

theDIGEST

distinctly different

April 2017

Volume 34, Issue 10

In this Issue

- Letter from the CEO/
Chamber Member Spotlight 2
- Business News 3
- Leadership 4
- Marshalltown Area News 5
- Ambassador Visits 6
- Chamber News 7
- Business Directory 8-9
- Economic Development 10
- Convention & Visitors
Bureau Tourism News 11
- Chamber News 12



REGIONAL
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MARSHALLTOWN



Annual Community Shred Day



As a service to the community, United Bank & Trust (UBT) and the Marshalltown Area Chamber of Commerce are once again co-sponsoring Community Shred Day. This year's event will take place on Saturday, April 22 from 9:00 to 11:00 a.m. in the

UBT parking lot at 2101 South Center Street. Community members may bring up to five boxes of sensitive documents to be shredded by the two On-Site Information Destruction trucks at no cost. Shredding records, statements, checks, etc. is not only a safe and secure way of preventing valuable information from getting into the wrong hands, but it's also a great way to help the environment.

Central Iowa Job Fair...reserve a booth today!

Employers and job seekers alike are invited to attend the next Central Iowa Job Fair slated for April 5 at Marshalltown Community College, 3700 South Center Street, in the Student Activity Center from 10:00 a.m. to 1:00 p.m. Exhibitors from across central Iowa will display information on job/career opportunities, as well as education/training options available to those seeking employment or education for a new job or career change. The event is free and open to the public.

Area employers planning to hire in the near future and wanting to reserve booth space should email Sandy.Supianoski@iavalley.edu. or call Supianoski at (641) 844-5780 as soon as possible. A booth registration form is available at www.marshalltowncc.com.

Des Moines Summit success

For more photos, visit Marshalltown Area Chamber of Commerce on Facebook.



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“Distinctly Different”

...and proud of it!

As we embarked upon developing our “brand” for the Marshalltown Regional Partnership last year, we found ourselves talking about a number of things that make Marshalltown special. In our discussions, we realized that what makes Marshalltown a special place are our differences from other communities.

It’s not always popular to be different; and, sometimes it’s downright uncomfortable. But, it’s our differences that help us stand out among the crowd. Lo and behold, the tagline that rose to the top from our branding work was “Distinctly Different”!

So what is it that makes Marshalltown “Distinctly Different”? Sometimes these differences are not always easy for us locals to detect because we live with them every day. But, believe me, these positive differences make a significant impact in attracting and retaining an educated workforce and quality jobs.

Here is a smattering of distinct differences:

- Collabo-munity – There’s no community that comes together quite like Marshalltown to get things done for the betterment of all.
- Diverse Population – much like ethnic diversity makes for a Strong America, our ethnic diversity makes for a Strong Marshalltown.
- Appreciate/Celebrate the Arts – The arts are a big deal here in Marshalltown, and we are blessed to have many organizations that help to lead and celebrate our art interests such as the Marshall County Arts and Culture Alliance, Central Iowa Art Association, Marshalltown Public Art Committee, etc. Just look around...art is everywhere!
- Trail Huggers – We are trail huggers in Marshalltown and are darn proud of it! With the development of the Iowa River Trail, Marshalltown will have the most significant recreation trail in the Midwest run through the heart of our community! Again, we are blessed to have TRAILS, Inc. to help lead the way in developing this significant asset.
- Culture of Innovation – History shows that Marshalltown boasts innovation in its’ DNA. Emerson Fisher, Lennox, Mechdyne, Marshalltown Company (formerly Trowel), RACOM...enough said!
- STEM Capitol of The World – Yes, Marshalltown is the STEM

Capital of the World! STEM has taken Iowa by storm, and Marshalltown has proudly led the way in programming and opportunities. This summer we have the chance to host 800+ students in STEM Camps!

Yes, we are “Distinctly Different” Marshalltown and proud of it!

#MarshalltownVibe
#MarshalltownPride

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

Animal Rescue League

The Animal Rescue League of Marshalltown (ARL) was created in 1948 to provide housing and care for homeless companion animals in the community. Each year, the organization adopts between 500 and 600 pets into new homes and reunites approximately 200 lost pets with their owners. The facility has been transformed over the years, creating more animal housing.



A common misconception is that ARL receives government funding when in fact, they do not. ARL is a private, non-profit organization, and the adoption fees they charge do not cover the cost of everything done for pets prior to adoption. Therefore, the majority of their funding comes from donations and fundraisers.

