

theDIGEST

distinctly different

August 2017

Volume 35, Issue 2

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TWO Experience Trips planned for 2018! *Informational sessions scheduled*

The Chamber is offering two travel trips in 2018--one, an international excursion to Iceland in October and the other, a domestic tour of the Pacific Coast in June. Join us at an upcoming informational session to learn more about both trips: Wednesday, August 30 at Noon and again at 5:30 p.m. and Thursday, August 31 at 8:00 a.m., all at the Fisher Community Center located at 709 South Center Street.



Experience the Pacific Coast with this 8-day, 7-night tour, including scenic stops in Seattle, Portland, and San Francisco, in addition to Mt. St. Helens, Redwood National Park, Avenue of the Giants, and the Golden Gate Bridge.



A 7-day, 5-night trip will reveal Iceland's proud people, dramatic contrasts, and spectacular landscapes forged by fire and ice.

Interpersonal skills training



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TRAINING

Successfully navigating today's changing business environment requires finesse in dealing with others. The Dale Carnegie Course: Skills for Success is designed to help participants master those all-important human relation skills. The series kicks off September 27, meeting for eight consecutive Wednesday mornings from 8:30 a.m. to Noon at the office of sponsor R.S. Stover. Open to all, a significant discount is available to representatives of Chamber members. For more information, visit www.marshalltown.org/work.

Rural-Urban Breakfast

Get updated on the role technology plays in today's farming operations and enjoy breakfast on Wednesday, August 30 at 7:00 a.m. Sponsored by the Chamber, Rotary, and Farm Bureau, the event will be held at Central Iowa Farm Store, 203 Iowa Avenue West. There is no cost to attend, but attendees must have a ticket, which is available from the Chamber office.

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Marshalltown Regional Partnership: Connecting the Dots

It's quite common for professionals in the Economic/Community Development field to hear, "What is it that you do?" We continually need to do better at explaining both what we do and why. In short, we have to do a better job of connecting the dots.

Connecting the dots is a lot of what we do at Marshalltown Regional Partnership (MRP), as we work to serve as a catalyst for collaboration and coordination of community and economic development efforts that both enrich and grow the region.

Connecting the education/workforce development/economic development dots is of utmost importance in an unemployment environment where Iowa's unemployment rate is 3.2%, while the U.S. unemployment rate is right around 4.4%. The strength of a region's workforce is one of the key components that companies and their site selectors evaluate when determining where to invest their corporate resources and develop their new facilities.

One of the partners with whom we work on the education and workforce development front is Iowa Valley Community College District (IVCCD)/Marshalltown Community College (MCC). They offer many workforce development programs to help both local and prospective companies train workforce. A trained workforce is key to attracting and retaining quality job opportunities for our community.

Some of the more popular Workforce Training Programs that IVCCD/MCC administers are the 260E, 260F, and 260G Programs. In short, the 260E Program supports the cost of training new employees in new business startups or expansions that result in new jobs; eligible companies include manufacturing, processing, assembly, wholesale, and services in interstate commerce. The 260F Program supports the cost of training existing employees in similar industries. The 260G Program deals with Accelerated Career Education (ACE) Program Agreements designed to provide businesses with an enhanced, skilled workforce. Here businesses agree to work with a community college to create or expand an educational program, sponsoring part or all of the positions created, then agreeing to consider students for employment at the training's end. For more details, contact IVCCD's Jacque Goodman at Jacque.goodman@iavalley.edu.

Economic/community development is all about connecting the dots, a skill at which MRP excels. We are here to help every step of the way!

#MarshalltownVibe
#MarshalltownPride

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

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.

