

theDIGEST

distinctly different

May 2017

Volume 34, Issue 11

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4th annual State of the Schools

The 4th annual State of the Schools, hosted by Marshalltown Area Chamber of Commerce, was held April 25 at Elmwood Country Club. Iowa Department of Education Director Ryan Wise delivered the keynote address. The well-attended event was sponsored by JBS, Lennox Industries, and Shomo-Madsen Insurance.



Wise cited great school-business collaboration.

May kicks off tourism season

Travelers to Marshall County last year pumped \$86.66 million into our local economy. “Just look at the numbers,” said Val Ruff, Executive Director of Marshalltown Convention & Visitors Bureau (MCVB). “Travel supports 690 jobs in Marshall County. Tourism is critical to our local economy as those jobs mean an impressive \$12 million in payroll. During May, we celebrate what travel means to our community and call on everyone to join us in saluting and recognizing this important industry, as well as supporting travel-friendly legislation.”

Ruff encourages all community members to be warm and welcoming to those who visit our area, as they have a significant impact on our well-being. Be sure to contact MCVB for complimentary visitor information and free resources including maps, activity brochures, and Visitors Guides.

Marshalltown Regional Partnership Annual Banquet announced



Kent Stock

The Marshalltown Regional Partnership Annual Banquet is scheduled for Wednesday, June 7. This year’s event will feature the Chamber’s 119th annual meeting and keynote presentation by teacher, coach, principal, banker and powerful speaker, Kent Stock. He coached the Norway baseball team during their famous final season. As depicted in the 2007 film, “The Final Season,” the nationally recognized team came together under head coach Stock to defy the odds and win Norway’s 20th state title in the team’s final season before being forced to merge with a bigger, neighboring school district. This experience and the motivation he used to guide Norway has given him insight to develop leaders in organizations across the country as he poses the question: “How do you want to be remembered?” Save the date for an inspirational and informative evening.

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Spring means economic growth

As we near May Day 2017, economic growth in Marshalltown has taken stage front and center with various projects either sprouting out of the ground or very much in the queue to do so!

Economic growth is one of four strategic objectives of Marshalltown Regional Partnership, reading: "We encourage smart growth throughout the region." This objective assists us in executing the strategic priority of serving "...as a catalyst for collaboration and coordination of community and economic development efforts that enrich and grow the region." Three economic growth goals follow: 1) Evaluate and implement comprehensive housing strategy, 2) Promote development and revitalization, 3) Leverage tourism and quality-of-life opportunities.

So what economic growth activities have we seen recently? After completion of Marshall Economic Development's (MED) third-party housing study (October 2014), we communicated housing opportunities to various developers. Lo and behold, we have had more housing starts in the last 1 1/2 years than seen in our recent past. MED Executive Director Tom Deimerly and Mayor Jim Lowrance deserve much credit for the work they put into selling those housing opportunities. Single family homes, workforce housing town homes, a senior assisted living facility, and a new housing development that will absolutely leverage tourism and quality-of-life opportunities are either happening now or are in the works.

Why is housing so important to economic growth? Economic growth happens when people live within our community. Paychecks are spent within the community, and property taxes paid help provide desirable municipal and county services when the workforce lives within our community. In the past, we have missed out on opportunities for more of our workforce to live in Marshalltown because we lacked the necessary housing for them to move here. In the future, we hope to capture more of our workforce who want to live in Marshalltown by having the housing options for which they are looking.

Meanwhile, dirt is turning on the new Holiday Inn Express which will compliment our other nice hotels, filling a need for more rooms to serve guests attending our many tourism/quality-of-life opportunities being promoted and even developed by our Convention and Visitors Bureau and Chamber of Commerce.

As flowers bloom and gardens grow, look around at the projects underway in Marshalltown. This, my friends, is economic growth, and it's very exciting. #Marshalltown-Vibe #MarshalltownPride

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

Iowa Valley Leadership class spotlights



Kim Barnes

Name: Kim Barnes

Job title: LAN Administrator III at Lennox

What that means: I work on the Local Area Network (LAN) as well as other IT systems, hardware, software and the phone system.

Best part of my job: Every day is different and challenging; I never get bored. I love providing support to fellow employees. I agree with those who say, "The best thing about working at Lennox is the people."

Other community involvement: Heart of Iowa Big Brothers Big Sisters Vice President; Lennox Leadership Development Organization (multiple positions). I enjoy volunteering and helping people.