The largest of those fundraising events is coming up Thursday, April 20: Whiskers, Wine & Something Divine. This year’s evening is the 6th annual and will be marked by wine tasting, hors d’oeuvres, a raffle, and auctions (both live and silent with services provided by Casady Auctioneering). Held at Midnight Ballroom from 6:00 to 8:30 p.m., the event’s raffle winner will take home \$1,000 cash or choose a trip to either Napa, New Orleans, or Louisville, Kentucky. Entry tickets automatically enter attendees in the drawing for the “divine item” (this year, a diamond tennis bracelet). Tickets are \$40 in advance and are available from ARL, Animal Clinic-The Vet, Happy Tails, and Hy-Vee.

Shelly Deal, ARL Executive Director, says, “The Animal Rescue League relies on this generous community to keep our doors open for animals in need. We are fortunate to receive so much support for our organization.”

That support is reciprocated as part of ARL’s operating philosophy. “I think it is very important for local businesses and organizations to support each other,” Deal says. “I always shop locally from Chamber members for both personal and ARL needs. Many Chamber members support ARL also, so it is very important to give them my business when I can.”

Deal also gives back to the community through service. “I frequently visit schools and youth programs to educate young people about the ARL and proper pet care,” she explains. “I also serve as a guest speaker for local clubs and organizations. Further, ARL goes to local businesses to do off-site adoptions throughout the year.”

Thank You Reinvesting Chamber Members

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

Accu-Tax	17	Marshalltown Christian School	11
Ambellish Salon & Boutique	2	Meridian Payment Systems	4
Anytime Fitness	5	Optical Center	19
Boliver Law Firm	35	Pro Finish	8
Brian's Collision	3	Restore Church	1
Calvin Rockett	5	Riddle's Jewelers	19
Chalet of Marshalltown, Inc.	23	Rube's Steaks	3
Dank's Lazer Engraving	2	Slumberland Furniture	1
Downey & Gantz DDS PC	15	State Farm - Jeff Linton	3
Fareway Stores, Inc.	53	State Farm - Phyllis Mazour	22
Gulbranson, Pat	5	Sub City	17
H & R Block Tax	10	Top Notch Tree Service	4
Harthun, Floyd	11	UPS Store, The	13
Hunt Farms	3	Van-Wall Equipment, Inc.	1
Isle of Green	23	Waterbeck Spray Foam	7
Jimmy Johns	5	Wells Fargo Bank Iowa, N.A.	53
Live On Stage - Marshalltown	3	Wertzberger Architects, P.C.	22
Marshall Glass	19		

Experience Panama

Cruise the Panama Canal, observe a rainforest, and experience life with a tropical native tribe during the 2017 Chamber Experience Panama trip October 20-26. Informational meetings will be held March 28 at 5:30 p.m. and again March 29 at both 8:00 and 11:30 a.m. at Fisher Community Center (709 South Center Street). For more details, visit www.marshalltown.org/work/chamber-events/travel/.



GO HOG WILD!

We are looking forward to seeing you at **Business After Hours 4/27** (see the enclosed flyer)

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www.marshalltown.org Statistics

	February 17	Avg/Month	YTD Total
Unique Visitors	6,302	4,877	9,754
Number of Visits	8,712	6,673	13,345
Page Views	48,851	38,775	77,550
Hits	183,385	145,354	290,707

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.

In observance of holidays, Partnership offices and Fisher Community Center (FCC) will be closed April 14. FCC will also be closed April 16.

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Mary Wertzberger, Econ. Dev.
Tyler Wollam, MCVB

Business After Hours

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

Wednesday, May 17, 2017
Elmwood Country Club
(1734 Country Club Lane)
4:30 to 6:00 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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MARSHALLTOWN NEWS

(we just have to *brag a little*)

Welcome to...



Harris

Scott Harris who has been appointed as Executive Director at **Pilgrim Heights Camp and Retreat Center** in rural Montour. He brings more than 20 years of nonprofit leadership experience to his new position.

Erik Nilius who recently joined **United Bank & Trust** as a Wealth Management Advisor. He provides individually tailored financial planning, investment management, and trust services.



Nilius



Karsjen

Linsey Karsjen who is the new Community Relations Coordinator at **Glenwood Place Retirement Community**. She brings eight years of real estate experience and a passion for working with seniors, particularly those afflicted with Alzheimer's disease.

