

# theDIGEST

*distinctly different*

**November 2017**

**Volume 35, Issue 5**

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REGIONAL  
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## Volunteering...what's in it for you?

Volunteers give of their time and talents without strings attached. They add incredible value to and have enormous impact on the health and well-being of the community. In fact, many not-for-profit organizations wouldn't be able to accomplish all they do without volunteers' aid. So what's in it for them? More than might be expected at first blush. To name a few benefits, volunteers:

- Enjoy better health, both mentally and physically
- Experience a sense of fulfillment
- Discover hidden skills, talents, and interests
- Meet new people
- Learn something new (which may not be teachable classroom-style)
- Develop new social connections and friendships
- Engage in a fresh routine
- May get to try out a different career
- Improve their resumes
- Build confidence
- Tackle a new challenge
- Gain insight into others' needs/lifestyles
- Participate in something bigger than their own worlds
- Receive a sense of satisfaction
- Savor out-of-the-ordinary experiences
- Stimulate their minds

*The Chamber encourages businesses to let employees use work time to volunteer. It not only adds value to the community, but also benefits businesses themselves by developing better employees.*

- Gain a fresh perspective
- Expand their horizons
- Connect with others
- Hone soft (people) skills
- Invest in their community
- Support a cause of importance

"Don't assume that volunteer engagements automatically mean carving out a chunk of precious time for an on-going commitment," said Chamber Executive Director, Lynn Olberding. "Opportunities come in all shapes and sizes. Based on a recent conversation with many of our non-profit members, starting with a one-time, one-hour gig is a great way to give volunteering a try. Many small bits of volunteerism combined can have a big impact."

Be a part of something bigger and support the community in the process. The potential rewards are great. To connect with a pertinent volunteer opportunity, contact the Chamber.

## Engaging employees: a seminar for employers

Managers have the most impact on employee job satisfaction. To help employers learn how to make any job more rewarding and fulfilling, the Chamber is offering this training opportunity. "Engaging & Motivating Today's Workforce" is scheduled for November 15 from 9:00 a.m. to noon at Chamber offices. For details and to register, visit [www.marshalltown.org/work](http://www.marshalltown.org/work).

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## Preparing for Iowa's future

"Seventy percent of Iowa's workforce to have education or training beyond high school by 2025." This is a visionary goal of Governor Reynold's Future Ready Iowa initiative. She recently brought her message to Marshalltown's Orpheum Theatre, and the main theme spoke to workforce, workforce, workforce!

So, just how important is a prepared workforce to both retaining and obtaining job opportunities for our community? Visits with both local employers and professional site selectors tell us that "a trained and prepared workforce" is key to the growth, expansion, or selection of our community for current and future job investments. A prepared and educated workforce will be a determining factor as to the future trajectory of our overall local economy and one that we take very seriously. In fact, education/workforce is one of the strategic objectives of Marshalltown Regional Partnership. And, in the Marshalltown culture of "collabo-munity," we are happy to have many local partners, such as the Marshalltown Community School District (MCSD), Marshalltown Community College, Marshalltown Business Education Alliance, Marshalltown Education Partnership, and Vision Marshalltown who share a passion for education and local workforce.

Equally pertinent is Marshalltown's prowess in the STEM (Science, Technology, Engineering, and Math) and Project Lead The Way fields that provides an important and positive differentiator for MCSD and thus our local workforce and economy. I've always said Marshalltown, Iowa is the STEM Capitol of the World. Another prime example of our positive STEM reputation came recently when the Marshalltown Learning Academy (MLA) and MCSD were named a recipient of the Governor's STEM Council's STEM BEST Grant. Being a STEM BEST community is a big deal and one of which we can feel very proud!

To go along with the Future Ready Iowa initiative, MLA and MCSD will work to develop pre-apprenticeships, registered apprenticeships, internships, and other work-based learning opportunities to better prepare students to enter the workforce or further education/training.

I am also happy to say that in preparing for Iowa's future, the Governor also focuses on Iowa's non-traditional students who make up a very important component of our overall workforce. We must make certain we provide every opportunity for them to continue the education and training necessary to be successful in their futures, for their future is our future!

#MarshalltownVibe  
#MarshalltownPride

Sincerely,  
David Barajas, Jr. CEO



CEO'S CORNER

## MEMBER SPOTLIGHT

### Wells Fargo Bank

Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial financial services through more than 8,500 locations worldwide. They are also invested in the communities where they are located. For instance in 2016, they contributed \$281.3 million to more than 14,900 non-profits. Beyond that, their employees are personally committed to the communities they serve.



