

# theDIGEST

*distinctly different*

**March 2017**

**Volume 34, Issue 9**

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## Des Moines Summit and Legislative Day



The 21st annual Des Moines Summit is set for Tuesday, March 14. This is a chance for Chamber members and community members to travel to the Iowa State Capitol to meet with Senate and House majority and minority leaders, and our locally elected officials. Hosted by the Chamber along with Advocacy sponsor Lennox Industries, participants will discuss with lawmakers those key legislative issues important to the Marshalltown area.

Cost is \$25 and includes round-trip transportation from Marshalltown and lunch. The group will depart at 6:45 a.m. and return at approximately 2:30 p.m. The event is open to the community. To register, visit [www.marshalltown.org/work/chamber-events/dmsummit](http://www.marshalltown.org/work/chamber-events/dmsummit).

## Iowa Valley Leadership class project

The Iowa Valley Leadership Class of 2017 has selected the MEGA-10 Park Renovation as their class project. Working in conjunction with Marshalltown Parks and Recreation, the class is raising funds for new playground equipment and a sensory garden, among other improvements to the area.

The public can support this project by participating in Trivia Night on Tuesday, February 28 at Fisher Community Center. Teams of up to eight (\$150 registration fee) can register by contacting the Chamber office.

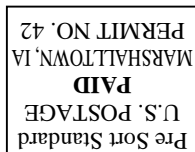
The class is also selling pickets to complete a picket fence around the MEGA-10 garden area. Pickets are available for \$100 each and can include up to 11 characters. For more information about Iowa Valley Leadership, visit: [www.marshalltown.org/work/iowa-valley-leadership/](http://www.marshalltown.org/work/iowa-valley-leadership/).



Pickets available for sponsorship.

## Chamburrrrr Scurry 5K wrap-up

About 75 participants braved the brisk wind of a sunny late January morning to run/walk the 5K course on the Iowa Valley campus. Sponsored by the Chamber, the event was a chance to put healthy living resolutions into action. For Chamburrrrr Scurry results and a video re-cap of the day, visit [www.marshalltown.org/work/chamber-events/5k-results/](http://www.marshalltown.org/work/chamber-events/5k-results/).



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## Together is Always Better

Engaging and embracing our diverse community provides Marshalltown and Marshall County a great opportunity to shine. Engaging and embracing our diverse community lets us truly be a “model community” not only here in Iowa, but also throughout the United States!

We all know and understand the demographics of our community have changed and continue to change at a rapid pace. Some communities see their demographic shift and increased diversity as a major challenge...I see our demographic shift and diversity as a major advantage going forward. We have the opportunity to show the rest of the country how a community's diversity is a big plus in attracting and retaining people in our community, including young professionals.

Young professionals are looking for communities that mirror the world; they are looking for communities that provide diverse offerings in restaurants and food markets. They are looking for communities that are inclusive and welcoming. Young professionals are looking for a community like Marshalltown!

With that being said, I understand some of the challenges that we work through in our schools, for example, to provide a great education for all children. This becomes a little more difficult when we have more than 30 languages being spoken by students in our public school district. But at the same time, what an opportunity for our kids to grow up in a microcosm of the real world. Our diversity is our strength...our diversity is our positive differentiator.

We also know that we are living in interesting times today, where not everyone is feeling as welcome, comfortable and confident as we would like in our communities and country. But that's where Marshalltown is different...Marshalltown can be and is that community that is welcoming and comfortable to all. Marshalltown can be and is that community that is not afraid to engage and embrace our diverse community. Marshalltown is inclusive and collaborative and knows the importance of being that model community. We in Marshalltown know and understand that we have a great opportunity to lead the rest of the country by engaging and embracing our diverse community.

We live in exciting times and as Marshalltownians, let's show the rest of the country that we are citizens of the world, that we embrace and respect all, and that together is always better!

#MarshalltownVibe  
#MarshalltownPride

Sincerely,  
David Barajas, Jr. CEO



CEO'S CORNER

# MEMBER SPOTLIGHT

## Elmwood Country Club

Elmwood Country Club is enhancing their facilities, adding new opportunities to their calendar, featuring fun family events, and continuing to give back to the community of which they have been a part since 1896.