Announcing...

The grand opening of The Woodshed Taproom at **Rube's Steakhouse**, featuring locally brewed beers on tap and lighter fare known as "bar bites." The meat market is now inside the Steakhouse, as well.



Pierce

Jon Pierce as Commercial Lending & Business Development Officer at **Farmers Savings Bank**. He has been a local banker for 25 years and is active in the community, serving as a Chamber Ambassador, Oktoberfest treasurer, and the Chamber's Total Resource Campaign participant.

PMG Research, Inc. and **McFarland Clinic's** formation of a clinical research partnership whereby PMG operates McFarland's clinical research department. The latter says this collaboration brings an increased opportunity for both their patients and central Iowa residents to participate in clinical research studies in a broad range of specialties and therapeutic areas, ultimately lowering costs and seeing faster time to market for potentially life-saving medications, vaccines, and medical devices.



Jennings

KDAO Sportscaster, Andy Jennings, whose final 24 seconds of play-by-play of the East Marshall (EM) vs Des Moines Christian Boys High School Basketball game was selected as the Local Play of the Week on the nationally syndicated Dan Patrick Show. Jennings, coincidentally, is an EM graduate.

Maggie Parks, **Marshalltown Community School District** elementary art teacher at Woodbury and Fisher elementary schools, for being selected as part of a new statewide team that will develop recommended standards in fine arts for Iowa students. They will seek public feedback, then offer recommendations to the State Board of Education for consideration.



Parks

Marshalltown Christian School (MCS) students, staff, and families for raising \$1,127.83 to benefit the Leukemia & Lymphoma Society Iowa Chapter, surpassing the group's original goal.

Fisher Elementary students who raised \$1,574.53 for the House of Compassion supply closet during a recent penny war at the school.

Lynn Olberding, Executive Director of **Marshalltown Area Chamber of Commerce**, on being chosen as a member of the U.S. Chamber's Winter Institute Board of Regents. Voted in by the U.S. Chamber of Commerce Board of Trustees, she will serve a 2-year term, ending in March 2019. Olberding is one of 11 chamber executives to sit on the Board of Regents.



Olberding

Shomo-Madsen Insurance for achieving the status of a "Best Practices Agency" as determined by Independent Insurance Agents & Brokers of America (IIABA) and Reagan Consulting. The recognition considers agency growth, profitability, productivity, and financial stability. Only 260 agencies across the U.S. scored high enough to qualify for inclusion. Operated



Shomo Madsen

by Bobby Shomo and Steve Madsen, Shomo-Madsen was one of just six such agencies in Iowa.




Mettlin

Debie Mettlin on her retirement from **United Bank & Trust (UBT)** as Teller Supervisor. An open house celebration will be Friday, April 28 from 11:00 a.m. to 3:00 p.m. at UBT's 2101 South Center Street location.


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.

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CHAMBER | AMBASSADORS VISITS



Left: On February 28, Chamber Ambassadors hosted a courtesy call with **Baymont Inn & Suites** (115 Iowa Avenue West) and viewed the hotel's most recent updates.

Right: Chamber Ambassadors and the staff of **Aspen Dental** (2615 South Center Street) celebrated the opening of the Marshalltown location with a ribbon cutting on February 28.



Left: Owners Derek and Joanna Timmer and Chamber Ambassadors celebrated the opening of the new **Let's Play Bounce** (1700 South Center Street, Suite 3) with a ribbon cutting on March 14.

Right: Chamber Ambassadors hosted a courtesy call on March 14 with Kristin Polley, owner of **Five Star Real Estate Group** (2110 South Center Street).



Left: On March 14, Chamber Ambassadors celebrated the opening of **Staging 2 Sell It** (1 West Main Street) as owner Debra Hippler cut the ribbon for the new business.

Right: Chamber Ambassadors and the staff of **Mi Ranchito Mexican Grill and Seafood** (1010 West Lincolnway) celebrated the restaurant's opening with a ribbon cutting March 15.



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

Thank You Ambassadors!

AREA CHAMBER
OF COMMERCE
MARSHALLTOWN



Iowa Valley Leadership class spotlight



Name: Melinda Beard

Job title: Elim Children's Center Director

What that means: As Director, I have a team of 19 and am in charge of the day-to-day operations from invoicing to budgeting, as well as maintaining our Quality Rating regulations and DHS qualifications. I hold staff trainings/meetings and organize yearly fundraisers. I also submit grant applications.