The Marshalltown  
Wells Fargo Bank team

Locally, the employees of the Marshalltown offices support the community by being involved in a long list of organizations including: Oktoberfest, Big Brother Big Sisters, Salvation Army, Chamber Ambassador, Lions Club, St. Mary's Festival, Central Iowa Fair, United Way Day of Caring, Stuff the Bus, MDA, Rotary, Marshalltown Central Business District, and Animal Rescue League. The Marshalltown staff team of 29 is also dedicated to working with consumers to offer financial education when necessary and help provide confidence to face the road ahead.

"Marshalltown is a great community to be a part of," says Stacey Peters, Branch Manager of Wells Fargo Bank in Marshalltown. "We appreciate the partnership as well as the involvement we are able to have."

She goes on to say that Wells Fargo is passionate about being a member of the Marshalltown Area Chamber of Commerce. "It allows us a platform to network and continue to provide education around finances to the consumers in our community," Peters says.

Wells Fargo actually has a century-old history in Marshalltown. The group's Wells Fargo Express Company had a station in the 100 block of East Main Street from 1900 to 1918. This was the stage coach enterprise that provided essential banking services, reliable transportation of gold and goods, and dependable mail delivery across the frontier. That service provides inspiration for today's Wells Fargo logo (below). Each year Wells Fargo features a different plush pony in the name of one of the horses that pulled the Wells Fargo Stage Coach in the 1800s and early 1900s.



Though today's Wells Fargo & Company has grown to serve a global economy, their commitment remains the same as when Henry Wells and William Fargo founded the company that served western pioneers back in 1852: outstanding sales and service.

## New Chamber Members

The following businesses have invested in the greater community by joining the Marshalltown Area Chamber of Commerce.

Please support these businesses with your patronage.

### C Eye Care

Dr. Cynthia Ragland, Optometrist

236 North 13th Street, Marshalltown IA 50158 (641) 352-3544

*A 5th generation Marshalltownian, Dr. Ragland offers the best equipment, environment, and eye wear plus a desire to reinvent meaningful patient care.*

### Edward Jones Investments - Blayer

Nathan Blayer, Financial Advisor

507 West High Street, Suite B, Marshalltown, IA 50158 (641) 752-3426

*This financial advisor is a Marshalltown native and MHS graduate who is ready to serve the financial and investment needs of the community.*

## Manufacturers Appreciation Luncheon

The Chamber is pleased to announce the upcoming Manufacturers Appreciation Luncheon to be held Thursday, December 7 at noon on the Iowa Valley campus (3702 South Center Street). Presented by Iowa Valley Continuing Education and JBS, the annual event pays tribute to Marshalltown's rich manufacturing history. Keynote speaker, Emily Schmitt of Sukup Manufacturing, will present the company's Safe T Homes program. These metal housing units are used in areas ravaged by natural devastation, such as Haiti after the 2010 earthquake. The sturdy homes are assembled on site with simple hand tools.

To make reservations, contact the Chamber office at (641) 753-6645. Cost to attend is \$20 per person.

## www.marshalltown.org Statistics

	Sept '17	Avg/Month	YTD Total
Unique Visitors	9,174	7,927	71,344
Number of Visits	13,303	11,282	101,537
Page Views	108,185	71,077	639,690
Hits	262,820	216,251	1,946,262

The Marshalltown Regional Partnership's website traffic is strong. The website includes information about each of the organizations that comprises the Partnership: the Chamber, Economic Development, and Convention & Visitors Bureau. Be sure to check the website for business news, legislative updates, event photos, program information, job postings, and the Community Calendar.

## Iowa Valley Leadership class spotlights



Shea Hill

**Name:** Shea Hill

**Job:** 8th grade literature teacher at Miller Middle School, Marshalltown Community School District

**What that means:** I teach 8th grade literature, an intervention class, a personalized learning class (focus on career and technical skills), and a project-based learning class. As a model classroom teacher, all teachers, especially new ones, can observe my classroom and ask advice on implementing new skills and classroom management techniques.

**Best part of my job:** Building relationships with colleagues, administrators, and students. It's so fun to see the students grow up, succeed in high school, the community, and in jobs around town!

**Other community involvement:** Project-based learning pilot teacher, Miller leadership team, Marshalltown Education Association, district social/retirement celebration committees, and MHS Dance Team coach.

**Why I am in IVL:** I enjoy leadership and have a passion for Marshalltown. I'm excited to find more ways to impact my community.

**Best part about living/working in Marshalltown:** We are a big town with a small town feel--small enough to build meaningful relationships but large enough to offer opportunities for entertainment and involvement.



