

# theDIGEST

*distinctly different*

**December 2016**

**Volume 34, Issue 6**

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## New Chamber initiative: Think Local First

Introducing...Think Local First, a new campaign of the Marshalltown Area Chamber of Commerce. This campaign only works with everyone's help! The Chamber is asking community members to Think Local First for both personal and business purchases whether it be vehicles, equipment, clothing, holiday gift giving, groceries, banking, insurance, healthcare, education, and more.

Why is it important? Local purchases mean more money in the local economy through taxes, salaries, and investments. It means jobs for friends, family and neighbors. To learn more visit the web at [www.marshalltown.org/news](http://www.marshalltown.org/news). This holiday season, ask "How can I Think Local?" #thinklocalfirst



## Shop Small Saturday, November 26



"Think Local First" by supporting these businesses: Art & Frame on Main, The Chalet, Haley's Deli BBQ & Catering, Hellberg's Jewelers, Pentz Appliance & TV, Sports Page, Taylor's Maid Rite, Thompson True Value, Tremont Grille, and Willards Furs & Fashions. Find details at [www.marshalltown.org/work](http://www.marshalltown.org/work).

## How would you spend 100 extra minutes a day?



Can we control the clock? Can we buy more time? No! We can only manage ourselves in relation to time. The Chamber, in partnership with ATW Training, is offering a half-day training session called "Finding 100 Extra Minutes a Day" on Tuesday, December 13 from 9:00 a.m. to noon at the Fisher Community Center. Evaluate current time usage; focus on setting and achieving priorities. Receive tips to maximize personal energy cycles, understand and overcome procrastination, and hone organizational and delegation skills.

Cost for the "Finding 100 Extra Minutes a Day" training is \$55 per person, which includes breakfast and materials. For more details and to register by the December 1 deadline, visit [www.marshalltown.org/register](http://www.marshalltown.org/register).

## Marshalltown news!

Catch the latest great community happenings on page 5, **MARSHALLTOWN NEWS...** (we just have to brag a little!)

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## Signs that Marshalltown will succeed!

Recently I reviewed a thought-provoking article, "Eleven Signs a City Will Succeed," by James Fallows as published in the March 2016 edition of *The Atlantic*. As I read, I wondered how we in Marshalltown would fare when compared to Fallow's "Eleven Signs." This month, let's briefly look at Fallow's first five signs:

**1. Divisive national politics seem a distant concern:** Overwhelmingly, the focus in successful towns is not on national divisions, but on practical problems a community can address. Even with the rough and tumble presidential election we all just trudged through, I believe Marshalltown does a great job in keeping a local focus, having the greatest positive community impact.

**2. You can pick out the local patriots:** Who makes this town go? Fallows says successful communities are able to easily answer this question. I believe that we in Marshalltown can readily respond to this question with the names of many, many people. Marshalltown is blessed to be that "Collabo-munity" that comes together in a collaborative fashion to produce positive community results.

**3. Public-private partnerships are real:** Successful towns have an easier time pointing out examples of public-private partnerships. In Marshalltown, the Marshalltown Business Education Alliance, Vision Marshalltown, and Marshalltown Regional Partnership are examples of public and private sectors working together for overall community betterment.

**4. People know the civic story:** What is Marshalltown's story? A community's story helps its citizens connect today's efforts with what happened yesterday and what we hope for tomorrow. Vision Marshalltown helps connect our todays and yesterdays with our tomorrows by communicating our stakeholders' collaborations which drive better solutions for education, housing, and community pride.

**5. They have a downtown:** Successful cities are pouring attention, resources, and creativity into their downtowns. Ambitions for downtown are a positive sign, as are second/third floor apartments over restaurants and stores with lights on at night.

These suggest a downtown has crossed a decisive threshold and will survive.

Efforts of the Marshalltown Central Business District, the City, and Marshall Economic Development have all proven fruitful in driving positive growth and development in downtown Marshalltown. (See page 5 in this Digest!)

*What a great start! Be sure to join me again next month as we look at the remaining six of Fallow's signs.*

Sincerely,  
David Barajas, Jr. CEO



CEO'S CORNER

## MEMBER SPOTLIGHT

### GNB Bank

Since 1934, GNB Bank has grown, merged, relocated, and expanded to new locations in communities both large and small. But, one thing has stayed the same: GNB remains local and invests in each community the bank serves.

GNB Bank offers a wide range of personal and business financial solutions, is proud of their exceptional customer service, and encourages its employees to be involved in various ways in the communities where GNB is located.

"Our Marshalltown location began as a loan production office," explains Branch Manager Jessica Vint. "We became a full-service bank the next year and, in just four short years, have quickly grown to a very successful location within the GNB Bank organization." Vint lists services offered as checking, savings, IRAs, ag and small business loans, home loans, and everything in between such as loans, trust services, farm management, group travel, insurance, investments, and real estate.