Best part of my job: The children hands down!

Melinda Beard

Where else do you go to work and get 70 hugs a day?

Other community involvement: Marshalltown Early Childhood Committee, National Association of Education for Young Children member, and the local area-wide Preschool and Child Care Director's committee.

Why I am in IVL: I was asked to participate and was excited to get more involved with Marshalltown. I look forward to making lifelong friends and business connections as well as participate in a project that will make a difference for Marshalltown. I am honored to be part of that process.

Best part about living/working in Marshalltown: The diversity and neat ways Marshalltown incorporates all of the cultures we have. We have so many opportunities for growth. I like that when the community is in need so many people rally together to help out!

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.

Create-a-Keepsake

Lanesa Webber, Owner

9 West Main Street, Marshalltown IA 50158 (641) 752-7007

Make unique special day gifts by painting your own pottery or creating one-of-a-kind glass art with the help of friendly staff in a relaxed atmosphere.

Iowa Choice Harvest

Jason Dunham, Plant Manager

812 East Linn Street, Marshalltown, IA 50158 (515) 232-0048

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Mi Ranchito Mexican Grill and Seafood

Rogelio Ibarra, Owner

1010 West Lincolnway, Marshalltown, IA 50158 (641) 352-3141

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Volunteerism: A critical tool in community/economic development

by Tom Deimerly, Executive Director, Marshall Economic Development

The definition of volunteerism according to Dictionary.com is the practice of volunteering one's time or talents for charitable, educational, or other worthwhile activities. Volunteers have an enormous impact on the health and well-being of communities throughout Marshall County and the entire State of Iowa.

I was in a meeting recently where some retired volunteers were recognized and thanked for their service and commitment of time. I was reminded of just how critical the work of these individuals and their time

Volunteers add incredible value to and have enormous impact on the health and well-being of our community.

commitment are to creating the type of community we all strive to improve and call home. Multitudes of hours are contributed by volunteers at the Iowa Veterans Home, City of Marshalltown Parks and Recreation, our community boards and commissions, as well as many other organizations throughout our community. All of this, when aggregated,

creates incredible value in our community.

Another way to measure the impact of volunteers is to take a look at statistics. For instance, compile the volunteer hours served, then calculate the economic value of volunteer time.

What would cities, towns, state parks, schools, places of worship, and libraries look like without the time of these individuals? What basic needs would go unmet? What opportunities to grow, learn, and thrive as a society would be lost? The truth is we all likely cross paths with a volunteer at least once if not several times a day, no matter where we are in the world.

I encourage everyone to say thank you to these individuals for "THEIR" time. Volunteers give up their personal time to make Marshall County a better place to live and do business.

Further, there are hundreds of opportunities to get involved, even for only an hour a month. It can be a great way to improve the community while at the same time developing skills, learning more about career options, making new friends, garnering new professional contacts, or even just shaking up a routine. I urge everyone to consider becoming a volunteer; it has a lasting impact on the quality of our community.

If you would like to volunteer, please contact the Marshalltown Regional Partnership office at (641) 753-6645 to learn more about volunteer opportunities.



2017 Home and Garden Show

Saturday, April 8th
10 am - 4 pm
Marshalltown Mall

FREE ADMISSION!

Register to Win one of FOUR \$50 Fareway Gift Cards!

FREE Children's Spring Activity
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Astro Buildings	Midwest Construction
Bathfitter	Myers Home Improvement
Cedar Patio Furniture	Needham Excavating
Dysart Development Corp.	New Horizons Realty
H.A.T. Team	P. Lang Construction
Fogle Brothers Flooring	Petty Vinyl Co., Inc.
Go Green Rain Barrels	Schendel Pest Control
Goos Implement, Ltd.	Seamless Exteriors
Home Federal Savings Bank	Staging 2 Sell It
Iowa Bath Systems	Timber Creek Enterprises
Jim Kopel - Septic Tanks	Tupperware - Hallie Wiese
LeafGuard of Central Iowa	U.S. Cellular
LeafFilter North of Iowa, LLC	
Marshall County Veteran's Affairs	

Entertainment Schedule Coming Soon!

