March 21 through May 23. Anyone wanting to learn more about the department is welcome to apply. For more information, contact Captain Michael J. Hanken by email at [mhanken@ci.marshalltown.ia.us](mailto:mhanken@ci.marshalltown.ia.us) or at (641) 754-5729. Application deadline is March 10.

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# CHAMBER | AMBASSADORS VISITS



Chamber Ambassadors visited with store manager Carl Meck and the staff of the BeMobile Verizon store (3109 South Center Street, Suite 101) during a courtesy call on January 10. The group toured the remodeled sales floor.

## New Chamber 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.

### Buzzed Bee Meadery

Wayne & Michelle Spohnheimer, Mead Maker/Owner  
1755 - 340th Street, Melbourne, IA 50162  
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*Presenting a variety of meads (honey wine) produced on site, the tasting room is open Thursdays 4:00 to 7:00 p.m. and Saturdays noon to 5:00 p.m.*

### Enterprise Rent-a-Car

Kyrylo Chaush, Branch Manager  
2007 South Center Street, Marshalltown, IA 50158  
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## Thank You Reinvesting Chamber Members

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

BeMobile Verizon	7	Kwik Star #607	23
Binford House	13	<b>Luethje Auto Sales</b>	5
<b>Center Associates</b>	25	<b>Man's Best Friend</b>	30
Central Iowa Machine	12	Martha-Ellen Tye Foundation	16
<b>Chase Insurance Services</b>	30	Midland Concrete Products	17
<b>Country Pine Mowers</b>	20	Midwest Construction	8
Conrad Dejardin	19	MinuteMan	21
Elim Lutheran	9	New Horizons Realty	18
First Tax	6	<b>Pentz Appliance &amp; TV</b>	5
Grandview Heights	21	Pizza Hut Delivery	24
Hellberg's Jewelers	23	Pizza Ranch	7
Hobby Lobby	2	<b>Randall's Guitar School</b>	5

## Thank you Chamber Ambassadors!

Each month, this group of volunteers visits Chamber member businesses and organizations to say "thank you".

We'd like to take this opportunity to thank them!

Doug Beals	Cindy Brodin	Joe Demonte
Heidi Drager	Dean Fogarty	Dennis Grabenbauer
Pat Gulbranson	Joe Hannam	Denny Hass
Andrea Jordan	Kari Kilstrom	Joe Leonard
Deanna McGowan	Dan Moellers	Kris Naughton
Mark Osmundson	Jon Pierce	Mary Rund
Gary Schaudt	Roger Schoell	Andy Schwandt
Kevin Vaughn	Tom Wahl	

Visit [www.marshalltown.org](http://www.marshalltown.org) for all the latest Chamber news and upcoming events.

## Thank You Ambassadors!

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## Iowa Valley Leadership Class

During the January session, 2016-2017 Iowa Valley Leadership class members participated in a Strengthsfinder workshop where each one learned about his or her top five unique strengths. Then participants were instructed in how to best use those strengths both individually and within the context of a team.

### CLASS SPOTLIGHTS

**Name:** Tricia Thein



**Title:** Marshalltown Police Department- Lieutenant

**What that means:** I help mentor, guide, and work with great people, while in turn being mentored, guided, and led by great people; it's a win/win. I also interact with Center Associates and ER staff, plus the SWAT team and other negotiation teams.

**Best part of my job:** Meeting people where they are (often in crisis) and helping them problem solve. Our department gets to make a difference in Marshall-

town--both an awesome privilege and responsibility.

**Other community involvement:** Blessing of the Bikes event volunteer; involved with Marshalltown's Triumph Center.

**Why I am in IVL:** To learn ways I can use my knowledge and skills to give back to the city that allowed me to provide a good life for my kids.

**Best part about living/working in Marshalltown:** I absolutely love the diversity and learning about new cultures/different places. I love the ability to empower first-generation families who still see America as the land of opportunity. The best part for me is being part of all that.