As for their customer service philosophy, Vint says, "GNB is a place to come, be social, and visit with your banker. You are not just an account number," she continues. "Our 'Bean Counter' is a place to get a daily cup of coffee...plus cookies on Friday." Any funds raised from this are donated to the area non-profit organization the bank spotlights that month.

GNB Bank's service philosophy extends beyond the building walls as the bank and its employees serve their communities in many capacities including: Relay for Life, Marshalltown Convention & Visitor's Bureau, Iowa River Hospice, and other community events as well as serving area school sports, concessions, advisory boards, and financial literacy programs. In addition, GNB Bank won the 2016 Community Banking Month Best-of-the Best Competition as awarded by Community Bankers of Iowa for GNB's efforts in promoting Community Banking Month.



GNB Bank is located at 2504 South 2nd Street.



Locally, GNB has nine employees (including two specializing in insurance) who all offer a warm, friendly, and inviting atmosphere.



Vint says, "It is important to support the Chamber in order to network and get to know other community business people."

## Iowa Valley Leadership Class

The November class of Iowa Valley Leadership had a great day learning about local industry. Participants took tours of facilities at Marshalltown Company, the Emerson-Fisher Innovation Center, and JBS. The session was sponsored by JBS and Hawkeye Stages.

### CLASS SPOTLIGHTS



**Ciara Feldman**

**Name:** Ciara Feldman

**Title:** Junior at Marshalltown High School

**What that means:** I go to school and learn new things every day.

**Best part of my job:** My favorite part is all the opportunities: numerous different classes, clubs, and college credit courses. If you involve yourself at MHS, it is a great place to go.

**Other community involvement:** St. Henry's Church, MHS Student Senate, National Honor Society, Delegation of the Advancement of History (DAH), Students Making A Difference (S.M.A.D), and Health Careers Club. Plus, I am a 4-sport athlete and am in the process of getting a "little" with Big Brothers Big Sisters.

**Why I am in IVL:** To learn more about the community and its people, as well as make new connections, develop leadership skills, and pursue our community service project.

**Best part about living/working in Marshalltown:** It's big enough to have a ton of opportunities and ways to get involved, but small enough that I know many of the community members.



**Deb Grove**

**Name:** Deb Grove

**Title:** Marshalltown YMCA-YWCA Family Sports Director

**What that means:** I oversee the afterschool Fit Kid Programs, the Y's Summer Day Camps for school-age children, and all of the sports leagues the Y offers.

**Best part of my job:** Making a difference in children's lives; being part of a cause-driven organization.

**Other community involvement:** : Marshalltown Softball Association, Marshall and Story County RSVP Advisory Board, and participant in slow-pitch softball and volleyball through Marshalltown Parks and Recreation.

**Why I am in IVL:** To connect with community leaders, build relationships, and develop social responsibility and ownership of the community.

**Best part about living/working in Marshalltown:** Marshalltown has been home all my life, and over the years it has become a melting pot of diversity. I have become aware and knowledgeable of many different cultures and have enjoyed watching Marshalltown grow and develop.




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## Business After Hours

Thursday,  
December 1, 2016

US Bank

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4:30 to 6:30 p.m.

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

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### Staff:

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

The Digest is a monthly publication  
of the Marshalltown Regional  
Partnership which is comprised of  
the Marshalltown Area Chamber  
of Commerce, Marshalltown  
Convention & Visitors Bureau, and  
Marshall Economic Development  
who collaborate in creating  
opportunities for business, residents  
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# MARSHALLTOWN NEWS

(we just have to *brag a little*)

## Welcome to...



Herring

**Emily Herring**, new naturalist with **Marshall County Conservation Board (MCCB)**. She was Administrative Assistant for MCCB a few years back and has been in the naturalist field for close to 15 years, having worked for the U.S. Army Corps of Engineers and other county conservation boards in central Iowa.

## Congratulations to...



Van Pelt

**Heather Van Pelt**, Manager, Customer Service for Marshalltown's **Mediacom**, on earning a national silver-level award and being named "Unsung Hero" for outstanding work and dedication to helping others. She is one of 32 employees company-wide to earn the silver award after undergoing a rigorous, high-performance selection process. The company's founder/CEO and senior management team

personally presented Van Pelt's top customer service award. Van Pelt has been a Mediacom employee for 20 years.

**Salvation Army** on being chosen to receive \$9,514 in federal funds to supplement emergency food and shelter programs in Marshall County.



The treatment plant, distribution, meter shop, and office staff of MWW.

**Marshalltown Water Works (MWW)** on receiving the 2016 Best Tasting Water in Iowa award by the Iowa Section American Water Works Association. MWW Director of Water Production **Tim Wilson** says, "MWW is privileged to receive this honor three times in the last eight years, and it is a true testament to the commitment of our entire staff."



Leffler

**Jerrod Leffler**, Executive Vice President, **Farmers Savings Bank**, on receiving Iowa Law Enforcement Academy certification as a Reserve Law Enforcement Officer. **Marshalltown Police Department** Captain Batterson commended Leffler on helping apprehend a suspected shoplifter who also had existing arrest warrants for separate charges.



