

theDIGEST

distinctly different

September 2017

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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



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Iowa Valley Leadership class of 2018 begins

A new Iowa Valley Leadership (IVL) class kicks off in September, marking the 30th year of the course designed to acquaint participants with Marshalltown's rich history, as well as build future community leadership and influence positive change. The class is co-sponsored by Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education.

The course begins with a two-day retreat focusing on creating connections and building relationships among class members. They will participate in many activities including the Iowa Valley Challenge Course.

Subsequent monthly class sessions will focus on various areas of community life such as education, healthcare, public safety, manufacturing, community history, and more. Members meet with local leaders and visit or experience numerous business and organizations to learn about the community.

Each year, the class is required to select a project for the benefit of the greater Marshalltown area. The 2017 IVL class collaborated with Marshalltown Parks & Recreation in the renovation of MEGA-10 Park, adopting several facets of the train-themed project including the children's discovery garden and restoration of the caboose.

This year's class roster was selected by a committee, reflects a cross-section of the community, and includes the following members:

Jay Baumann	MICA	Chris Cross	Fire Dept.	Kim Jass-Ramirez	YMCA-YWCA
Matt Brodin	Coldwell Banker	Ryan Dehl	Police Dept.	Tami Kerwood	Cons. Energy
Jasmin Cisneros	Indep. Insurance	Nate Dixon	Lennox	Daisy Lopez	MHS
Blake Coleman	Emerson	Sarah Erikson	Emerson	Jeff Mann	Lennox
		James Gibson	Sheriff's Office	Emily Miller	MHS
		Michael Hahn	Lennox	Erik Nilius	UB&T
		Kyle Hall	Energy 106.7	Jane Ragland	MHS
		Delania Halter	Alliant Energy	Andy Randall	UB&T
		Becky Hassett	IowaWORKS	Deb Sams	Lennox
		Megan Henry	ISU Extension	Abby Schrock	Great Western
		Shakira Herrera	MHS	Anthony Spurgetis	MCSD
		Shea Hill	MCSD	Heather Thomas	CGA



The 2017 Iowa Valley Leadership class identified renovation of MEGA-10 Park as their class project. The refurbishing crew for the park's caboose is shown here with Carter Strand (left) of Strand's who donated the paint and supplies used.



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School's Back in Session, Mia!

Even though my daughter Mia, a sophomore at MHS, may not agree with me, this is a pretty exciting time for me and for our community because school's back in session! Although you may have heard me say this a number of times before, I'll say it again: education and what comes along with it is the number one driver of strong economic development in a community. A community with a strong and advancing education system is a community that will be strong and advancing itself.

We are fortunate here in Marshalltown to have some strong education systems within our midst. Whether that be the Marshalltown Community School District, St. Francis Catholic School, Marshalltown Christian School, or Marshalltown Community College, we are blessed with choices and blessed with many education professionals who put their heart and soul into caring for and educating both our children and adult learners.

With the start of a new school year at hand, let's not forget to say thank you to all of our educators for the very important work they do each and every day. Teachers, administrators, staff at all levels, and school board members...thank you for all you do!

With my economic development hat on, I am always looking for ways Marshalltown can positively differentiate itself from other communities; it's the positive differentiation that gets noticed. One way to differentiate ourselves is through educational opportunities. Here in Marshalltown, the STEM capital of the world, we continue to improve upon our STEM prowess! As we begin our new school year, we take pride in the fact that we received the largest amount of dollars from the Governor's STEM Council (\$60,000) to implement a "game-changing" ST Math curriculum in all of our elementary schools, and \$37,000 to help launch Project Lead the Way in our elementary schools. And in our Marshalltown "collabo-munity" manner, our community has once again stepped up to make ST Math a reality. Dr. Schutte will announce the exciting details of how we are bringing ST Math to all of our elementary schools in the next couple of weeks.

So yes, we have lots to be excited about Mia, with the beginning of another school year! We are fortunate to live in a community that truly cares about education. And remember Mia, education is economic development!

Sincerely,
David Barajas, Jr. CEO



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#Marshalltown Pride
#Bobcat Pride

CEO'S CORNER

MEMBER SPOTLIGHT

Dave Wright Auto

While Dave Wright officially opened for business in Marshalltown on April 3, 2017 as Dave Wright Buick GMC Honda, Dave Wright Chrysler Dodge Jeep Ram, and Dave Wright Auto Credit, Dave himself has been in the Marshalltown auto market for 25 years. Currently, the new and pre-owned automotive sales and service dealerships employ 50 people and take care of Marshalltown area customers by providing professional experience.