**Name:** Noah DeVenney



**Title:** Junior at Marshalltown High School

**What that means:** I go to school everyday, learn, hangout with my classmates, and go to athletic practice after school.

**Best part of my job:** Being with all of my friends and learning new things everyday.

**Other community involvement:** Filled food backpacks, volunteered at MOBI tournaments, volun-

teered at 7th-8th grade baseball tryouts, volunteered at the Marshalltown kids football camp and middle school track meet.

**Why I am in IVL:** To meet new people, get more involved in my community, learn more about being a leader and what others think about being a leader, and just what others in the program have done in general because most of them are much older than me and have done more than I have.

**Best part about living/working in Marshalltown:** The diversity of it and being close to all of my family.

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**753-5236**

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# ECONOMIC DEVELOPMENT

## SBA implements new measure to help get small business loans into the hands of Veterans

by Tom Deimerly, Executive Director, Marshall Economic Development

The U.S Small Business Administration (SBA) has implemented a new measure to help get small business loans into the hands of Veterans. This new measure sets the upfront fee the borrower must pay to zero for all Veteran loans authorized under the SBA Express program up to \$350,000. This initiative started on January 1, 2017 and will continue through the end of the current fiscal year.

Of all SBA loans made to Veterans, 73 percent are \$350,000 and below. The SBA Express Loan Program, which supports loans under \$350,000, has been, since the program's inception, one of the most popular ways of getting capital into the hands of Veteran borrowers. It remains SBA's most popular loan delivery method. Nearly 60 percent of all 7(a) loans over the past decade have been authorized through this program.

This new policy announcement means that Veteran borrowers will no longer have to pay an upfront fee for any loan up to \$350,000 issued under the SBA Express program. This will ultimately make the loans cheaper for the borrower.

SBA provides Veterans access to business counseling and training, as well as capital and business development opportunities through government contracts. In fiscal year 2013, SBA supported \$1.86 billion in loans

for 3,094 Veteran-owned small businesses. And since 2009, the dollar amount of SBA lending support to Veteran-owned firms has increased by nearly double.

### SBA Veterans Advantage Qualifications

In order to qualify for this advantageous new measure, businesses must be 51% or more owned and controlled by an individual or individuals in one or more of the following groups:

- Veterans (other than dishonorably discharged)
- Service-Disabled Veterans
- Active Duty Military Service Member participating in the military's Transition Assistance Program (TAP)
- Reservists and National Guard members
- Current spouse of any Veteran, Active Duty Service Member, or any Reservist or National Guard member; or widowed spouse of a Service Member who died while in service or died of a service-connected disability.

*"This new policy ... will ultimately make the loans cheaper for the borrower."*

To learn more about this program and SBA opportunities, contact Jayne Armstrong, SBA Regional Representative at (515) 284-4422 or call Executive Director Tom Deimerly at the Marshall Economic Development office at (641) 753-6645.

### Economic Statistics

Employment – Marshall County November	2016	2015
(Source: Iowa Workforce Development)		
Labor force	18,870	19,540
Unemployed	730	850
Percent unemployed	3.9	4.4
Total employment	18,130	18,680

Marshall County Construction December	2016	2015
(Source: Marshalltown Building Department)		
Building permits	5	9
New Residential Construction	\$239,000	\$53,000
Residential Addition/Remodeling	\$4,000	\$0
New Commercial/Industrial Const.	\$0	\$1,159,000
Commercial/Industrial Remodeling	\$200,000	\$0

Housing Sales Data December	2016	2015
(Source: Iowa Association of Realtors)		
Single family home sales	49	40
Average sale price	\$114,409	\$119,283
Median sale price	\$110,000	\$82,250