10 AM - 2 PM
Meet the Easter Bunny and Get a Treat. Parents bring your cameras!



Drills dedication March 30



Artist Gail Folwell of Folwell Studios will be on hand as the Marshalltown community dedicates the new public art, "Drills", at Marshalltown High School on Thursday, March 30. The schedule planned is:

10:10 a.m.: Festivities kick off with a student-led assembly inside the MHS Roundhouse

Folwell

10:45 a.m.: An artist presentation followed by a short program will take place in the MHS Roundhouse Team Room.

The celebration is presented by Marshalltown Public Art Committee (M-PAC) and is open to the public.



Did you know... all the events happening in Marshalltown in April?

- National IMCA Stock Car Race: 11th Annual World Nationals to include IMCA Modifieds, IMCA Stock Cars and Sport Mods, and IMCA Hobby Stocks.
- Women's Retreat
- Marshalltown Little League Baseball Tournaments
- Assistance League Spring Thrift Sale
- Pine needle weaving
- Heart of Iowa Kennel Club Dog Show
- First Annual Quilt Auction
- Live at the Brewery - live music every Wednesday at Iowa River Brewing Company
- Bob Williams Memorial Classic--an Iowa Junior Beef Breeder's Association sanctioned show
- Zumba
- Boot Buckle Bash
- Hunter Safety Field Day
- PickleBall
- Live on Stage performance: The Equinox Little Big Band
- Beginning watercolor class at the Art Center
- Bach in a Day
- Marshalltown Men's Chorus Spring Concert
- GrimesFarm and Conservation - Nature Story Hour
- YMCA-YWCA Healthy Kids Day
- Night of Stars

Get the details on the MCVB Community Calendar of Events at:
www.marshalltown.org/events

MCVB grant deadline: April 3



Just a friendly reminder that the MCVB grant deadline is quickly approaching. Please have your completed grant applications submitted and post marked no later than Monday, April 3 to P.O. Box 1000, Marshalltown, IA 50158. Contact the MCVB

staff at (641)753-6645 with any questions or for more information.

"Experience Marshalltown" talk show



Executive Director Val Ruff. Dial it up!

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

Hosting an event?

MCVB is your valuable resource

Marshalltown Convention & Visitors Bureau (MCVB) is here to add value to any local meeting, convention, sporting event, tournament, group tour, family gathering, class reunion, wedding, or any function that brings visitors to our community. Their services are available at no cost and include Welcome Bags for all attendees featuring:

- Visitor's Guide
- Tear-off map of Marshalltown
- Notepad
- Pen
- Promotional item
- Value-added coupon booklet provided by the Times-Republican, featuring many discounts to numerous Marshalltown area businesses.

To order Welcome Bags for upcoming events in the community, contact us at (641) 753-6645.

In March, 2017:
200+ "Welcome Bags"
reached thousands
of visitors

CONVENTION & VISITORS BUREAU
MARSHALLTOWN
1-800-697-3155
visitmarshalltown.com

2017 Taste of Marshalltown



Great crowds + great food and beverages = the recipe for a great event, which certainly describes this year's Taste of Marshalltown. Presenting sponsor was Marshalltown Mall. Ten Chamber member vendors took part.

MARCH/APRIL

March 28: Panama trip informational meeting, 5:30 p.m.
March 29: Panama trip informational meetings, 8:00 & 11:30 a.m.
April 7: Chamber Legislative Friday Forum
April 14: Partnership offices closed
April 14 & 16: Fisher Community Center closed
April 21: Chamber Legislative Friday Forum
April 27: Business After Hours at Farmers Savings Bank

upcoming
EVENTS

 Nick Diers Agent	 Pat Hogeman Agent	 Mazha Mitchell-Sullivan Agent-CSA	 Lance Horbach Agent	 Paul Bacon Agent	 Mark Enoch Agent	 Dan Mead Agent Claims Administration	 Jue Gansoway Agent-CSA	 Rich Mahon Agent	 Doug Joslin Agent
 Jimmie Oehl Processor	 Robin Angstrom 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.InsureCentrallowa.com</p>				 Matt Roebgard Information Systems	 Erin Carbon Office Manager		
 Dana Rowley Agent-CSA	 Isamantina Perry Agent-CSA					 Megan Wells Agent-CSA	 Heather Harris Agent-CSA		
 Kathy Minkal Administrative Assistant	 Jaimin Cisneros Administrative Assistant					 JasAndra Ader Administrative Assistant			