“We are always trying to add more value to our members' investment,” says Head PGA Professional Jay Giannetto. He names improving the facilities (freshening up the classic and character-filled clubhouse in addition to sprucing up the tree-lined golf course), as well as offering fun family events (Trivia nights, March Madness game watches, and Candyland-theme parties) as recent ways to achieve that goal.

Giannetto along with General Manager Kevin Bowman said Elmwood is constantly looking to interact with and engage their membership.

One of those ways is Camp Elmwood, a summer-long action-packed day camp for kids. “This is a great value,” Giannetto says. “Parents can drop off their kids to a safe environment full of activities such as tennis, golf, and swimming--all overseen by our staff.”

***Camp Elmwood runs three days a week during the summer.***

Giannetto is also excited to announce a new golf opportunity for members 13 years of age and under. For the first time this year, Elmwood will have a club team participate in the PGA's Junior League to compete against other junior teams in Iowa. This is part of the nationwide PGA program that had 2,900 teams with 36,000 participants last year.

“We're also pleased to celebrate the 30th anniversary of Lennox/Quakerdale's Invitational Pro-Am Golf Tournament this June,” Giannetto said. He points out that more than \$1 million have been donated to Quakerdale as a result of this competition. And, the event benefits the Marshalltown community as well with increased tourism and exposure.

“We are always open to having new members,” said Bowman. For details, contact him at (641) 753-6228.



**This is the 30th year Elmwood has hosted the Lennox/Quakerdale Pro-Am golf tournament which brings people worldwide to Marshalltown.**






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## www.marshalltown.org Statistics

	January 17	Avg/Month	YTD Total
Unique Visitors	3,452	3,452	3,452
Number of Visits	4,633	4,633	4,633
Page Views	28,699	28,699	28,699
Hits	107,322	107,322	107,322

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.

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

## Experience Panama this fall... *community members welcome!*

Community and Chamber members are invited to join this year's Experience Trip to Panama. "It's a common misconception that a person has to be a Chamber member in order to participate," says Chamber Executive Director Lynn Olberding. "In reality, these excursions are open to the public."



**See the sights of Panama--both the rustic historic and invitingly modern--this October.**

This year's tour, intended to continue the Chamber's goal of global familiarization, will take place October 20 to 26. The 7-day, 6-night trip features a cruise on the Panama Canal, a trip "back in time" by experiencing the lifestyle of the Emberas Tribe, travel to a rural community built on the crater of an ancient volcano, and a tour of Panama City in addition to other locations and sights.

March 15 is the deadline to sign up with deposit in order to receive \$100 per person discount off the tour rate. The Chamber is once again partnering with Chamber Explorations for this year's trip. Complete details are available at [www.marshalltown.org/work/chamber-events/travel](http://www.marshalltown.org/work/chamber-events/travel).

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## Business After Hours

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

**Thursday, April 27, 2017**  
Farmers Savings Bank  
(205 West Main Street)  
4:30 to 6:30 p.m.

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



Be sure to watch for the Chamber members featured in the Chamber's Facebook Shout Outs! To sign up your business or organization to participate, contact the 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 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 and visitors.

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(we just have to *brag a little*)

## Congratulations to...

The four **Marshalltown Community School District** employees who received Employee of the Quarter awards for second quarter, 2016-2017 school year. Those earning the honors were:



**Jaime Davis**, custodian at Fisher Elementary School.

Nominator Mary Burns, a Fisher paraeducator, wrote, "I am very impressed with her ability to learn the names of both the children and staff who benefit from her service. She seems to know which children need that extra gentle touch and friendly smile."

**Davis**

**Rena DeVenney**, secretary at Lenihan Intermediate School. Nominator Leah Mattox, a Lenihan teacher, wrote about how welcoming DeVenney is to visitors at Lenihan. "The first person they meet is a professional, caring individual who can answer all the questions thrown at her. She is the heartbeat of our building, coordinating all aspects so that Lenihan runs smoothly. You know when someone is everyone's 'go to person' that they are special."



**Devenney**



**Jocelyn Frohwein**, an English teacher at Marshalltown High School. Nominator Naomi Musal, an MHS teacher, wrote, "She is a student advocate who gives of her time and talents to support and help students no matter what. She is here early, stays late, goes to student events, and will listen to any student who needs a sympathetic ear."

