

theDIGEST

distinctly different

December 2017

Volume 35, Issue 6

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



REGIONAL
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5th annual Shop Small Saturday



As in past years, the Chamber invites holiday shoppers to “shop small” by supporting local small, independently owned businesses on November 25, the Saturday after Thanksgiving. Special promotions, including giveaways, are part of the Shop Small Saturday tradition.

This year’s participating Chamber member businesses include: **Art & Frame on Main, The Chalet, Hellberg’s Jewelers, SagePoint Financial, Taylor’s Maid-Rite, Thompson’s True Value Hardware, Tremont Grille, and Willard’s Furs & Fashions.** Be sure to stop by and support these businesses.

Manufacturers Appreciation

Luncheon new date

Wednesday, December 13 is the rescheduled date for this year’s Manufacturers Appreciation Luncheon to be held 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. For details or to register, see the insert or call the Chamber.

Introducing the new Marshalltown guide to eating out!

Next time the question, “What’s for dinner?” pops up, check out this new guide for answers. Filled with 44 pages of exquisite food photography of local specialties, its enticing editorial showcases the area’s world of flavors.

Marshalltown Convention & Visitors Bureau (MCVB) Executive Director, Val Ruff, says MCVB and area sponsors undertook this project to promote diverse local dining options. “What we discovered in the process,” Ruff says, “is there are nearly 70 dining options in the Marshalltown area!”

The guide will be distributed to area hotels, restaurants, major events, attractions, real estate offices, the Marshalltown Regional Partnership office, and in MCVB Welcome Bags plus corporate recruitment and Chamber relocation packets. To view a digital version of the new publication, go to www.marshalltown.org/visit.



**Pick up the new
Marshalltown dining
guide at MCVB’s office.**

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Thank you, Mr. Mayor!

As we recently elected our next Mayor for our community, Mr. Joel Greer, I want to take a minute to say a hearty “Thank you” to our outgoing Mayor, Jim Lowrance! In our world of economic/community development, it is very important to have a professional standard bearer in place to assist us in selling our community. And really that’s a big part of what we do; we sell our community, both internally and externally.

Over the past four years, Mayor Lowrance has been the steady hand that has helped guide our community through times that have presented us with both opportunities and challenges. All one has to do is take a look around town at the various construction projects that are currently underway to see that Marshalltown is definitely on a positive upswing! Whether it’s the Willows senior assisted living facility, the Holiday Inn Express, the next phase of addition to our beautiful Roundhouse on the campus of Marshalltown High School, the other various housing developments taking place around town, the exciting work being done to totally revitalize our community bowling alley, the recently completed Gallery Garden, or the exciting progress taking place on the construction of our brand new Police/Fire Facility (a first class facility that both our men and women who work to keep us safe and we as a community deserve!), it is evident good things are happening. And believe me, these are just a few of the economic/community development projects currently taking place, not to speak of all the development that has been completed over the past four years.

I can also say that Mayor Lowrance has been a wonderful mentor to me over the past four years, as my team and I have been working to put in place a strong Marshalltown Regional Partnership. We’ve always been able to call on the Mayor to bounce ideas off of and even to help pick us back up when our spirits were down a bit. It has been Mayor Lowrance’s steady hand that has kept our community on the right course over the past four years when, at times, the economic/community development waters have gotten choppy.

Yes, Mr. Mayor, your professional and steady leadership at the helm has been key to Marshalltown being in the positive position that we are currently in as we move forward in the days, months, and years ahead. Our environment has developed positive momentum and is conducive for strong economic and community growth. And, for that sir we say, “Thank you very much!”

#MarshalltownVibe
#MarshalltownPride

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

Simms Construction

Simms Construction is a local entrepreneurial success story that began 20 years ago when Jeff Simms took a huge leap of faith and left behind the comfort and security of a stable job at Lennox Manufacturing in order to pursue his passion for building and entrepreneurship. Over the years, the business has evolved due to the diverse skill set instilled into its employees and the quality standards they uphold.