Why I am in IVL: It's a great opportunity for me to grow and meet other community professionals. I'm enjoying working on a project that will help Marshalltown for many years to come.

Best part about living/working in Marshalltown: The best part of Marshalltown is the small town atmosphere with larger city amenities. There are a lot of people in town who really care and want to make this an even better place to live and work. I also feel that MCC is a great asset.



Bob Untiedt

Name: Bob Untiedt

Job title: Director, IVCCD Orpheum Theater

What that means: I book acts/direct movie selections, lead marketing, manage/direct employees, do public relations, create events, rent space, and other actions as needed in the Black Box, movie theater, gallery, rental rooms of the Orpheum Theater.

Best part of my job: Seeing happy people at artistic events, and turning on the running lights on the marquee.

Other community involvement: Board member of Marshalltown Convention & Visitors Bureau, Marshalltown Library, and Iowa Children's Museum (Coralville, IA). Committee member of Marshalltown Central Business District.

Why I am in IVL: To learn about Marshalltown, provide other leadership here, and meet people in the community.

Best part about living/working in Marshalltown: This is a very friendly place that gets a lot done for the general community.



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.

Thank You Reinvesting Chamber Members

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

Ace Precision International	5	Hearing Unlimited	5
Alliant Energy	48	In Stitches	2
Ann's Alterations	2	Marshall County ISU Extension	24
Balvanz Electric, LLC	5	MCC Foundation	4
Big Brothers/Big Sisters	15	Marshalltown Sewing Center	25
Cabinet Shoppe	13	SNT Trucking & Warehouse	5
Concept by Iowa Hearing Aid	9	Simms Construction	5
Great Western Dining	2	Super Shine Car Wash	7
Hanke Refrigeration	4	Superior Cleaning	19

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State Senator Jeff Edler



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Tyler Wollam, MCVB

Business After Hours

Wednesday, May 17, 2017
Elmwood Country Club
(1734 Country Club Lane)
4:30 to 6:00 p.m.

Tuesday, June 20, 2017
GNB Bank
(2504 South 2nd Street)
4:30 to 6:00 p.m.

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

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

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*)

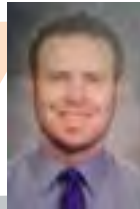
Welcome to...



Christine Fishel CNM, ARNP who has joined the staff of **Marshalltown OB/GYN PC** as a Certified Midwife. She provides medical services to all women, including well-woman, birth control, and maternity and delivery services. Chris previously practiced in Webster City.

Fishel

Mark Lee who will take over as principal of Fisher Elementary School in the **Marshalltown Community School District** July 1 after current Principal Vicki Vopava retires. Lee is currently elementary principal at Baranof Elementary School in the Sitka, Alaska School District.



Lee

Hats off to...

Marshall County ISU Extension & Outreach on its 100th anniversary of serving our area.

Congratulations to...

Dr. Dennis Drager on being chosen as 2017 Marshalltown Citizen of the Year. Drager is owner of **Animal Medical Clinic - The Vet** and Past Chair of the Marshalltown Area Chamber of Commerce. The annual award is sponsored by the Marshalltown Morning Optimists Club.

Ryan Peck, General Manager of Marshalltown's **JCPenney**, on receiving the 2016 Founder's Award, the company's highest distinction for leadership excellence. With more than 1,000 stores nationwide, Peck was among just over 85 managers to receive the award.



Peck

Marty Mitchell of **Mitchell Family Funeral Services** who was awarded the Red Boa Ball-Salute to Heroes from the American Red Cross for coming to the rescue of those who can't help themselves and giving back to the Marshalltown community he loves.



Mechdyne founders Chris Clover, James Gruening, and Kurt Hoffmeister

on its recent acquisition of **ABS Associates, Inc.**, a long-standing IT managed services provider. The acquisition will provide additional service and support capabilities for both Mechdyne and ABS clients.

Lynn Olberding, Executive Director of the **Marshalltown Area Chamber of Commerce**, on recently being installed as President of the Iowa Chamber of Commerce Executives, a professional group of chamber executives and staff.

Alliant Energy on the newly constructed **Marshalltown Generating Station** going online recently to supply power to the grid as needed.

David Barajas, CEO of the **Marshalltown Regional Partnership**, on receiving the Friend of the AEA award from Iowa's Area Education Agencies. He was selected for being a great partner in education, a strong supporter of the Marshalltown Community School District, and innovator in the community.