**Frohwein**

**Sally Jensen**, special education paraeducator at Anson Elementary School. Co-nominator Rachel Olson, an Anson teacher, wrote, "Simply put, Sally is incredible. She is always ready and willing to help when things arise throughout the school day. Sally has incredible work ethic and always puts the needs of our students over her own needs. She is one of the friendliest people I've ever met."



**Jensen**

## More congratulations to...

The Marshalltown **Times-Republican** (T-R) on recently earning four Iowa Newspaper Association awards. Receiving the honors were:



**Hutton**

T-R Editor **Jeff Hutton** who claimed second place in the "Best Personality Feature Story" category. His article on State Center Police Chief Jeff Bunn in the T-R's year-long series "Heroes Among Us," was recognized by the judges as "...the best of the series, as it nicely brought personality to the subject."

T-R Sports Editor **Ross Thede** also earned second-place honors for "Best Sports Feature Photo." His entry, "Blasting back to state," depicted a jubilant BCLUW softball team celebrating their regional victory.



**Thede**

The T-R **Advertising Department** earned second place honors for "Best Newspaper Marketing" for their Marketeers promotions. The judges commented, "Great to encourage advertisers to contact staff to advertise."

The T-R Advertising Department also received third place honors for "Best Ad Featuring Furniture, Furnishings, Appliances or Hardware." The judges commented, "Clever way to demonstrate the product."

**Shomo-Madsen Insurance** for qualifying as a 2017 Gem Agency as announced by IMT Group. The Gem distinction recognizes agencies demonstrating outstanding performance in the areas of rank, growth, loss ratio, and profitability.

## Welcome to...



**Brodin**

**Matthew Brodin** who joined **Coldwell Banker Premier Real Estate** as a Realtor®. He will be specializing in both selling homes and working with buyers. Matt is a 2016 graduate of University of Northern Iowa with a degree in marketing.

## Hats off to...

The Wolfe Foundation for their \$20,000 donation to the Iowa KidSight program. Founded by the physicians at **Wolfe Eye Clinic**, the foundation strives to give hope through better vision by furnishing assistance and care to those facing sight loss who cannot afford treatment.

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.

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# CHAMBER | AMBASSADORS VISITS



On January 24, the manager and staff of Aaron's (2901 South Center Street) along with Chamber Ambassadors celebrate the opening of the store's new location with a ribbon cutting.



Chamber Ambassadors hosted a courtesy call with Manager Alfonso Medina and the staff of El Portal (1716 South Center Street) during a visit on January 24.



Chamber Ambassadors paid a visit to Buena Vista University's Marshalltown campus (3700 South Center Street) during a courtesy call with Site Manager Lynne Bovenmyer and staff on February 14.



On February 14, Chamber Ambassadors hosted a courtesy call with President John Dawley and staff of R.S. Stover (3809 South Center Street).

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

## Thank You Ambassadors!

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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.

Anderson Funeral Homes	4	Morgan-Hauser Steel	21
<b>Brandenburg Tax &amp; Acct.</b>	<b>10</b>	<b>Pilgrim Heights Camp</b>	<b>10</b>
<b>Culver's of Marshalltown</b>	<b>15</b>	Scott Manufacturing	32
Energy 106.7 FM	22	TIG Distributing	6
Farm Credit Services	6	Trinity Evangelical Lutheran	12
Midwest Frame & Gallery	3		

## Iowa Valley Leadership February class highlights

The February class of Iowa Valley Leadership (IVL) met at Lennox Industries in Marshalltown and spoke via webcam with Plant General Manager Miguel Gutierrez who encouraged class members to "...continue learning and growing professionally."

Following a tour of the local plant, the class participated in "Let's Make a Deal" where each group of five or six class members played the roles of an economic development team and "pitched" Marshalltown to a prospect. Tom Deimerly, Executive Director of Marshall Economic Development and IVL 2007 graduate, led the game, as well as shared with the class about how new businesses come to Marshalltown.

Afterwards, Steve Sadders, IVL 2005 graduate, spoke to class members about the legislative process including how a bill is introduced, passed through committees, debated, and eventually voted on at the State House.

The class day was sponsored by Lennox Industries.

## Iowa Valley Leadership class spotlights



**Megan Thompson**

**Name:** Megan Thompson

**Job title:** 1st Five Coordinator at MICA

**What that means:** I work with pediatric and family practice medical providers in a five-county service area to promote the use of validated screening tools that assess children's social-emotional development.

