



## Ca\$h Mob Marshalltown

### Chamber debuts new local program

The Marshalltown Area Chamber of Commerce recently launched a new program designed to support the business community. In the spirit of the recently popular flash mobs, the Chamber is sponsoring Ca\$h Mobs.

Chamber Executive Director, Lynn Olberding, says, "It's a way to show our local small businesses that we support them." She goes on to explain how the program works.

"A few times each month, we'll announce a Ca\$h Mob planned for a particular day during a set amount of time," Olberding says. "Then, just prior to the event, we will also announce the location. We are asking local community members to join the fun and make a commitment to visit our Ca\$h Mob locations. We suggest each participant spend \$10 (or whatever your budget will allow)."

The first Ca\$h Mob was held September 13 during Marketplace at the Mall at Marshalltown Mall. Those participating in the Ca\$h Mob that day were invited to make a purchase, then take a selfie while there, and post to the Ca\$h Mob Facebook page (@cashmobmtown). Those posting had a chance to win \$10 in Marshalltown Area Dollars. That incentive to participate will continue with future Ca\$h Mobs, as well.

"Ca\$h Mob Marshalltown is 'mobbing' one business at a time," Olberding concludes. "We invite all community members to join."



**Be a part of Marshalltown's local  
Ca\$h Mob movement!**

## 2017 Business to Business Showcase

This year's Business to Business Showcase, presented by Hy-Vee and hosted by the Chamber, will take place Thursday, November 2 from 5:00 to 6:30 p.m. at Elmwood Country Club (1734 Country Club Lane). A perfect blend of a business expo and Business After Hours, the event offers a limited number of places for

exhibit sponsors. Currently, Energy 106.7, Iowa Valley Continuing Education, and Live on Stage Marshalltown are signed up.

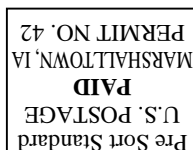
To add your business, contact the Chamber office at (641)753-6645 or email [bjohnson@marshalltown.org](mailto:bjohnson@marshalltown.org). Cost for an exhibit sponsorship is \$75.

Marshalltown Area Chamber of Commerce  
P.O. Box 1000  
Marshalltown, IA 50158

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## It's all about the rooftops!

Rooftops, rooftops, rooftops! Rooftops are an important variable when it comes to economic development. The number of rooftops a community/region has comes into play when regional and national site selectors make location decisions. When site selectors see that a community's rooftops are increasing, it provides a positive signal that this is a community to keep an eye on for development potential.

As we enter into the 4th quarter of 2017 (can you believe it?), Marshall Economic Development (MED) has contracted to have our housing study updated. Real Property Research Group, Inc., an Atlanta-based firm, will be conducting our housing study update this fall, just as they did three years ago. As I was meeting with a Main Street businessman earlier this week, making a pitch for an investment to help us fund the housing study update, he said; "David, I'm sold. All one has to do is look around town to see all the housing development that is taking place. I've lived here a long time and cannot remember this much housing development taking place in Marshalltown in a real long time!"

Our housing study has provided us with the necessary information to show that Marshalltown is a prime location to increase its housing supply. Again, remember, with more rooftops, comes more potential development...on many fronts. Retailers also take a good hard look at rooftops when making decisions as to where they may develop or expand. And as our MED Executive Director, Tom Deimerly, has stated many times when speaking about economic development, "It's all about getting people to live within your community." When people live in the community, they become more engaged in one way or another. And, ultimately they become more committed and truly become integral members of your community.

So when we see more rooftops popping up in our community, begin to connect those rooftops with potentially more opportunity for our entire community--from municipal government, to education, to business growth, to retail development, and to good, old quality-of-life opportunities.

With more rooftops come more opportunities, and we like opportunities!

#MarshalltownVibe  
#MarshalltownPride

Sincerely,  
David Barajas, Jr. CEO



CEO'S CORNER

## MEMBER SPOTLIGHT

### Marshalltown Community Theatre

Marshalltown Community Theatre (MCT) formed 85 years ago as an integral part of the fabric of Marshalltown life. Their rich history occurs in two different eras with two distinct and dedicated groups of people.



MCT began in 1932, just after the Great Depression and continued to almost the end of WWII. Their thespian troupe performed at both the old Odeon Theater on 2nd Avenue downtown and the Marshalltown High School auditorium, now Miller Middle School. Although the plays were well attended and provided a means for townsfolk to escape the troubles of the time, the real draw was MCT's 20-piece orchestra that played before and at intermission of performances. Both plays and music offered respite from the material shortages and high unemployment of the time.