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Ken Cline, Area Manager

101 Washington 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.

Action Auto Parts/Krantmans	31	Great Western Bank	54
Adland Engraving	29	Grimes Law Firm	53
Animal Clinic - The Vet	29	H & F Distributing Company	41
Arby's Restaurant	27	Hampton Inn & Suites	8
B & G HVAC	11	Hermanson Orthodontics, P.C.	42
BDH Technology	14	Home Federal Savings Bank	48
Baymont Inn & Suites	3	Home Rental Center & Sales Co.	34
Ben's Tire	29	Independent Insurance Services	41
Bishop Consulting Engineers	21	Iowa River Hospice	17
Bolar, Bettie	7	Iowa Wholesale Supply	43
Bowman & Miller, P.C.	53	Jack's Pho' House	2
Brown's Shoe Fit Co.	10	Jensen Ford-Lincoln, Inc.	50
Buena Vista University	30	KCRM Radio 96.7 FM	13
Cartwright, Druker & Ryden	41	Kapaun & Brown, Inc.	43
CIRSI	36	Kenn's Transmission	33
China Buffet	2	Kluck, Terry	4
City of Marshalltown	25	L.E. Myers Co., The	57
Clapsaddle-Garber Associates	46	Lamar Advertising	21
Clark, David D.D.S.	34	Landon-Landon & Associates	53
Clemons Inc. Chevrolet	42	Lennox Employees Credit Un.	33
Collison, John G. D.D.S.	36	Lennox Industries	88
Comfort Keepers	10	M. Gervich & Sons, Inc.	53
Concrete Inc.	53	Mack, Thomas	43
Consumers Energy	41	Marshall County Abstract	33
D & S Facilities Services Inc	5	Marshall Cty Arts & Culture	12
Domino's Pizza	34	Marshall County Farm Bureau	53
Edward Jones - Wirin	37	Marshalltown Aviation, Inc.	43
Electric Supply	40	Marshalltown Broadcasting, Inc.	42
Emerson - Fisher	104	Marshalltown Company	58
Evans Abstract Company	40	Marshalltown Dev. Foundation	8
Eyecare Associates	58	Marshalltown Obstetrics & Gyn.	48
Feldman Financial, LLC	12	Marshalltown Orthopaedics, PC	41
Git-N-Go Store	5		

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Business After Hours

Wednesday, August 9, 2017

Assistance League of Marshalltown
(Fisher Community Center -
709 South Center Street)
4:30 to 6:30 p.m.

Thursday, September 14, 2017

Glenwood Place
Retirement Community
(2907 South 6th Street)
4:30 to 6:00 p.m.

Thursday, October 19, 2017

United Bank & Trust
(2101 South Center Street)
4:30 to 6:00 p.m.

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

Chamber Chat

Sunday mornings:

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

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*)

Welcome to...



Woody

Josh Green, new Senior Marketing Communications Specialist at **UnityPoint Health – Marshalltown.**

Burnell Woodside (Woody), new part-time **Fisher Community Center** maintenance staff.

Cindy Schelling, new Vice President and Loan Officer at **Pinnacle Bank's** Marshalltown office.



Schelling

Hats off to...



Vannatta

UnityPoint Health - Marshalltown EMS Manager, paramedic Steven Vannatta, on completing the Healthcare Leadership for Mass Casualty Incidents (HCL) training, offered by the Center for Domestic Preparedness, operated by the U.S. Department of Homeland Security's Federal Emergency Management Agency. The HCL course addresses disaster preparedness at the facility and system level, preparing professionals for any incident that results in multiple casualties, including mass shootings.

United Bank & Trust on the bank's 15th year of serving the Marshalltown community.

Tara Joyce, Assistant Director of Nursing at **Hawkeye Care Center** (HCC), on earning her RN degree.

UnityPoint Health – Marshalltown's mammography department whose Outpatient Survey results from June 2016 to May 2017 found 91 of 100 patients rated the mammography department as "very good" for test and treatment. The results came from Press Ganey Associates, a third-party vendor who administered the survey.

Hampton Inn & Suites of Marshalltown for receiving a 2017 TripAdvisor Certificate of Excellence Award, indicating excellent guest reviews on TripAdvisor over the past year.

Southridge Specialty Care in Marshalltown for receiving a 2017 Bronze – Commitment to Quality Award for its dedication to improving the lives of residents through quality care as presented by the American Health Care Association and National Center for Assisted Living.

Danielle Gudith on her recent promotion to Vice President of **Pinnacle Bank.**



Gudith

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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.

www.marshalltown.org Statistics

	June '17	Avg/Month	YTD Total
Unique Visitors	7,755	6,623	39,737
Number of Visits	12,062	9,555	57,328
Page Views	66,779	59,595	357,567
Hits	222,259	201,429	1,208,567

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 the Community Calendar.