"My automotive career started with Ken Wise Buick/GM Honda in 1992," Wright says. "From there, in 1998, I transitioned to managing Jensen Ford and also formed Dave Wright Auto." The ensuing years brought a merger, name change, and move—all in the Cedar Rapids/Hiawatha area. But that chain of events brought Percy Williams and Wright to the 2017 purchase of the Ken Wise dealerships.

Wright says he is glad to be in Marshalltown where the Dave Wright organization is the only new car import dealer in town. He feels the citizens of the community appreciate the professional experience the Dave Wright organization offers to the area. In turn, the business is a great supporter of area clubs, organizations, and activities.

"We are proud to support the Marshalltown Girls' Softball Association, Marshalltown Wrestling Club, Marshalltown Community College, Marshalltown Bobcat Booster Club, and Marshalltown Area United Way," Wright says. "We are also active in the Oktoberfest car show."

In addition, the Dave Wright organization supports the Marshalltown Area Chamber of Commerce. Wright says, "We support the Chamber because it supports the community and the businesses. The Chamber of Commerce is usually the first point of contact for new residents, and by being a member, it can help with letting new residents know you exist."



David Wright (left) and Percy Williams (right) purchased the Ken Wise Buick - GMC Honda and Ken Wise Chrysler, Dodge, Jeep, Ram dealerships last April.



The 5 “Rs” of Board Life Cycle

While it’s the time of year to return to the classroom and give attention to the three “Rs” (reading, writing, and arithmetic), it’s an equally good time to give attention to the five “Rs” of board membership. These five principles enable a board to be healthy, give proper support to the organization, and ultimately achieve good governance.

1. Research – Before committing to an organization, it’s good to understand the role of a board member: leadership. Board members provide vision and strategy, while management and staff are charged with executing the strategy. In short, the board should hire competent professionals and get out of their way. Of course, both professionals and board members will benefit from continuous relevant professional development.

2. Recruit – Go about this step in the manner of “speed dating” through the committee system. This allows the volunteer to get to know the organization, while the organization sees how well the volunteer attends, participates, and follows through on commitments. Volunteers should choose organizations where their skills, expertise, experience and passion naturally aligns.

3. Retain – Once the match is made, it’s time to go to work. Attend the initial board orientation. Then, get prepared for and show up to meetings and be fully present by engaging with fellow members. Set aside electronic communication and side-bar conversations. Volunteer for action items and follow through, but don’t take on everything. Let others learn the ropes, too. Also, be sure to work within acceptable boundaries. Consider potential conflicts of interest via business affiliation, family members, and service on other boards. Abstain on votes when a conflict or appearance of conflict is present.

4. Replace – This is the most valuable thing a board member can do for the sustainability of an organization. Don’t resort to begging or trickery, because warm bodies are not the answer. Resist the temptation to “snag” the new plant manager, CEO, or other senior someone just arriving to your community. Instead, be thoughtful and intentional about inviting another person to become involved with the organization.

5. Retire – The final act of a good board member comes at the end of a term: retire with dignity. Honor term limits, and don’t hang around.

Adapted from a True North Advisors Group presentation. Used with permission.

**In observance of Labor Day,
Partnership offices and
Fisher Community Center (FCC)
will be closed Monday, September 4.**

Start the day in an “Ag-cellent” way at the Rural-Urban Breakfast

See how agriculture has changed through the years, and get updated on the role new technology plays in today’s farming operations at this year’s forum. Sponsored jointly by the Marshalltown Area Chamber of Commerce, Marshalltown Rotary Club, and Marshall County Farm Bureau, this event is designed to celebrate the rich agricultural heritage that forms an important part of our local economy. To be held at Central Iowa Farm Store’s main building, (203 Iowa Avenue West), breakfast begins at 7:00 a.m. followed by a 7:30 a.m. presentation. There is no cost to attend, but participants do need an admission ticket which is available at the Chamber office (709 South Center Street).