**Best part of my job:** Seeing families get connected to resources that help their children thrive. Also, linking providers to screening tools that help identify needs of young children early on, and then connecting families to valuable services that promote healthy mental development.

**Other community involvement:** Marshall County Community Partnerships for Protecting Children initiative. Also, a new coalition called Community Partnerships for Healthy Mothers and Children.

**Why I am in IVL:** To make new connections in the Marshalltown community, as well as learn about issues Marshalltown is facing and how we can collaborate to make a difference.

**Best part about living/working in Marshalltown:** I enjoy the activities Marshalltown has to offer for children and families such as early childhood programs at the library, Marshalltown YMCA-YWCA activities, family fairs and many others!



**Ben Fletcher**

**Name:** Ben Fletcher

**Job title:** Manager, Rotary Specials Engineering at Emerson

**What that means:** I'm responsible for a team of engineers and drafters who design rotary control valves (ball valves and butterfly valves) to fulfill customer special orders.

**Best part of my job:** Working with a team to solve problems.

**Other community involvement:** I was appointed to the Marshalltown Community School District board in October, 2016.

**Why I am in IVL:** I want to grow as a leader by learning from others in the community. I was looking to become more engaged with the community, to understand where people and groups were contributing, and where there were opportunities for me to contribute.


**Best part about living/working in Marshalltown:** Marshalltown has offered career opportunities to both my wife and me, as well as opportunities to be active in the community. The friendships and connections we have here are valuable in making Marshalltown home for us.



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**Contact your Times-Republican Sales Representative to have your Chamber Business Listed on this Chamber Directory.**



# ECONOMIC DEVELOPMENT

## Small business assistance services available in Marshall County

by Tom Deimerly, Executive Director, Marshall Economic Development

The central Iowa Small Business Development Center (SBDC) provides a vast array of technical assistance to small businesses and aspiring entrepreneurs. By supporting business growth, sustainability, and enhancing the creation of new business entities, SBDCs foster local and regional economic development through job creation and retention. As a result of the no-cost, extensive, one-on-one, long-term professional business advising, low-cost training, and other specialized services SBDC clients receive, the program remains one of the nation's largest small business assistance

***SBDC clients receive no-cost, extensive, one-on-one, long-term professional business advice, low-cost training, and other specialized services.***

programs in the federal government. The SBDCs are made up of a unique collaboration of Small Business Association (SBA) federal funds plus state and local government and private sector resources.

SBDCs serve (at no cost) all populations,

including: minorities; women; veterans, including reservists, active duty, disabled personnel, and those returning from deployment; people with disabilities; youth and encore entrepreneurs; and individuals in low- and moderate-income urban and rural areas. Based on client needs, local business trends, and individual business requirements, SBDCs modify their services to meet the evolving needs of the hundreds of small business communities in which they are situated. Primary services include:

- New Business Guidance
- Loan Proposal Assistance
- Market Research Services
- Cash Flow Projections
- Human Resource Management
- Strategic Planning
- Business Continuity Planning
- Accounting and QuickBooks
- Writing a Business Plan
- Business Planning and Modeling
- Financing Opportunities
- Export Assistance
- Business Succession Strategies
- Business Growth Strategies

- Disaster Recovery
- Market Planning and Strategy
- Basic Business Start-up
- Pricing

Through a strategic partnership between Marshall Economic Development (MED) and the Ames SBDC, these services are available locally by appointment at the economic development offices located in the Fisher Community Center, 709 South Center Street. Ted Bair, Director of the Central Iowa SBDC, provides counseling in multiple languages with the assistance of interpreters to meet the needs of our diverse population. Ted has years of counseling experience and has served as interim State Wide Director of the SBDC network. If you are interested in meeting with Ted or wondering if the SBDC can help you, contact Marshall Economic Development offices at (641) 753-6645 or Ted directly at (515) 296-7828.

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## MCVB Executive Director selected for 2017 Iowa Tourism Leadership Institute



**Ruff** Val Ruff, Executive Director of the Marshalltown Convention & Visitors Bureau has been selected to participate in the 3rd annual Iowa Tourism Leadership Institute to be held April 6 and 7 at the Hotel Pattee in Perry. The curriculum includes core courses and electives dedicated to leadership, organizational development, marketing, etc. Sessions are held in a small group environment to encourage networking and relationship-building with others in the tourism industry.