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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.



CHAMBER | AMBASSADORS VISITS



Left: Owner Mindy Caesar and Chamber Ambassadors celebrated the opening of Breathe Integrative Therapy (204 North 13th Street) with a ribbon cutting on March 28.



Right: Director Melinda Beard gave Chamber Ambassadors a tour of Elim Children's Center (302 West Church Street) during a courtesy call on March 28.



Left: Chamber Ambassadors, artist Gail Folwell, members of the Marshalltown Public Art Committee (M-PAC), and community leaders cut the ribbon on the new public art, "Drills," at Marshalltown High School on March 30.



Right: On April 11, Chamber Ambassadors hosted a courtesy call with honey wine makers, Michelle & Wayne Spohnheimer, owners of Buzzed Bee Meadery (1755 - 340th Street, Melbourne).

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.

Forget-Me-Not Coffee Shop & Catering

Denise Bacon, Owner

220 East Main Street, Marshalltown, IA 50158

(641) 844-5908

Stop by for breakfast, coffee, lunch (daily specials), and Scratch Cupcake Tuesday! Amazing catering, including full meals, available too.

In observance of holidays, Partnership offices and Fisher Community Center (FCC) will be closed May 29. FCC will also be closed May 14.

www.marshalltown.org Statistics

	March 17	Avg/Month	YTD Total
Unique Visitors	7,271	5,675	17,025
Number of Visits	10,057	7,801	23,402
Page Views	66,174	47,908	143,724
Hits	212,456	167,721	503,163

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.

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

Thank You Ambassadors!

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48th Annual Scholastic Banquet

In conjunction with Presenting Sponsor, Lennox Industries, the Chamber is pleased to announce the 48th Annual Scholastic Banquet on May 3. This event will honor the top 5% of graduating seniors from East Marshall, GMG, Marshalltown, and West Marshall High Schools.

Marshalltown High School



Michelle Ankrum



Whitney Canaday



Aspen Chadderdon



Nicholas Cooper



Mary Drummer



Mitchell Eberle



Leah Edel



Immaculate Edwin



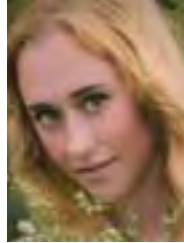
Lay Htoo



Sydney Johnson



Trevor Lewis



Ashley Macbeth



Sydney Mann



Sarah Taylor



Juliana Osgood



Hannah Shirar



Morgan Van Staaldwine

Student Sponsors: Ace Precision International; Animal Clinic - The Vet; Bowman & Miller; Dr. David Clark; Coldwell Banker - Premier Real Estate; Dr. John Collison; Evans Abstract; Great Western Bank; Hawkeye Care Center Marshalltown; Hermanson Orthodontics; Interface Sealing Solutions; Lennox Employee's Credit Union; Luethje Auto Sales; M. Gervich & Sons; Marshalltown Broadcasting; McFarland Clinic; RACOM; Steve & Mary Rund; Smokin' G's BBQ, Restaurant and Catering; St. Francis Catholic School; Stalzer Photography; Phyllis R. Mazour State Farm Insurance Agency; Times-Republican; Walmart; Wells Fargo Bank

Keynote speaker for the event will be Dylan Does who grew up in the Marshalltown area and is currently Director of the Community Foundation of Marshall County and Lead Pastor of Restore Church.

Area students to be honored include:

East Marshall High School



Grace Bandstra



Carrington Curphy



Grant Sincox

Green Mountain-Garwin (GMG) High School



Chandler Kendall



Conner Stonewall

West Marshall High School



Shannon Breja



Georgia Porter



Shay Slifka

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

Economic development project moves forward



Work progresses after the groundbreaking for Holiday Inn Express.

Marshall Economic Development (MED) is pleased to see groundbreaking on the Hawkeye Hotel Group's new Holiday Inn Express along the Iowa Avenue commercial corridor. MED staff began working with Hawkeye in the summer of 2016. The new facility will feature 93 units employing up to 40 full- and part-time positions. The community has seen interest from multiple developers over the past six years. Hawkeye estimates an overall economic impact of \$200 million through new taxes, job creation, and consumer spending of visitors. Hawkeye owns and operates 50 hotels across the United States with more than 1,000 employees.

MED Executive Director Tom Deimerly says, "They will be a great addition to our already quality existing hospitality base. As a part of our business retention program, we were constantly hearing the need for additional quality rooms for our corporate travelers and their business partners."