Anthony Spurgetis

**Name:** Anthony Spurgetis

**Job:** Director of Human Resources, Marshalltown Community School District

**What that means:** I oversee and direct all functions of the Department of Human Resources. The biggest functions of my job are recruitment and selection, employee relations, and serving as the chief negotiator for collective bargaining. In addition to Human Resources, I also direct and oversee student open enrollment and equity.

**Best part of my job:** When my efforts have a positive impact on others.

**Other community involvement:** None.

**Why I am in IVL:** To learn more about this community and find opportunities to get involved with different community groups or initiatives.

**Best part about living/working in Marshalltown:** I realized very quickly how much this community loves and supports its school district.

[www.marshalltown.org](http://www.marshalltown.org)

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ECONOMIC  
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Barbara Johnson, Chamber Executive Assistant  
Tom Deimerly, MED Executive Director  
Val Ruff, MCVB Executive Director  
Shauna Banks, MCVB Executive Assistant

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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, November 2, 2017**  
Business to Business Showcase  
presented 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.

**Chamber Area Dollars  
make great  
holiday gifts!**


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...



**Good**

**Marshalltown Community College** on the 30th anniversary of its Ray Frederick Gallery.

Marge Good who was named 2017 **Iowa River Hospice** volunteer of the year. She has volunteered there since 2006 and is a regular on the cookie calendar, as well as providing patient care in nursing homes via weekly visits. Marge also volunteers at the **UnityPoint Health – Marshalltown** hospital, her church, and four schools. She does respite care for **CIRSI** and serves on the board of directors for **Mid-Iowa Workshop**.

Ann Rubenbauer, **Iowa Valley Community College District (IVCCD)** Graphic Designer, who earned a Bronze Medallion Award for the **Marshalltown Community College (MCC)** 2017-2018 calendar. The honor came at a recent National Council for Marketing & Public Relations conference.



**Rubenbauer**

The calendar showcases campus photos (most shot by IVCCD Marketing Coordinator Michele Frost) and events (content assistance was provided by former MCC Academic Advising Specialist Connie Gardalen).



**Berger**

Sierra Berger who has been promoted to Loan Processor in the Marshalltown office of **Pinnacle Bank**. In her new position, she provides full service processing for all types of loans. Berger joined the bank in August 2015 as a Teller/Customer Service Representative.

The recipients of the 2017 **Marshalltown YMCA-YWCA Heritage Club Awards**, recognizing those who have made a lasting impact on the Y. The 2017 Martha-Ellen Tye Friend Award, reserved for those who have given generous support in building a strong future for the Y, was presented to Ed & Joan Redalen. The 2017 Ryden Service Award, given to those who have volunteered and been role models for community service, was awarded to Gene Taylor.



**Y CEO Carol Hibbs (L) and the Redalens**



**Y Heritage Club VP Bruce Johnson and Gene Taylor**

Larry Johnson who was selected as the new President of the **Iowa Valley Community College District (IVCCD)** Board of Directors.

**Johnson**

**McFarland Clinic** on the upcoming move of McFarland Express Care to the Marshalltown Hy-Vee store at 802 South Center Street in January, 2018.

## Welcome to...



**Bonner**

Alexandria Bonner who has joined the Family Medicine department at **McFarland Clinic's** downtown location, 312 East Main Street.



**Knott**

Charles "Chuck" Springer who was named the new Buildings and Grounds Director for **Marshalltown Community School District**.

Dr. Austin Knott who has joined the medical staff of **UnityPoint Health – Marshalltown** as a hospitalist.



**Lundeen**

Dr. Lance VanGundy who has returned to the Marshalltown hospital's Emergency Department which is now operated by **UnityPoint Health – Marshalltown**.

Hannah Lundeen, new Activities Director at **Southridge Specialty Care**.



**Kerber**

Kari E. Kerber and Wendy Hilderbrand who have joined **GNB Bank's** Marshalltown location. Kerber is a Mortgage/Consumer Loan Officer. Hilderbrand is a Teller/Personal Banker.



**Springer**



**VanGundy**



**Hilderbrand**

## Hats off to...

**Heart of Iowa Big Brothers Big Sisters (BBBS)** on their new post-card campaign to encourage today's youth. They are asking community members to submit picture postcards containing notes of hope and encouragement by November 3 to their Marshalltown office, 811 East Main. BBBS will distribute the postcards Marshalltown area young people.



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.



# CHAMBER | AMBASSADORS VISITS



On September 26, Chamber Ambassadors hosted a courtesy call with Johnathan Hull, owner and manager of Willard's Furs and Fashions (36 West Main Street).



Chamber Ambassadors hosted a courtesy call with the staff of Clapsaddle-Garber Associates, Inc. (16 East Main Street) on September 26.