In order to participate, Ruff had to submit an application and be accepted. Past attendees highly recommend the sessions as “stellar.” One participant said, “No matter how long someone has been in their position, the content is still relevant and useful.”

The Iowa Tourism Leadership Institute is one of the region’s special projects, and funding is provided by the Iowa Tourism Office/Iowa Economic Development Authority and the Central Iowa Tourism Region.

## Sign up for FREE customer service hospitality training



The Marshalltown Convention & Visitors Bureau, Marshalltown Area Chamber of Commerce, and Iowa Valley Continuing Education in partnership with Central Iowa Tourism will host a FREE 2-hour hospitality/customer service course on Wednesday, March 22 from 8:00 to 10:00 a.m. at Iowa Valley Continuing Education (3700 South Center Street). Register for course BUS 0001 at [www.iowavalley.com](http://www.iowavalley.com).

## Drills dedication set



Save the date! The dedication of the new Drills sculpture outside the Marshalltown High School Roundhouse has been set for Thursday, March 30. Festivities kick off with a student-led assembly inside the MHS Roundhouse beginning at 10:10 a.m. This will be followed by an artist presentation and short program at 10:45 a.m. in the MHS Roundhouse Team Room. The celebration is presented by Marshalltown Public Art Committee (M-PAC) and is open to the public.

**LÔÔK** for MCVB’s  
NEW electronic sign  
(located in the Hy-Vee parking lot)  
coming in March!

**Community Calendar of Events**  
Post your 2017 events now at  
[www.marshalltown.org/events](http://www.marshalltown.org/events)

## Manufacturers Appreciation Luncheon

“Be different. Stand out. Don’t be afraid to take a chance.”

Those were the challenges presented to participants by speaker Dave Maxheimer at this year’s Manufacturers Appreciation Luncheon. As Human Resources Manager of Hagie Manufacturing in Clarion, Iowa, he has helped the company, a producer of innovative crop production solutions, create a distinctive culture that draws in and retains the right talent. This non-traditional approach positions employee happiness, engagement, and purpose before profitability and has garnered the company numerous awards including being named as a Top Iowa Workplace and a WorldBlu’s Freedom Based Workplace.



**Maxheimer explains Hagie’s innovative employee-first culture and family values.**

The luncheon, hosted by the Chamber along with presenting sponsors Iowa Valley Continuing Education and JBS, honors Marshalltown’s rich manufacturing history. Table Sponsors were Emerson-Fisher, Great Western Bank, Independent Insurance Services, Lennox Industries, M. Gervich & Sons, Marshalltown Aviation, and United Bank & Trust. Table Top Sponsors included Bruin Manufacturing, Hy-Vee, Interface Sealing Solutions, Shomo-Madsen Insurance, SportsPlus Sports Medicine & Physical Therapy, and Wells Fargo Bank.

### MARCH

- March 14:** Des Moines Summit and Legislative Day
- March 15:** Experience Panama trip early booking discount deadline
- March 21:** Business After Hours, 4:30 to 6:00 p.m. at BeMobile Verizon retail store
- March 22:** FREE Customer Service Hospitality Training, 8:00 to 10:00 a.m. at Iowa Valley Continuing Education
- April 7:** Chamber Legislative Friday Forum

### upcoming EVENTS

 Nick Diers Agent	 Pat Rogeman Agent	 Marna Mitchell-Buller Agent-CSA	 Lance Horbach Agent	 Paul Beck Agent	 Mark Borde Agent	 Dan Mead Agent Claims Administration	 Jae Ganswey Agent-CSA	 Rich Mahon Agent	 Doug Joslin Agent
 Bernie Chrt Processor	 Robin Angstrom Agent-CSA	   <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 <a href="http://www.InsureCentralIowa.com">www.InsureCentralIowa.com</a></p>				 Matt Roebgard Information Systems	 Erin Corbin Office Manager		
 Dana Rowley Agent-CSA	 Jannetta Petty Agent-CSA					 Megan Wells Agent-CSA	 Heather Harris Agent-CSA		
 Kathy Minsel Administrative Assistant	 Jocelyn Cisneros Administrative Assistant					 LeAndra Aziel Administrative Assistant	 LeighAnn Ruppel Agent-CSA		