From 1944 to 1962, MCT lay dormant. But, MCT was born again when a troupe staged their first production in the newly built Fisher Community Center Auditorium. This group flourished in several "borrowed" facilities. In 1967, when voters vetoed a referendum for a high school auditorium, Martha-Ellen Tye received the needed incentive to take her design for a Playhouse from the architect's drawing board to the contractor's hands.

The new Martha-Ellen Tye Playhouse was inaugurated May 9, 1969, serving MCT, high school, and community college needs. As the latter two acquired their own facilities, MCT exclusively used the Playhouse.

When not in use by MCT, the Playhouse is used for community special events, birthdays, dance recitals, and more. Today's MCT is an all-volunteer organization with a 12-member Board of Directors. They are community partners, run by the camaraderie of community members, providing both entertainment and youth education for the entire Marshalltown area. Board member Heather Lee says, "We welcome everyone to attend and/or participate. And, we invite businesses to promote themselves in our program playbills."





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### Staff:

David Barajas, Jr., Marshalltown Regional Partnership CEO  
Lynn Olberding, Chamber Executive Director  
Barbara Johnson, Chamber Executive Assistant  
Tom Deimerly, MED Executive Director  
Val Ruff, MCVB Executive Director  
Shauna Banks, MCVB Executive Assistant

## Business After Hours

**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  
(Elmwood Country Club -  
1734 Country Club Lane)  
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.

**Thursday, December 14, 2017**

Great Western Bank  
(Southridge Branch -  
3 East Southridge Road)  
4:30 to 6:00 p.m.

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

The Digest is a monthly publication of the Marshalltown Regional Partnership which is comprised of the Marshalltown Area Chamber of Commerce, Marshall Economic Development, and Marshalltown Convention & Visitors Bureau 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...



Schaudt

Gary Schaudt of **SagePoint Financial** who received an Ambassador of the Year Award from **Iowa Valley Community College District** for his service as President of the **Marshalltown Community College Foundation** Board.

**Buena Vista University** on the 35th anniversary of partnering with **Marshalltown Community College** on the Marshalltown campus.

Tom Campbell on his retirement at President and CEO of **Farmers Savings Bank** (FSB), effective the end of 2017. He will remain on the boards of both FSB and parent company,



Campbell

Beaman Bancshares, Inc. FSB Executive Vice President and Loan Manager Jerrod Leffler will take over the lead as President and CEO upon Campbell's retirement.



Leffler

The **City of Marshalltown** Parks and Recreation on receiving a \$15,000 grant from the U.S. Soccer Foundation to fund upgrades to the West End courts as they are converted to three state-of-the-art futsal courts. The department was one of only five organizations across the country to receive a grant.

**Marshalltown Broadcasting** on the 30th anniversary of Iowa's Best Country KIX 101.1. The station signed on the air in June of 1987.

**The Willows of Marshalltown** on selecting their first recipient of The Willows of Marshalltown Scholarship, Katy Thompson, who is seeking a nursing degree at **Marshalltown Community College**. The award supports higher education to build a better future for all generations in Marshalltown.



President of The Willows, **Ben Daniels**, with the 2017 scholarship winner.

If you have Marshalltown area news to brag about, submit it to The Digest via email to [bjohnson@marshalltown.org](mailto:bjohnson@marshalltown.org) or via mail to P.O. Box 1000, Marshalltown, IA 50158. Grand openings, management changes, employee promotions, moves, organization name changes, expansions, accomplishments, awards, and major developments all qualify. Space is limited, so please keep submissions to a maximum of six sentences. Photos should be sent in JPEG format. The editor reserves the right to determine what is included. All information in this section is supplied by Chamber member businesses and organizations and is not an endorsement by Marshalltown Regional Partnership.

**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**

## Welcome to...

Justin Wood, new store manager at **Pentz Appliance and TV**. He comes to the position with nearly 10 years' experience in appliance sales.



Wood

Bobbi Hills, BSN, RN, new Administrator of Nursing for the **Iowa Veterans Home** (IVH). In this position, Hill oversees all nursing capacities of the Nursing Staff. She brings 13 years of nursing background and leadership experience to the IVH team.



Hills

Andrew Pool who has joined **Pinnacle Bank** as Credit Analyst in the Marshalltown office. He holds a bachelor's degree in Accounting and Corporate Finance from Northwest Missouri State University. Previously, he was employed by an agricultural finance company as an Analyst.