CHAMBER | AMBASSADORS VISITS



Left: Chamber Ambassadors attended the June 20th ground-breaking for **The Willows of Marshalltown**, an assisted living & memory care facility currently under construction at 2315 Campbell Drive.

Right: On June 27, Chamber Ambassadors hosted a courtesy call at **Fareway** (102 West Anson) with Store Manager Harold Youngblood and Meat Market Manager Curt Studer.



Left: Chamber Ambassadors hosted a courtesy call with the staff of **Tele-Difference** on June 27.

Right: Iowa Valley Leadership class members and Chamber Ambassadors cut the ribbon June 29 on the class' project, **MEGA-10 Park Renovation**, completed in conjunction with Marshalltown Parks and Recreation department.



Left: On July 11, Chamber Ambassadors hosted a courtesy call with the staff of **United Bank & Trust** (2101 South Center Street).



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Visit 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.

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Marshalltown YMCA-YWCA	40	Shomo-Madsen Insurance	46
McFarland Clinic PC	19	Smiles In Motion	14
McRill-Stowell-Christensen	30	Starnes TV & Appliance	28
Mechdyne Corporation	17	Structural Engineers P.C.	30
Mid Iowa Workshop (MIW)	33	Taco John's	41
Nagle Signs, Inc.	31	Taylor's Maid-Rite	57
Old Timer Tavern	5	Timber Creek Enterprise, Inc.	31
Peglow, O'Hare & See, P.L.C	44	Times-Republican	56
PennySaver	46	Trey Sucher Law, PLC	1
Primary Health Care, Inc.	9	United Bank & Trust NA	15
Proshield Fire Security	11	United Way	49
R.S. Stover	57	UnityPoint - Marshalltown	91
RACOM Corporation	37	Wandering Creek Golf Course	9
Roseland Architects	15	Weidner Construction, Inc.	39
Rund, Mary	10	Wells Fargo Advisors, LLC.	39
ServiceMaster of Marshalltown	32	Wolfe Clinic P.C.	25

Upcoming appreciation events

Educators will be the focus of two Chamber appreciation events as the new school year kicks off. The 25th annual Educator Appreciation Breakfast, presented by Independent Insurance Services along with Gold Sponsors Lennox and Pizza Ranch, will be August 21. Staff of Marshalltown Community Schools, Marshalltown Christian School, and St. Francis Catholic Schools are invited.

The staff and faculty of Marshalltown Community College will likewise be honored at the 2nd annual Tiger Appreciation on August 22. The event is presented by Lennox along with Gold Sponsors HyVee Drugstore and SagePoint Financial.

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



Succession Plans: A difficult conversation, but critical process to ensure long-term community and economic prosperity

by Tom Deimerly, Executive Director, Marshall Economic Development

The economic development strategy of retaining and growing an existing business base is often tied to 80% of the community potential for job growth. While sitting in a meeting this afternoon, a statistic struck home during the discussion. It was the relative age of the business roots in the community and the age of the business owners. We were celebrating the longevity of these businesses and the great work of the business owners to run highly successful small, medium, and large businesses that truly reflect the values of our community and are the backbone of our local economy. Then a scary thought crept into the back of my mind. While we sit here celebrating their success (that is fully deserved!), what happens when these successful business owners and managers choose to retire? Have they identified potential buyers or leadership, is there a plan to keep the doors open long into the future, or have they even considered an exit strategy?

These types of conversations and considerations can be scary for many business owners who have poured their heart and souls into the business. One might even go a step further to classify the discussion as outright uncomfortable. Like a business plan, a succession plan is important because it gives the owner and his/her workers a guide for conducting business—only this specific guide pertains to the circumstances that will transpire if the current owner leaves. Without a succession plan the business' fate is uncertain and could be left in the hands of a court. Also, if the business owner has multiple children or family members, it could cause disputes within the family about who should take over the company. One of the major reasons why a succession plan is important is that it helps maintain peace within a family or other group of people/employees in case the owner is no longer there to give his or her opinion in the matter. It also allows that business to keep its doors open, thereby continuing to contribute to the local economy.