As one of the premier custom home builders in Marshall County, Simms Construction takes pride in tailoring their service to customers’ specific wants and needs while providing quality, lasting workmanship with attention to detail. Along with custom home building, the company provides a wide range of services for home and business improvements.

How the company has evolved may just be one of Simms Construction’s “little known secrets.” In fact, owners Jeff and Cassidy Simms also own and operate Top Crafters and Iowa Kitchen Company. Top Crafters specializes in custom countertops with a great selection of laminate, quartz, granite, and acrylic surfaces like Corian. Iowa Kitchen Company offers a complete selection of quality cabinetry, hardware, and custom millwork plus space planning and design to bring any project all together.

Jeff says, “It is very rewarding to be able to see the results of the improvements we have made to local properties and the effects those enrichments have on the community. Also, we collaborate and work regularly with other local businesses and business owners to provide good quality products and service to the members of this community.”

Cassidy continues, “In addition to making customers happy, we enjoy providing steady and (hopefully) rewarding jobs for our employees.”

Both owners and employees stay active in the community by donating to several local charity events on a regular basis and trying to help

out when needs arise. “Ultimately the goal of our family-owned business is to build

and maintain a business that is reputable and long lasting,” Jeff says. “We have been doing business in this community for a long time and plan to be around for a long time, so we are working hard to build a legacy of honesty and quality to maintain longevity within this community.”

He continues, “Supporting the chamber is a good way to get connected with other local businesses so we can support them as well.”



SIMMS CONSTRUCTION

Don't leave

money on the table

Rebate deadline is approaching

If you have completed any equipment upgrades or replacements in 2017, you may be eligible for a rebate. The deadline to submit rebate claim forms is January 31, 2018. Download forms at alliantenergy.com/forms.

If your business had an energy assessment done this year, it's not too late to review your top recommendations and make some energy-efficient improvements. Still need an assessment? You can schedule by calling 1-888-267-7516 or visiting alliantenergy.com/startsaving.

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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, 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.

**Travel with the
Chamber in 2018!**
Explore the Pacific Coast
in June and/or
Iceland in September.
*For more information,
contact the Chamber office
at (641) 753-6645.*


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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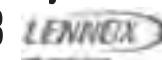
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Congratulations to...

Jack's Pho' House on being named one of the 10 best Pho' Restaurants in Iowa by Best Things Iowa at www.bestthingsia.com.

The Optical Center as the business celebrates its 20th anniversary.

Fisher Community Center on the dedication of the new community butterfly garden on the south side of the **Martha-Ellen Tye Playhouse**.

Iowa River Brewing Company on their new line of bottled beers which features five of their brews.

Larry McKibben, attorney with **Moore, McKibben, Goodman, & Lorenz, LLP**, on being presented the University of Iowa's (Uoff) 2017 Iowa Partners in Efficiency award won by Uoff's Transparent Inclusive Efficiency Review (TIER) team. McKibben, a State of Iowa Board of Regent, has led the Regents' TIER initiative for four years.

Marshalltown Community School District's Marshalltown Learning Academy for receiving one of 19 new STEM BEST® (Businesses Engaging Students and Teachers) Partnerships awarded across Iowa by the Iowa Governor's STEM Advisory Council.

Welcome to...

Accura Healthcare of Marshalltown and Laura Coco, Administrator/ Executive Director, as they assume ownership and leadership, respectively, of the former Hawkeye Care Center.

Dr. Ross Huffman, DO, who has returned to the **UnityPoint Health - Marshalltown** Emergency Department as a physician leader.

Joel Thronson, new Associate with **Grimes, Buck, Schoell, Beach & Hitchins** law firm.

Carly Nelson, new Territory Representative for **LifeServe Blood Center** in the Marshalltown area.

Bill Canney, new General Manager of **Best Western**.

Ken Huges, incoming News Director for **Marshalltown Broadcasting (KIX 101.1 and KFJB radio)**. He is also Chair of the **Marshalltown Convention & Visitors Bureau** Board of Directors.

Hats off to...

The Salvation Army (753-5236) on their Angel Tree Program which allows participants to give specific holiday gifts to children in need.