Thank You Reinvesting Chamber Members

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

Art & Frame on Main	5	Marshalltown Water Works	36
Augustine Company	29	McAtee Tire Sales & Service	32
Central Iowa Art Association	16	McGregors Furniture	54
Coldwell Banker Premier	40	Mediacom/OnMedia	29
Con-Struct, Inc.	44	Mitchell Family Funeral	13
Dave Wright Auto Buick-GMC	58	Moore Law Firm	24
Elmwood Country Club	52	NuCara Pharmacy	5
Grecian, Colene D.D.S.	9	Rainbow Car Wash, Inc.	31
Hahn Roofing	17	Raymon/DONCO	29
Hay Construction Services, Inc	21	SagePoint Financial	27
Hy-Vee Food Store	54	Steiner & Associates PC	13
JBS Swift & Company	58	Strand’s	41
Marshall County Supervisors	25	Superior Rentals	5
Marshalltown Schools	25	UPS Store, The	13
Marshalltown Mall	40	US Bank	53

Educator Appreciation Breakfast



The 25th annual Educator Appreciation Breakfast, presented by Independent Insurance Services and hosted by the Chamber, welcomed Marshalltown Community School District, Marshalltown Christian School, and St. Francis Catholic School staff to kick-off to the 2017-2018 school year.

Gold sponsors for this year’s event were Lennox and Pizza Ranch. Banner sponsors included Bowman & Miller, P.C.; Farmers Savings Bank; JBS; Lennox Employee’s Credit Union; Shomo-Madsen Insurance; Walmart; and, Wells Fargo Bank.

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Kevin Meyer, At-Large
Gary Schaudt, Chamber
Julie Thomas, MCVB
Dave Thompson, County
Mary Wertzberger, Econ. Dev.

Business After Hours

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.

Thursday, November 2, 2017

Business to Business Showcase
Hosted by Hy-Vee
(Fisher Community Center -
709 South Center Street)
5:00 to 6:30 p.m.

Thursday, November 30, 2017

Art & Frame on Main and
Hellberg's Jewelers
(13 West Main Street)
4:30 to 6:30 p.m.

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

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*)

Congratulations to...



David Barajas, Jr., CEO of **Marshalltown Regional Partnership**, on his re-appointment to the North Central Regional STEM Advisory Board by Governor Kim Reynolds. This is his third consecutive appointment, each one being a three-year term.

Barajas, Jr.

Buzzed Bee Meadery on placing recently at the Mid-American Wine Competition. They were awarded four medals (one gold, two silver, and one bronze) for four of their meads. This event that judges wines of bonded Midwest wineries against both other wines and carefully selected food-friendly dishes.

The following **Grandview Heights Rehab & Healthcare** (GVHRH) staff members:



Teresa Janssen, GVHRH MDS Coordinator, on completion of her RN degree. She now takes over responsibility for the facility's restorative program.



Janssen

Tammy Veldhouse, GVHRH Quality Assurance Nurse, on completion of her RN degree.

Veldhouse

In addition to her role as Unit Coordinator, she assumes educational responsibilities for the GVHRH CCDI (Memory Care) program.

Jessica Marks, GVHRH CNA/CMA, on completion of her LPN degree.



Marks

Mid-Iowa Workshop as they celebrate 50 years of providing vocational services to individuals with disabilities in Marshalltown and the surrounding areas.

Iowa Veteran's Home on receiving an energy efficiency award from **Alliant Energy** for their customized plan which installed LED lights and occupancy sensors, resulting in \$75,000 of savings.

Welcome to...



Lisa Muntz, new Life Enrichment Coordinator at **Glenwood Place Retirement Community**.

John Birchfield who is both the new Worship Pastor at **Restore Church** and an RN Nursing Supervisor at **UnityPoint Health - Marshalltown**.



Blagg

Marshalltown Christian School new instructors, Diane Blagg who will teach middle school language arts in the team teaching rotation plus a section of math, and Katy Harris, who will teach kindergarten.



Harris



Leffler

Jerrod Leffler, Executive Vice President and Loan Manager, **Farmers Savings Bank** (FSB), on being named to the board of FSB and parent company Beaman Bancshares Inc. Leffler has over 20 years experience in the financial industry with expertise in loan development, portfolio management, and customer service. He is also a Reserve Officer with the Marshalltown Police Department, a Chamber volunteer, a Marshalltown Central Business District board member, and Isaak Walton League volunteer.

Marshalltown YMCA-YWCA for being selected as one of the sites to host a 2018 YMCA Sectional Swim Meet.

Woodruff Construction for being awarded Best of Office in Varco Pruden Buildings' 2017 Hall of Fame for a recent project in Huxley, Iowa. The firm is currently working on the WPCP Biogas Generator Replacement in Marshalltown.