The first step in creating a succession plan is for the business owner to decide on the party (or parties) that s/he wants to take over the company. He or she must also decide if that person should take over all of the liquid assets of the business or if a portion should be distributed to other loved ones. Many times this process can involve the entire family.

The next step is to determine the value of the business using the services of a certified public accountant or business consultants. Once all these details are decided, it is time to formalize the plan. Sometimes this is in the form of a will, or many times it's simply a plan for transferring ownership, over time, to an existing employee or child. It can take many forms and the process described above is not set in stone. No two businesses are ever exactly alike, and each succession plan is as unique as the individual business.

Due to the process many times being (1) difficult to discuss and (2) highly confidential, it is often easier to discuss it with an outsider or third party business service provider removed from the "local" rumor mill.

That is where Marshall Economic Development (MED) can help. Through a strategic partnership between MED and the Iowa Small Business Development Center (SBDC), free and confidential succession planning assistance is available for local Marshall County businesses. To set up a time with an SBDC adviser, contact the MED offices at (641) 753-6645 or the SBDC directly at (515) 296-7828. Make the call to start the process of creating a succession plan to keep a hard-earned business thriving long into the future.

Economic Statistics

Employment – Marshall County - May	2017	2016
<small>(Source: Iowa Workforce Development)</small>		
Labor force	18,800	19,130
Unemployed	700	840
Percent unemployed	3.7	4.4
Total employment	18,100	18,300
Marshall County Construction - June	2017	2016
<small>(Source: Marshalltown Building Department)</small>		
Building permits	19	5
New Residential Construction	\$815,000	\$3,000
Residential Addition/Remodeling	\$121,000	\$22,000
New Commercial/Industrial Const.	\$28,000	\$3,000
Commercial/Industrial Remodeling	\$207,000	\$85,000
Housing Sales Data - June	2017	2016
<small>(Source: Mid-Iowa Regional Board of Realtors)</small>		
Single family home sales	53	58
Average sale price	\$131,436	\$114,712
Median sale price	\$125,000	\$109,500

Need an employee? Looking for an employer?
Check out Marshalltown Job Postings at:
www.marshalltown.org/work.



103rd annual Meskwaki Powwow



The Sac & Fox Tribe of the Mississippi will celebrate its rich heritage with a four-day powwow August 10 through 13. They welcome visitors to their Meskwaki Indian settlement as they share their truly distinctive way of life.

The Indians who gather will perform, in full-dress regalia, several dances that have been handed down for generations, such as:

- Friendship Dance
- Pipe Dance
- Buffalo Head Dance
- Harvest Dance
- Swan Dance
- Shawnee Dance
- War Dance
- Meskwaki Dance



The celebration runs from 1:00 to 7:00 p.m. daily.

Rabbit Dance and Victory Dance.

In addition, the event will showcase past traditions, including old-time foods, arts, and crafts passed down for generations.

The Powwow site, historically known as the “Old Battleground” is 4 miles west of Tama on Highway E-49, located along the east bank of the Iowa River near the original 80-acre Meskwaki Settlement. Admission is \$7 for adults and \$5 for children over age 6 with alternating daily discounts for Seniors, Veterans, and Children.

Melbourne Mousehole Days

Friday, August 4 to Sunday, August 6 will find Melbourne community members celebrating Mousehole Days with traditional activities complete with a car show and Color Walk/Run (new this year). For more information, go to Melbourne Mousehole Days 5k on Facebook.

More fun festivals!

September

- 9 - 2nd Annual Monarch and Milkweed event for the Marshalltown Area
- 10 - International Food & Music Festival
- 15-17 - Latino Heritage Festival at the Orpheum Theater Center
- 21-24 - Oktoberfest – Iowa’s Best Family Fall Festival - “Blazing New Trails” - www.oktemberfest.com
- 29 - Downtown Art Walk

Mid-Iowa Antique Power presents its 33rd annual show

This year’s steam threshing and plowing event will take August 4 to 6 at the traditional location, eight miles west of Marshalltown right along Highway 30. Dedicated to preserving farming as it was done in Iowa and the Midwest in the early 1900s, the three days will showcase Oliver and Minneapolis-Moline tractors and related equipment, as well as gas engines and draft horses.