On September 28, Chamber Ambassadors and co-owners Jeff Mitchell and Barb Hagstrand cut the ribbon on the "first-of-its-kind-in-Iowa" Gallery Garden (135 East Main Street) which boasts a living wall.



Chamber Ambassadors, owner April McKibbin, and staff of It's Unique (234 North 13th Street) celebrated the opening of the floral shop's new location with a ribbon cutting on October 10.

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

## Thank You Ambassadors!

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On October 10, Chamber Ambassadors and the staff of C Eye Care (236 North 13th Street) celebrated the opening of the new optometry practice in the revitalized historic 13th Street District with a ribbon cutting.

**Travel with the Chamber in 2018!**

Early booking discounts for trips to the Pacific Coast and Iceland expire October 31, 2017.

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

**Partnership offices and Fisher Community Center will be closed November 23-24 for the Thanksgiving holiday.**

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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.

American Legion #46	2	LifeServe Blood Center	17
<b>Applebee's</b>	20	Marshalltown Family Dentistry	4
<b>Boy Scouts (Mid-Iowa)</b>	5	Meskwaki, Inc.	1
Central Iowa Farm Store	19	G. Ward Miller	1
Child Abuse Prev. Services	7	Oktemberfest, Inc.	23
ColorFX	14	Premier	16
<b>Comfort Inn</b>	20	Quality Service Corp.	14
Community Foundation	7	Ritchie Industries	3
Crop Production Services	26	Southridge Specialty Care	49
Dave Wright Chrysler-Dodge	52	Spahn & Rose Lumber Co.	16
Elim Lutheran Church	9	Super 8	2
Farmers Savings Bank	17	TNT Price Income Tax	1
Five Star Real Estate Group	23	<b>TSP, Inc.</b>	20
Joe Hannam	1	Union Pacific Railroad	7
Hartwig Plumbing & Heating	59	Walmart	34
Hawkins Electrical Services	9	<b>Zeno's Pizza</b>	55
Historical Society	11		



**Shop Small Saturday**  
**November 25**  
Watch for details of  
participating Chamber members!



## The 2017 housing study update: a quick briefing on progress

by Tom Deimerly, Executive Director, Marshall Economic Development

This month we wanted to provide a quick update on the housing study update. We have finalized fundraising to cover the cost of the study. A lot goes on behind the scenes to make these studies a reality. We are pleased to move forward with our housing consultants at Real Property Research Group, Inc. (RPRG). The company is a multi-disciplinary real estate and economic development consulting firm. Through its offices in Columbia, Maryland, and Atlanta, Georgia, the firm works with lenders, building companies, developers, public agencies, special purpose agencies, and other real estate professionals to offer timely and insightful analyses of real estate trends, economic development issues, marketing strategies, and market feasibility throughout the United States. The study will take up to 10 weeks to complete and will be done by analyzing a number of different socio-economic data metrics, recent sales and building permit data, as well as results gleaned from one-on-one interviews with employers and a

number of focus groups conducted by RPRG and facilitated by Marshall Economic Development. The study target release date is mid-December.

This update could not have been completed without great public and private partnerships to propel our residential environment forward and provide more opportunities to realize the substantial economic impacts of our area employers and their employees. It's about giving people the chance to live here.

Special thanks to the following partners for their financial assistance: Alliant Energy, City of Marshalltown, Clapsaddle-Garber Associates, Coldwell-Banker Premier Real Estate, Farmers Savings Bank, Five Star Real Estate Group, Great Western Bank, Independent Insurance Services, Iowa Valley Community College District, Marshalltown Aviation, Marshalltown Water Works, MICA, Pinnacle Bank, Shomo-Madsen Insurance, and United Bank & Trust.

### Economic Statistics

Employment – Marshall County - August (Source: Iowa Workforce Development)	2017	2016
Labor force	18,760	19,280
Unemployed	700	950
Percent unemployed	3.7	4.9
Total employment	18,070	18,330
Marshall County Construction - September (Source: Marshalltown Building Department)	2017	2016
Building permits	12	22
New Residential Construction	\$41,000	\$369,000
Residential Addition/Remodeling	\$137,000	\$61,000
New Commercial/Industrial Const.	\$0	\$411,000
Commercial/Industrial Remodeling	\$759,000	\$405,000
Housing Sales Data - September (Source: Mid-Iowa Regional Board of Realtors)	2017	2016
Single family home sales	37	44
Average sale price	\$113,342	\$117,335
Median sale price	\$104,900	\$103,357

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



## Jean Seberg Festival of the Arts November 3 to 5

The 7th annual Jean Seberg Festival of the Arts will take a fond look back at the life and career of actress (and Marshalltown native) Jean Seberg, as well as celebrating her legacy with a Reader's Theater, round table discussion, symposium, and showings of three of her films. The event will be hosted by the IVCCD Orpheum Theater Center (220 East Main Street) and runs from November 3 at 5:30 p.m. to November 5 at noon.