Tremont on Main for earning the Tripadvisor 2017 certificate of excellence for consistent achievement of high traveler ratings, as well as the 2017 "People Love Us on Yelp" award.

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

	July '17	Avg/Month	YTD Total
Unique Visitors	10,835	7,225	50,572
Number of Visits	14,878	10,315	72,206
Page Views	65,488	60,436	423,055
Hits	220,466	204,149	1,429,042

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.

Listen to Chamber Chat every Sunday morning at 6:30 a.m. on 99.5 KDAO FM and 7:30 a.m. on 1190 KDAO AM



CHAMBER | AMBASSADORS VISITS



Chamber Ambassadors and the doctors and staff of Marshalltown Oral Surgeons, PC, celebrate the grand opening of the new office, located at 113 Nicholas Drive, with a ribbon cutting on July 25.

On July 25, Chamber Ambassadors hosted a courtesy call with Dr. Eric Bantz of Bantz Chiropractic Center. The office is located at 105 Westwood Drive.

2017 Chamber Ambassadors Golf Outing

A beautiful late-August afternoon and the immaculately manicured course at Elmwood Country Club created the perfect setting for the 2017 Chamber Ambassadors Golf Outing. Almost 150 golfers enjoyed the

event with the team of Anderson Funeral Home claiming the low score for the day, carding a 55.

Major sponsors included:



The winners!

Big 8 Tyre, Dave Wright Buick-GMC-Honda, Edward Jones Investments- Bruce Wirin, Farmers Savings Bank, Five Star Real Estate Group, Grandview Heights, Great Western Bank, Hay Construction, Independent Insurance Services, JBS, Jimmy John's, Marshalltown Alarm, Marshalltown Aviation, Premier, ServiceMaster of Marshalltown, Walmart, and Wells Fargo Home Mortgage. Flight and contest winners are posted on the Chamber's Facebook page.

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

Thank You Ambassadors!

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The series kicks off September 27 and will meet for eight consecutive Wednesday mornings from 8:30 a.m. to Noon at the office of sponsor R.S. Stover (3809 South Center Street). Open to all, a significant discount is available to representatives of Chamber members. For more information, visit www.marshaltown.org/work.



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New Members

The following businesses/organizations have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support them with your patronage.

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Housing study update on the horizon

An update to the Marshalltown housing market assessment is slated for this fall according to Marshall Economic Development Executive Director, Tom Deimerly.

“In 2014, we completed a comprehensive housing study of the Marshalltown area,” Deimerly says. “Since then, there has been more than \$13.3 million worth of residential development completed. Now is a good time to not only celebrate the successes, but also assess our progress with an eye to future needs and development opportunities.”

The cost of the study update is projected to be \$10,500 which is less than the \$12,500 cost of the original study. “We are able to benefit from the groundwork already laid in the original study,” Deimerly says. “Making this investment now will result in a cost effective return by setting the course for future development.”

Marshall Economic Development is contacting businesses, organizations, and individuals with the opportunity to support economic develop-

ment through funding the updated housing study. Real Property Research Group, Inc. plans to begin work on the study later this fall. This Atlanta-based firm conducted the original 2014 Marshalltown housing study.

For further information on the funding campaign or to make a financial contribution in support of the housing study update project, contact Marshall Economic Development Executive Director Tom Deimerly at his office located in the Fisher Community Center at 709 South Center Street or by phone at (641) 753-6645.

“Making this investment now will result in a cost effective return by setting the course for future development.”

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Economic Statistics

Employment – Marshall County - June	2017	2016
<small>(Source: Iowa Workforce Development)</small>		
Labor force	19,020	19,540
Unemployed	760	950
Percent unemployed	4.0	4.8
Total employment	18,260	18,600
Marshall County Construction - July	2017	2016
<small>(Source: Marshalltown Building Department)</small>		
Building permits	9	9
New Residential Construction	\$665,000	\$200,000
Residential Addition/Remodeling	\$0	\$45,000
New Commercial/Industrial Const.	\$6,000	\$0
Commercial/Industrial Remodeling	\$0	\$700,000
Housing Sales Data - July	2017	2016
<small>(Source: Mid-Iowa Regional Board of Realtors)</small>		
Single family home sales	53	59
Average sale price	\$120,064	\$123,678
Median sale price	\$115,500	\$124,900

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www.marshalltown.org/work



Save the dates!

for these fun, family-friendly September events

September is full of great happenings. Be sure to check out these Marshalltown celebrations:

Latino Heritage Festival takes place **September 15 to 17** at the Orpheum Theater Center.