This Oliver 60 tractor will be raffled off after Sunday’s Parade of Power. Tickets are available at the event.

“Marshalltown Convention & Visitors Bureau is excited to support this annual community event,” says Val Ruff, Executive Director. “We were able to provide a grant which allowed additional marketing dollars to promote the show. This three-day celebration of history has a significant tourism impact as it draws thousands of attendees from multiple states to our area, contributing to many parts of our local economy.”

Visitors are invited to experience daily demonstrations as the past comes to life through steam engine threshing, straw baling, potato plowing, corn shelling, plowing both by tractor and by horse, sawmilling, and blacksmithing. Activities for the whole family are available with live entertainment throughout the show, kiddy pedal tractor pulls, flea market vendors, and craft merchants. A Parade of Power will take place Saturday at 3:00 p.m. and Sunday at 2:00 p.m., as well as a Blue Ox Tractor Pull on Sunday about 10:00 a.m.

This is affordable family fun, as children under 12 are free and adult admission of \$8 is good for all three days of the event. For more information, visit www.miapa.org.

For more information on any of these events, log onto the Community Calendar of Events at: www.marshalltown.org/events

Participate in the Choose Marshalltown campaign

Chamber members are invited to join the ongoing effort to welcome newcomers to our community. At no charge, Chamber member businesses and organizations can provide promotional items to be included in welcome gift bags. These bags are then hand-delivered to newcomers to the Marshalltown area in order to welcome them and help them become familiar with businesses, services, and organizations available to them and their families.

In addition to the gift bag program, the Chamber is also currently revamping its relocation packet. This booklet offers a wealth of need-to-know information and contacts for those new to the area at the time they are looking to connect with housing, utilities, licensing, healthcare, educational opportunities, worship centers, and more.

Another phase of the revamped recruitment and welcoming of new residents to the Marshalltown area is the offering of community tours.

“These tours are available for any prospective or new employee of any Chamber member,” says Lynn Olberding, Executive Director of the Marshalltown Area Chamber of Commerce. “Staff of Marshalltown Regional Partnership conduct these driving tours of the town and point out the many benefits and amenities of our community.”

To contribute items for inclusion in the gift bags, contact Choose Marshalltown Ambassador Vonna Hayes at marshalltowncg@outlook.com. To schedule a community tour for a prospective or new employee, contact the Chamber office by phone at (641) 753-6645 or email at info@marshalltown.org.

AUGUST

August 9: Assistance League of Marshalltown Business After Hours

August 17: Chamber Ambassadors Golf Outing

August 21: Chamber Educator Appreciation Breakfast

August 22: Tiger Appreciation Breakfast

August 30: Rural-Urban Breakfast

August 30 & 31: Chamber 2018 Experience Trips informational meetings

upcoming
EVENTS

 Nick Diets Agent	 Pat Hageman Agent	 Martha Mitchell-Buller Agent-CSA	 Lance Horbach Agent	 Paul Beals Agent	 Mark Bohde Agent	 Don Mead Agent Claims Administration	 Jue Gansperdy Agent-CSA	 Rich Mahon Agent	 Doug Joslin Agent
 Jannet Oehl Processor	 Robin Angstrom Agent-CSA	  				 Matt Roebig Information Systems	 Erin Carbon Office Manager		
 Dana Rowley Agent-CSA	 Samantha Carlson Agent-CSA					 Megan Wells Agent-CSA	 Heather Harris Agent-CSA		
 Lolly Minkel Administrative Assistant	 Jasmin Cisneros Administrative Assistant					 Lisa Andrea Abel Administrative Assistant			
<p>THE POWER OF CHOICE!</p> <p>11 EAST CHURCH STREET - MARSHALLTOWN, IA (641) 752-4618</p> <p>AUTO - HOME - BUSINESS - FARM PROPERTY & LIABILITY - CROP/HAIL - LIFE HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES</p> <p>LOCAL CLAIMS SERVICE www.InsureCentralIowa.com</p>									