Two new **SportsPlus Sports Medicine & Physical Therapy Center** professional employees:

-Nevada Watson, MS, ATC who takes over as Marshalltown High School Head Athletic Trainer

-David Snedden, MS, CSCS, RSCC, FMS-1 who is the new PEAK Program Director.

Elise Heying, PNP, who has joined the Pediatrics Department of **McFarland Clinic**. Heying completed a doctorate of nursing practice in pediatrics after receiving a Bachelor of Science in nursing, both at the University of Iowa. She is accepting new patients and practices at the clinic's downtown location.



Heying

## Local quoteables...

"Our Iowa Valley team of employees has chosen to ignore the impact this [tremendous amount of negativity in the world right now] can have on everyone by starting a conversation with, "Tell me something good!" As simple as this may seem, the positive affect this can have on our faculty, staff, and students is immeasurable."



Duree

--Dr. Chris Duree,

Chancellor of Iowa Valley Community College District

## 2018 Chamber Experience Trips

**Pacific Coast - June 21 for 8 days**

**Iceland - September 19 for 7 days**

*For more information, contact the Chamber office (641) 753-6645*





# CHAMBER | AMBASSADORS VISITS



Chamber Ambassadors hosted a courtesy call with President and CEO Tom Campbell and staff of Farmers Savings Bank (205 West Main Street) on August 22.



On August 22, Chamber Ambassadors hosted a courtesy call with owner Ellen Bergman and staff of Bergman CPA Tax & Accounting (123 West Main Street, Suite 2B).



On September 12, Chamber Ambassadors hosted a courtesy call with the staff of Mid-Iowa Workshop (909 South 14th Avenue) to celebrate the organization's 50th anniversary.



Chamber Ambassadors hosted a courtesy call with attorney Gail E. Boliver and staff of the Boliver Law Firm (2414 South 2nd Street) on September 12.

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

## Thank You Ambassadors!

AREA CHAMBER  
OF COMMERCE  
MARSHALLTOWN







Members of the Iowa Valley Leadership Class of 2018 took on the Iowa Valley Challenge Course during their kick-off retreat.



Chamber Ambassadors and the staff of Glenwood Place Retirement Community (2907 South 6th Street) celebrated the opening of their new addition with a ribbon cutting on September 14.

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## www.marshalltown.org Statistics

	Aug '17	Avg/Month	YTD Total
Unique Visitors	11,598	7,771	62,170
Number of Visits	16,028	11,029	88,234
Page Views	108,450	66,438	531,505
Hits	254,400	210,430	1,683,442

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.

## Thank You Reinvesting Chamber Members

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

<b>Appliance Doctor</b>	25	<b>Klootwyk Plumbing</b>	5
Bjelland Plumbing, Inc.	23	Joe Leonard	1
<b>Brandenburg Tax</b>	10	<b>Marshalltown Comm. College</b>	25
Casey's General Stores	26	<b>Martin Marietta</b>	40
First Tax	6	<b>PAW Family Fire Safety</b>	5
Hy-Vee Drugstore	47	<b>Ryerson</b>	30
<b>Image Maker Marketing</b>	10	Smokin' G's	9
<b>Iowa Valley Continuing Ed.</b>	25	<b>Subway</b>	25
Iowa Veterans Home	29	Temp Associates	19
J&M Roofing & Maintenance	14	aSPArations Salon & Day Spa	4

## Meet the new Small Business Development Center Regional Director

Marshall Economic Development is pleased to introduce Brian Tapp as the new Regional Director with America's Small Business Development Center Iowa at Iowa State University. In his new role, Tapp provides business development services to Marshalltown and the Marshall County Area. He will keep regular monthly office hours at the Marshall Economic



**Brian Tapp**

Development office to meet with those wanting his assistance. There is no charge for his consultation.

Services that Tapp offers include: assistance with feasibility studies; financial analyses; assistance in advising entrepreneurs and existing business owners through start up, expansion and acquisition service; succession planning; and, more.

Previously, Brian served as the Chief Operating Officer for the Missouri Innovation Corporation at Southeast Missouri State University. In this capacity, he led a very diverse business development unit that included a Small Business Development Center, the creation and management of a revolving loan fund, and initiation of a regional entrepreneurship analysis program that identified best practices for continued entrepreneurship development.

To make a consultation appointment with Tapp, contact the Marshall Economic Development office located in the Fisher Community Center at 709 South Center Street at (641) 753-6645.