Chamber Area Dollars make great holiday gifts!

Marshalltown: volunteer central...A look at resources, needs, and filling the gap

Marshalltown is often recognized for its excellent spirit of volunteerism. An example supporting these accolades recently came from the Marshalltown YMCA-YWCA (Y). On a Tuesday, the Y received a "can-you-help-us-out-of-a-pinch call" from the Iowa Girls High School Athletic Union (IGHSAU) who, due to a mechanical issue, needed a new venue for that Saturday's regional swim meet. An incredible task to pull off in just four days, Y CEO Carol Hibbs proudly reported that all critical positions needed to make the event happen were filled within 48 hours. "That's how Marshalltown responds," she said. "We have tremendous volunteers here, and that was a big selling point [to IGHSAU] along with our facility."

Ready, willing, and able volunteers are a boon for the non-profits in the Marshalltown area who are feeling the squeeze produced by growing needs on one hand and limited resources on the other as discussed at a recent round table hosted by the Marshalltown Area Chamber of Commerce. Executive Director Lynn Olberding hears the plea and is responding. "The Chamber wants to help connect non-profits with people in the community who can fill the organizations' needs," she says.

While volunteering in the past may have meant a "life sentence" where an organization keeps volunteers as long as possible and constantly wants more, more, more, Hibbs says she has noticed a change over recent years. "Now young adults and families are more protective of their time," she

says. "They want a meaningful task in a specific time frame, then it ends."

Hibbs urges organizations to articulate how participating benefits both the volunteer and the community. "We can't expect someone to help out just because there is a need," she says. "We must make our case by expressing the impact of an organization. Why should people connect and volunteer with an organization?" Conversely, she asks, what if a non-profit weren't here? What things wouldn't happen? What opportunities would not be available? Ultimately, what difference does an organization make?

Y Financial Development Director, Kim Jass-Ramirez, suggests that personal contact is also a good idea. "When a director sits down with a volunteer to communicate enthusiasm, a clear vision, and how that person's expertise relates to the need of the non-profit, it makes a big difference," she says. That approach communicates the plea for help is not one of desperation, but rather a volunteer has a skill set that is needed.

Olberding reminds employers of the benefits they receive by allowing employees to use work time to volunteer. "Employees make connections while volunteering, creating good public relations impact," she says. "That reflects positively on a business who is showing this community support."

Hibbs says, "People can hesitate to get involved if they worry they will be sucked into a never-ending demand for time. Non-profits should operate in an efficient, effective way so volunteers' experience is meaningful."

CHAMBER | AMBASSADORS VISITS



On October 24, Chamber Ambassadors attended the groundbreaking ceremony for the City of Marshalltown new Police & Fire Headquarters (900 block of South 2nd Street). Photo courtesy of the Times-Republican.



Chamber Ambassadors hosted a courtesy call with Ann Judge, owner of Ann's Alterations (507 West High Street) on October 24.



Chamber Ambassadors learned about Marshalltown Indoor Tennis (1734 Country Club Lane) during an October 24 courtesy call with owner Bill Fitzgerald.



Partnership offices and Fisher Community Center will be closed November 23-24; December 24-26; December 29 & 31; and January 1.

Happy Holidays from our team!



Happy Thanksgiving!

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Save the date!
Chamburrrr Scurry 2018
Saturday, January 27

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

Thank You Ambassadors!

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Iowa Valley Leadership class spotlights



Matt Brodin

Name: Matthew Brodin

Job: Coldwell Banker Premier Real Estate, Realtor®

What that means: I help people on a daily basis either buying or selling houses, land, etc.

Best part of my job: I LOVE being out and about with people constantly! It's very rewarding assisting them in what can be a very scary or complex situation and showing them the way one step at a time. Never gets old! LOVE, LOVE, LOVE seeing my clients happy throughout the transaction!

Other community involvement: I volunteer as an assistant coach for a MFL football team. I also try to go to every IGADAM meeting!