Deimerly continues, "Many of our local industries operate in national and international markets bringing in clients from all over the world; the addition of the Holiday Inn Express will be one more great step to meeting their needs along with all the visitors visiting town for festivals, sporting events, conventions, and other events."

"They will be a great addition to our already quality existing hospitality base."

Stay up-to-date on all the latest business, economic, and tourism-related developments in the Marshalltown area by listening to Chamber Chat every Sunday morning

6:30 a.m. on 99.5 KDAO FM
7:30 a.m. on 1190 KDAO AM

Mother's Day Buffet

Sunday, May 14th, 2017
10:45 am - 2:00 pm

Give mom the day off & treat the whole family to our delicious Mother's Day Buffet

Carved Beef & Ham • Baked Chicken • Assorted Casseroles
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Back Roads Junk-It Trail



The Back Roads Junk-It Trail is back! Scheduled for May 19 to 21, this three-day event features antique, vintage, rustic, primitive, retro, rusty goodness along a back roads trail. Thirty vendors (in shops, barns, and more) will open their doors from 10:00 a.m. to 6:00 p.m. daily. Boasting 30+ locations in Marshalltown and surrounding

communities from Ackley to Bondurant, Garwin to Nevada, Junk-It trail riders can find treasures on the back roads of Iowa!

To view and/or download the trail ride map, go to <http://www.backroadsjunkittrail.com>. For the latest updates, like and follow the Back Roads Junk-It Trail Facebook page.

MCVB Executive Director graduates from

Iowa Tourism Leadership Institute

Val Ruff, Executive Director, Marshalltown Convention & Visitors Bureau (MCVB) recently graduated from the Iowa Tourism Leadership Institute. The institute provides Iowa tourism professionals an opportunity to expand their leadership knowledge and



2017 Iowa Tourism Leadership Institute grads skills with two-day training in core courses highlighting marketing and branding, board/staff partnerships, strategic planning, leading in times of change, creativity, and leadership influence. Participants also chose from electives in social media, facilitation skills, public speaking, networking, and communication skills. Speakers for the institute are professionals with expertise in leadership and other tourism-related disciplines.

The Iowa Tourism Leadership Institute is made possible through special project funding from the Iowa Tourism Office/Iowa Economic Development Authority and the Central Iowa Tourism Region.

Blessing of the Bikes

The 22nd annual Blessing of the Bikes will take place Saturday, May 13 from 10:00 a.m. to 4:00 p.m. at the Sixth Street Softball Complex in Marshalltown. This year's event, presented by F&J Racing, will feature entertainment by musical artist and Sturgis native, Jasmine Cain, as well as an ABATE simulator,

D.J. Round Guy, a silent auction, and many vendors. The blessing for a safe riding season will



be given by Pastor Scott Greene and will take place at high noon. Thousands of bikers typically participate, many coming from out of state. Entry fee is \$10 per person; all proceeds benefit Iowa Veterans Home Recreational Fund, Crisis Care, and ACCESS of Marshall County. For questions or more information, contact F&J Racing at (641)752-8651.

Rodeo! The best fun on dirt



Marshalltown welcomes the Iowa High School Rodeo Association to the Central Iowa Fairgrounds twice in May: the 13th and 14th for the Iowa Junior High/High School Rodeo competition and again the 21st and 22nd for the Sid Roseland, "Cowboys In the Sky," Roping and Steer Wrestling Event which supports the association's high school scholarships. Featuring bareback and saddle bronc riding, as well as chute dogging and barrel racing plus roping, there is fun for everyone.



Educators tour local businesses



Educators visited Brown's Shoe Fit, Zamora's, and other businesses during the inservice.

In a recent in-service workshop, 300-plus Marshalltown Community School District educators had the opportunity to learn about businesses in the downtown area of the Marshalltown community. Chamber Executive Director Lynn Olberding helped facilitate the

business community tours for the school district personnel. "The goal is for educators to see how these businesses serve both students and families, as well as the impact on educators' work," said Olberding.

MAY/JUNE

May 3: 48th Annual Chamber Scholastic Banquet
May 14: Fisher Community Center closed for Mother's Day
May 17: Business After Hours at Elmwood Country Club
May 29: Partnership offices and Fisher Community Center closed for Memorial Day
June 7: Marshalltown Regional Partnership Annual Banquet along with the Chamber's 119th Annual Meeting

upcoming EVENTS

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