The Festival opens Friday with an art exhibit and black book displays, followed by a reception and awards ceremony in the Black Box Theater, during which participants will enjoy the music of Amy & Adams. Afterwards, "Scenes from Sabrina Fair and Stardust," a Reader's Theater, will be presented in the movie theater under the direction of David Engel, Professor of Speech/Theater/Film at Marshalltown Community College.

The festivities continue Saturday and Sunday with a "Jean Forever Relevant" round table discussion, a guided legacy tour featuring sites instrumental to Jean Seberg's formative years in Marshalltown, a "Rebel Without a Pause" symposium plus viewing of several of Seberg's films. Participants can also record (on video) thoughts or words about Jean Seberg to be incorporated into a video project called "Memories of Jean."

Costs are: all Friday events--\$15 per person; Saturday tour--\$5; Saturday two movies--\$6 per person; all other Saturday events--free; all Sunday events--\$6 per person. Find more details at [www.OrpheumCenter.com](http://www.OrpheumCenter.com).

26th Annual

# Holiday Stroll

November 18, 2017

*in Downtown Marshalltown*



Come one, come all for the 2017 Holiday Stroll! This year's 4:00 to 8:00 p.m. schedule is packed full of events such as ice skating, lighted parade, live entertainment, and much more. Be sure to check out the many specials at the downtown eateries and shops offering holiday promotions. Get holiday shopping done early! More details to come.

Coming in November...  
the new dining guide!

Watch for the debut of:

**MARSHALLTOWN**  
A GUIDE TO LOCAL EATERIES

**This high-quality,  
44-page publication  
is brimming with  
mouth-watering professional  
food photography  
of local specialities,  
as well as enticing editorial  
to showcase the  
Marshalltown area's  
world of flavors!**

*Brought to our community by Marshalltown Convention & Visitors Bureau  
for the express purpose of supporting and promoting local dining.*



**Happy Thanksgiving  
from  
Marshalltown Convention &  
Visitors Bureau!**

## Recent Chamber events



**Chamber Forum  
for City Office  
Candidates**

The Chamber recently sponsored a forum of those running for city office. Chamber members and the community had a chance to hear the views of the ten candidates who are on the ballot for either Mayoral or City Council positions.

Polling place voting takes place November 7; early voting is available now at the Auditor's office in the Marshall County Courthouse.



**Chamber round table discussion**

The Chamber has been hosting round tables with Chamber members representing both small businesses and non-profit organizations. The goal is to learn what successes and challenges they are facing, as well as how the Chamber can help. Recent discussions with representatives of non-profit organizations reiterated the important role volunteers play in the success of the organizations' missions.

## NOVEMBER

**November 2:** Business to Business Showcase presented by Hy-Vee  
**November 15:** "Engaging & Motivating Today's Workforce" training session  
**November 23-24:** Partnership offices and Fisher Community Center closed for holiday  
**November 25:** Shop Small Saturday  
**November 30:** Business After Hours at Art & Frame on Main and Hellberg's Jewelers

## upcoming EVENTS

 Nick Diers Agent	 Pat Hogeman Agent	 Marna Mitchell-Buller Agent-CSA	 Lance Horbach Agent	 Paul Beals Agent	 Mark Bohde Agent	 Dan Mead Agent Claims Administration	 Iue Gannaway Agent-CSA	 Rich Mohon Agent	 Doug Joslin Agent
 Bonnie Chrl Processor	 Robin Angstrom Agent-CSA	   <p><b>THE POWER OF CHOICE!</b></p> <p>11 EAST CHURCH STREET - MARSHALLTOWN, IA (641) 752-4618</p> <p>AUTO - HOME - BUSINESS - FARM PROPERTY &amp; LIABILITY - CROP/HAIL - LIFE HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES</p> <p>LOCAL CLAIMS SERVICE <a href="http://www.InsureCentrallowa.com">www.InsureCentrallowa.com</a></p>				 Matt Roebgard Information Systems	 Ernst Carbon Office Manager		
 Dana Rowley Agent-CSA	 Samantha Garrison Agent-CSA					 Megan Wells Agent-CSA	 Heather Harris Agent-CSA		
 Kathy Minkal Administrative Assistant	 Jasmin Cisneros Administrative Assistant					 LeAndrea Aber Administrative Assistant			