Oktoberfest, Iowa's Best Family Fall Festival, happens **September 21 to 24**. This year's theme is "Blazing New Trails."

Downtown Art Walk is planned for **September 29** in the Marshalltown Central Business District.

Main Street Iowa Restaurant Week

Marshalltown Convention & Visitors Bureau and Marshalltown Central Business District have partnered to celebrate Main Street Iowa Restaurant Week September 15 to 24. Sponsored by Main Street Iowa, look for details in the September issue of The Iowan magazine. Then, stop by a favorite restaurant, try a new dish, and support Marshalltown Main Street Restaurants.



International Food & Music Festival moves to 2018

The International Food & Music Festival Planning Committee has made the prudent decision to postpone the inaugural event of this festival to September 2018. Organizing a brand-new festival from the ground up, takes many hours of planning and work. Their diligent efforts to create awareness, attract vendors, engage local community members, and secure sources of funding brought the realization that additional planning time would be beneficial to ensure the success and longevity of this new tradition in the community.

Monarchs and Milkweed

Join the City of Marshalltown's Parks and Recreation Department, the Marshall County Conservation Board and the Marshalltown Convention and Visitors Bureau for the second annual "Monarchs and Milkweed for the Marshalltown Area" butterfly event on Saturday, September 9, 2017. The two-part program begins at the Marshalltown Public Library from 1:00 to 2:30 p.m. and continues at the GrimesFarm Conservation Center from 2:45 to 4:00 p.m.



Learn all about monarch's habitat and migration pattern, then tag some for their journey.

Everyone is invited to take part in this exciting program at the library highlighting the flight of the amazing monarch butterfly. Family crafts, a presentation on the monarch migration and insect pollinators by Stephanie Shepherd, a Wildlife Diversity Biologist with the Iowa Department of Natural Resources, and other information on how to help provide habitat here in Marshalltown and surrounding areas will be available.

From there, participants are invited to drive themselves to the GrimesFarm, located at 2359 - 233rd Street, to capture and tag live monarchs in the field before the butterflies leave on their journey to Mexico. A limited number of butterfly nets will be available for use, but participants may bring nets their own nets to use. Afterwards, cookies will be served and each family will receive a packet of milkweed plant seeds and a milkweed or other flowering plant as long as supplies last.

For more information call Anne Selness at (641)-754-5715 at the Parks and Recreation Office (641) 754-5715 or call the Marshall County Conservation Board at (641) 752-5490.

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

Informational meetings for 2018 Chamber trips

Learn about the two Experience Trips being offered by the Chamber in 2018 during informational sessions on Wednesday, August 30 at noon and again at 5:30 p.m., as well as on Thursday, August 31 at 8:00 a.m. Destinations are a domestic tour of the Pacific Coast in



The Iceland trip leaves September 19, 2018.



The Pacific Coast tour will depart June 14, 2018.

June and an international excursion to Iceland in October. Each meeting will cover both trips and will be held at Fisher Community Center (709 South Center St.)

The Pacific Coast excursion is 8 days and 7 nights with 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. The Iceland trip is a 7-day, 5-night tour highlighting the country's proud people and glacier/volcano-forged dramatic landscapes.

AUGUST/SEPTEMBER

August 30: Rural-Urban Breakfast

August 30 & 31: Chamber 2018 Experience Trips informational meetings

September 4: Partnership offices and Fisher Community Center closed for Labor Day

September 14: Business After Hours at Glenwood Place Retirement Community

September 27: The Dale Carnegie Course: Skills for Success

upcoming
EVENTS

 Nick Diers Agent	 Pat Higginson Agent	 Maria Mitchell-Buller Agent-CSA	 Lance Horbach Agent	 Paul Beas Agent	 Mark Borda Agent	 Don Mead Agent Claims Administration	 Julie Gansoway Agent-CSA	 Rich Mahon Agent	 Doug Joslin Agent
 Bonnie Chrt 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	 Kristi Corban Office Manager		
 Dana Rowley Agent-CSA	 Samantha Garrison Agent-CSA					 Megan Wells Agent-CSA	 Heather Harris Agent-CSA		
 Kelly Minkal Administrative Assistant	 Jaimin Cochran Administrative Assistant					 LeAndree Aber Administrative Assistant			