Why I am in IVL: I joined IVL because I wanted to get involved in the community, but didn't know where to start or what to look at. I figured this would help me grow even more passion for our community, while developing new relationships, ideas, and passions. I'll apply what I learn to all areas of my life, including getting more involved in our 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.



Erik Nilius

Name: Erik Nilius

Job: United Bank & Trust (UB&T), Wealth Management Advisor

What that means: I help people realize their retirement dreams by managing investments and creating financial plans. I also manage UB&T's trust accounts.

Best part of my job: Working with people! I love helping them solve complex financial problems. Each day is truly different and I've appreciated working with many different local institutions and individuals.

Other community involvement: Commercial Campaign Co-Chair for Marshalltown Area United Way. I look forward to finding others!

Why I am in IVL: To explore Marshalltown with all its exciting events and developing industries, as well as build new friendships.

Best part about living/working in Marshalltown: Marshalltown has a small town feel, yet offers large city conveniences. The people are very welcoming and I love that we can make an impact by simply getting involved. Short commutes and lunch at home with my kids is nice, too.

www.marshalltown.org



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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.

AAA Septic Service, Inc.	10	Isle of Green	23
Chef King	5	Marshalltown CBD	30
Interface Sealing Solutions, Inc.	22	Marshalltown Indoor Tennis	1



Be sure to watch for the Chamber members featured in the Chamber's Facebook Shout Outs! To sign up your business or organization to participate, contact the Chamber office.

www.marshalltown.org Statistics

	Oct '17	Avg/Month	YTD Total
Unique Visitors	9,155	8,050	80,499
Number of Visits	13,361	11,490	114,898
Page Views	62,482	70,217	702,172
Hits	226,200	217,246	2,172,462

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.



Economic Development website: a source for local information

by Tom Deimerly, Executive Director, Marshall Economic Development

The Marshall Economic Development (MED) website, www.marshalltown.org/build is a great resource for current demographic information about Marshalltown, Marshall County, and the State of Iowa. It also includes many links to other professional resources and free documents to download. These pieces of data are constantly updated to assist business decision makers who are considering moving to Marshall County, expanding their current local operation, or developing a business plan for the next local entrepreneurial venture.

The backbone of the MED website is the information listed on Location One Information System (LOIS), a state-of-the-art application currently utilized by more than 6,500 communities in 12 states. This online tool showcases economic development data and available property including demographics, transportation, environment, labor force, average wage, taxation, building size and type, and much more.

MED updates and maintains the information for Marshalltown, Marshall County, and all incorporated communities within Marshall County. These updates are ongoing as new data becomes available. LOIS offers a unique platform that allows MED to share that information in “real time” with economic development allies such as Alliant Energy and the Iowa Economic Development Authority, as well as the opportunity to publish building, site, interactive maps (GIS) and community information on our own website. As an added benefit, this information is displayed on the internet at LocationOne.com which is targeted to site selection consultants nationwide.

A variety of other resources are featured on the MED website. In addition, every page of the MED website has links to our strategic partners. The goal of the MED website is to serve a broad range of users and decision makers with access to the wide-range of professional resources.

Economic Statistics

Employment – Marshall County - September	2017	2016
<small>(Source: Iowa Workforce Development)</small>		
Labor force	18,580	19,190
Unemployed	660	850
Percent unemployed	3.5	4.4
Total employment	17,920	18,340
Marshall County Construction - October	2017	2016
<small>(Source: Marshalltown Building Department)</small>		
Building permits	16	NA
New Residential Construction	\$326,000	NA
Residential Addition/Remodeling	\$15,000	NA
New Commercial/Industrial Const.	\$14,280,000	NA
Commercial/Industrial Remodeling	\$7,206,000	NA
Housing Sales Data - October	2017	2016
<small>(Source: Mid-Iowa Regional Board of Realtors)</small>		
Single family home sales	53	61
Average sale price	\$142,197	\$113,674
Median sale price	\$132,500	\$105,900

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www.marshalltown.org/jobs.