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## Economic Statistics

Employment – Marshall County - July	2017	2016
(Source: Iowa Workforce Development)		
Labor force	19,040	19,540
Unemployed	690	940
Percent unemployed	3.6	4.8
Total employment	18,350	18,590
Marshall County Construction - August	2017	2016
(Source: Marshalltown Building Department)		
Building permits	10	13
New Residential Construction	\$383,000	\$273,000
Residential Addition/Remodeling	\$16,000	\$75,000
New Commercial/Industrial Const.	\$38,000	\$0
Commercial/Industrial Remodeling	\$110,000	\$207,000
Housing Sales Data - August	2017	2016
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	47	57
Average sale price	\$126,878	\$122,181
Median sale price	\$127,400	\$128,500

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





## Iowa Funeral Home Museum and Education Center *...the area's newest attraction*



**The new museum is located at 1201 Iowa Avenue West.**

Marty Mitchell has collected 5,000+ mortuary artifacts over the past 30 years. He wanted to showcase his collection and when he purchased the property located next to his business, Mitchell Family Funeral Home, the opportunity to open a museum became a reality.

The Iowa Funeral Home Museum and Education Center is the first and only facility of its kind in Iowa. The museum is open Tuesdays and Wednesdays from 1:00 p.m. to 3:00 p.m. It is also open by appointment Monday thru Saturday. Groups can call (641) 844-1234 to schedule a tour.

## Back Roads Junk-it Trail

It is that time again! The Back Roads Junk-it Trail will be three full days of vintage treasure hunting on the back roads surrounding Marshalltown and is taking place October 6 through 8.

New this year is an interactive map. With a smartphone or tablet, this interac-



tive map allows the user to pick a starting point on the trail, then visit that store's Facebook page and get door to door directions! This new interactive map is available at <http://j.mp/2vV1Wyf>.

For those who prefer printable maps, they are still available on the website at [www.backroadsjunkittrail.com](http://www.backroadsjunkittrail.com) with a complete list of all the stops and approximate travel times between vendor locations.

Enjoy the scenery while traveling the back roads and exploring fabulous shops full of hidden treasures and rusty goodness!

**This year's event is planned for October 6 to 8.**

**Find local events on the  
Community Calendar at:  
[www.marshalltown.org/events](http://www.marshalltown.org/events)**

## New guide to local eateries debuts soon

Watch for the publication, touting Marshalltown's numerous and diverse dining options, coming this October.

*Look for the unveiling announcement on the Marshalltown Convention & Visitors Bureau Facebook page.*



## Recent Chamber events



### 2017 Rural-Urban Breakfast

This year's Rural-Urban Breakfast was held at Central Iowa Farm Store. The event was originally started 100 years ago by Marshalltown Rotary Club; now the Marshalltown Area Chamber of Commerce and Marshall County Farm Bureau have also joined as co-sponsors. After a hearty breakfast, attendees heard from Ryan Bergman of Iowa State University regarding the use of drones in today's agricultural operations.



### 2nd Annual Tiger Appreciation

The staff of IVCCD and Marshalltown Community College kicked off fall semester at the 2017 Tiger Appreciation Breakfast. This year's event, hosted by the Chamber, was presented by Lennox along with Gold Sponsors Hy-Vee Drugstore and SagePoint Financial, Silver Sponsors Home Federal Savings Bank and Shomo-Madsen Insurance, and the following Table Sponsors: Animal Clinic-The Vet, Coldwell Banker-Premier Real Estate, Farmers Savings Bank, Great Western Bank, Lennox Employees Credit Union, Marshalltown Broadcasting (KFJB/KIX101.1), Pizza Ranch, SportsPlus Sports Medicine, Theisen's, and The UPS Store.

## SEPT/OCT/NOV

**September 27:** The Dale Carnegie Course: Skills for Success begins

**October 19:** Business After Hours at United Bank & Trust

**October 20-26:** The Chamber Experience trip to Panama

**November 2:** Business to Business Showcase

**November 15:** "Engaging & Motivating Today's Workforce" training session

**November 23-24:** Partnership offices and Fisher Community Center closed for holiday

## upcoming EVENTS



Nick Diets  
Agent



Pat Hageman  
Agent



Maria Mitchell-Sulter  
Agent-CSA



Lance Horbach  
Agent



Paul Beals  
Agent



Mark Rohde  
Agent



Dan Mead  
Agent  
Claims Administration



Sue Gannaway  
Agent-CSA



Rich Mohon  
Agent



Doug Joslin  
Agent



Bonnie Girt  
Processor



Robin Angstrom  
Agent-CSA



Dana Rowley  
Agent-CSA



Samantha Garrison  
Agent-CSA



Kathy Minkal  
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Assistant



Jasmin Cisneros  
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