*"Your Hometown Tire and Auto Service Center"*

**McAtee**  
Tire & Service Center, Inc.

205 E. Linn St.  
Marshalltown  
752-7511



# CONVENTION & VISITORS BUREAU

## MCVB grant recipient: Marshalltown Little League



The Marshalltown Convention & Visitors Bureau (MCVB) offers a unique grant program for planners hosting events in Marshalltown. Marshalltown Little League is a recent recipient of such a grant. Organization member Tim Kuehner shares a testimonial of the impact of the grant:

*"If you are traveling down S. 12th St. this spring and come across a traffic jam by the Marshalltown Little League Diamonds, check out the license plate in front of you. It will likely be from one of Iowa's surrounding 6 states or one of Iowa's 99 counties. For the past 5 years, the Marshalltown Little League Complex has played host to some of the best baseball teams from around the Midwest each Saturday and Sunday in April and May. These tournaments have allowed our local youth to participate in fantastic competition without having to leave town to do it. It has also provided a tremendous boost financially to our Marshalltown baseball program.*

*The benefits from these tournaments do not end there. When you play host to over 25,000 participants and supporters the wealth is spread across our community. Those cars you see turning into our park bring participants looking for a room to stay, a place to eat, opportunities to be entertained, and a place to fill their car back up with gas before they head home. All of this could not be accomplished without the tremendous support of the community and the MCVB. Our partnership allows us to market these events successfully across the Midwest. It is a partnership that has allowed us to grow year after year, and we look forward to an even brighter 2017 tournament schedule. If you see a traffic jam on S. 12th this spring remember that those cars are helping us all!"* --Tim Kuehner, Marshalltown Little League



**The Marshalltown Little League complex is located at 1002 South 12th Avenue and is home to numerous tournaments that bring out-of-town participants to our community.**

## Save the date!

## Customer service training coming



The Marshalltown Convention & Visitors Bureau and Marshalltown Area Chamber of Commerce in partnership with Central Iowa Tourism will host a FREE 2-hour hospitality/customer service course on Wednesday, March 22 at Iowa Valley Continuing Education (3700 South Center Street). For more information, call MCVB at (641)753-6645.



## Tune in to MCVB's 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 area tourist destination along with Kyle Martin and MCVB Director Val Ruff. Dial it up!

## Community Calendar: Post your events now!

1. Start at [www.marshalltown.org/events](http://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.



## Iowa Valley Leadership hosts "Trivia Night"



The Iowa Valley Leadership Class of 2016-2017 will host a Trivia Night on the evening of Tuesday, February 28 at Fisher Community Center Auditorium, 709 South Center Street. The event, a fundraiser for the group's class project which supports the upgrade of Marshalltown's MEGA-10 Park, is open to the public.

Teams of eight or less players are invited to sign up. Entry fee is \$100 per team. To register, contact Kim Barnes by email at [Kim.Barnes@lennoxind.com](mailto:Kim.Barnes@lennoxind.com), or mail your registration to the Chamber office, Box 1000, Marshalltown, IA 50158.

## Chamber Legislative Forums to begin

The 2017 Legislative Forum series will kick off on Friday, February 3 beginning at noon. The series will be held at the Fisher Community Center, 709 South Center Street.

The Chamber hosts this forum to allow members to hear from local elected officials. Senator Jeff Edler along with Representatives Dean Fisher and Mark Smith are invited to give updates on happenings at the State House, especially on issues important to Chamber members, and take questions from the audience.

The February 3 forum is sponsored by RACOM. Future forums will take place April 7 and 21. All forums are free and open to the public. Forums run from 12:00 to 1:00 p.m.

### JANUARY-FEBRUARY

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

**Feb. 1:** Manufacturers Appreciation Luncheon, 11:45 a.m. to 1:00 p.m. at Marshalltown Public Library

**Feb. 3:** Chamber Legislative Forum, Noon to 1:00 p.m. at Fisher Community Center

**Feb. 21:** Taste of Marshalltown, 4:30 to 6:30 p.m. at Marshalltown Mall

**Mar. 14:** Des Moines Summit

### upcoming EVENTS

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