New dining guide unveiled at Holiday Stroll



Tremont on Main

Be sure to pick up a copy of the new “Marshalltown: A Guide to Local Eateries” dining guide, available during Holiday Stroll (November 18) and after. Made possible by presenting sponsors JBS, Iowa Premium Beef, and Marshalltown Convention & Visitors Bureau (MCVB), the guide is full of mouth-watering photos of cuisine offered by local restaurateurs. Category sponsors include: Center Street Dairy Queen, North 3rd Avenue Dairy Queen, Tremont on Main/Grille, and Zeno’s.



Zeno’s

The 10,000-copy project will be distributed over the next 24 months for the express purpose of supporting and promoting local dining. The MCVB has created and will implement a targeted distribution strategy. Executive Director Val Ruff says, “This is a great community promotional asset. It allows us to educate visitors and community members alike about the 69 dining options that are available in our area. We invite everyone to discover and savor the world of flavors Marshalltown offers.”

Stop by the MCVB office for a copy or view the digital version at www.marshalltown.org/visit.

Stop by the MCVB office for a copy or view the digital version at www.marshalltown.org/visit.



DQs on Center Street & North 3rd Avenue

“Whether you want fine dining, casual options, ethnic cuisine, local settings, or quick eats, Marshalltown serves up global flavors accented with Midwestern flair. All these options reflect the unique social fabric of Marshalltown itself.”

MCVB shout-out



Congratulations to Jack’s Pho’ House on being named one of the 10 best Pho’ Restaurants in Iowa by Best Things Iowa Powered by Americantowns Media.

The article posted on www.bestthingsia.com, says, “...no matter how you get your fix at Jack’s Pho House, you’ll finish your meal with a smile on your face.”

Dedication of Community Butterfly Garden



On November 1, the Community Butterfly Garden on the south side of the Martha-Ellen Tye Playhouse was dedicated. Thanks to the Marshalltown Garden Club, Fisher Community Center, City of Marshalltown Horticulturist Kristin Titus, Ladehoff Landscaping, the Marshalltown Convention & Visitors Bureau, Marshall County Sheriff’s Office, Ruff’s Precision Lawn Care, and a number of community members for their time, work, cooperation and donations to make this project a reality.

Tour planners visit Marshalltown

On October 29, 15 tour planners representing both continental and intercontinental locations, visited Marshalltown on a familiarization (FAM) tour. The Marshalltown Convention & Visitors Bureau (MCVB) showcased all the community has to offer in attractions, accommodations, and cuisine. “This was a unique opportunity to show off our community to tour planners who might not otherwise come to Marshalltown,” says Executive Director, Val Ruff. “They had a great time and we hope many will return and bring tours with them.”

MCVB thanks all the many partners who worked together to promote the very best of Marshalltown.



Business to Business Showcase



This year's Business to Business Showcase, presented by Hy-Vee and hosted by the Chamber was a festive display of party fare (appetizers to desserts), beverages, and holiday decor. Exhibitors included: Central Iowa Art Association, Energy 106.7, Iowa Valley Continuing Education, Kiwanis Club of Marshalltown (Noon), LifeServe Blood Center, Live on Stage - Marshalltown, and Nourish Healthy Weight & Wellness Center. It was held at Elmwood Country Club.

NOVEMBER/DECEMBER

November 23-24: Partnership offices and Fisher Community Center (FCC) closed
November 25: Shop Small Saturday
November 30: Business After Hours at Art & Frame on Main and Hellberg's Jewelers
December 13: Manufacturers Appreciation Luncheon
December 14: Business After Hours at Great Western Bank's Southridge branch
December 24-26, 29, and 31: Partnership offices and FCC closed

upcoming
EVENTS

 Nick Diets Agent	 Pat Hageman Agent	 Marina Mitchell-Sulfer Agent-CSA	 Lance Horbach Agent	 Paul Beas Agent	 Mark Elands Agent	 Don Mead Agent Claims Administration	 Jill Gansoway Agent-CSA	 Rich Moran Agent	 Doug Joslin Agent
 Jennie Chrl Processor	 Karin Angstrom Agent-CSA	  				 Matt Roebigard Information Systems	 Erin 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	<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>				 LeAndree Aber Administrative Assistant			