Boliver

**Gail Boliver**, owner of **Boliver Law Firm**, on receiving the 2016 Iowa State University College of Business Russ and Ann Gerdin Award that honors contributions from valuable corporate partners or individuals who are not College of Business graduates. Boliver recently helped establish the Gail and Janeen Boliver Scholarship available annually to eligible students enrolled in the ISU College of Business.



Jenny Etter, MCBD, and Michelle Spohnheimer, City of Marshalltown, and APA representatives

The **City of Marshalltown, Marshalltown Central Business District (MCBD)**, and community partners on winning the 2016 American Planning Association (APA) Award for Implementation upon successful implementation of the Marshalltown City Center Plan with \$80 million+ in downtown improvements over the past 10 years.

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.



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# CHAMBER | AMBASSADORS VISITS



**Left:** On October 14, managers and staff of Walmart (2802 South Center Street) and Chamber Ambassadors celebrate the completion of the store's recent renovation with a ribbon cutting.

**Right:** Chamber Ambassadors, owner Pam Swarts, and staff of Art & Frame on Main (13 West Main Street), formerly The Perfect Setting, cut the ribbon on October 25 celebrating both name change and 10th anniversary.



**Left:** On October 25, Chamber Ambassadors hosted a courtesy call with Kyley Leger, Executive Director of Vision Marshalltown (16 East Main Street, Suite 106).

**Right:** Chamber Ambassadors, Attorneys Trey Sucher and Emily Swartz, and staff celebrate the opening of Trey Sucher Law (101 West State Street, Suite B) with a ribbon cutting on October 25.



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

**Thank You Ambassadors!**

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## 2017 Chamber Experience Trip



Panama is the destination; October 20-26 is the date! For further details such as itinerary, cost, and registration, check out the information

posted at: [www.marshalltown.org/work/chamber-events/travel/](http://www.marshalltown.org/work/chamber-events/travel/).



### Happy Holidays

from the staff of  
Marshalltown  
Regional Partnership

*Fisher Community Center and our  
offices will be closed December 23-26  
and December 30-January 1.*

## Free health insurance workshop

Need help choosing a health insurance plan during open enrollment? ISU Extension is offering a free online workshop Wednesday, November 30 from 6:00 to 8:00 p.m. To learn more call Barb Wollan (515) 832-9597. Register by noon on November 30 at <http://tinyurl.com/pvmceb7>.

## www.marshalltown.org Statistics

	October 16	Avg/Month	YTD Total
Unique Visitors	3,668	3,678	36,783
Number of Visits	6,005	6,700	66,996
Page Views	66,169	32,990	329,896
Hits	252,605	132,473	1,324,726

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 community calendar.

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## What do economic development professionals really do?

Part 2 of 2 in a series highlighting Marshall County collaboration and economic development

by Tom Deimerly, Executive Director, Marshall Economic Development

Last month, we looked at the meaning of economic development, how collaboration impacts economic development, and supported the point that Marshalltown is collaborative. This month, we will take a look at specific community and economic development projects, the organizations that came together to make them a reality, and the role of local business and economic development agencies in partnering to bring those efforts to fruition.

### What do economic development professionals really do?

This can vary based on the scope of the geographic area for which the economic development professional is responsible: local, regional, state or national levels. On all levels, it's often herding cats!

Economic development has evolved into a profession of highly special-

*The primary focus of economic development professionals is policies and programs for business.*

*These are intended to create jobs and wealth, then retain both in the community.*

ized practitioners with two key roles: one is to provide leadership in policy-making, and the other is to administer policy, programs, and projects. Economic development practitioners generally work in public offices (state, regional, or municipal) or in pub-

lic-private partnerships that may be partially funded by local, regional, state, or federal tax money. The latter is the form of Marshall Economic Development (MED), a public-private not-for-profit partnership with a 9- to 15-member Board of Directors.

In its broadest sense, economic development encompasses three areas:

1) Policies that governments undertake to meet broad economic objectives such as price stability, high employment, expanded tax base, and sustainable growth. Efforts include monetary and fiscal policies, regulation of financial institutions, trade, and tax policies. (Federal & State Level)

2) Policies and programs to provide infrastructure and services such as highways, parks, affordable housing, crime prevention, and educational programs and projects. (Local and State Level)

3) Policies and programs explicitly directed at job creation and retention through specific efforts in business finance, marketing, neighborhood development, small business start-up and development, business retention and expansion, technology transfer, workforce training and real estate development. This third category is a primary focus of economic development professionals. (Local & State Level)

*Economic development is about relationships. It's about bringing the right people with the right resources to see a project to fruition to accomplish a specific goal which is to make the community an even better place to live and do business.*

### How does MED touch projects that show collaboration?

#### Tallcorn Towers

**Developer:** Common Bond Comm.

**Issue:** building needs rehabilitation to meet needs 2006 RDG plan

**Capital Investment:** \$10 million

**Collaborators:** MED, Marshalltown Central Business District (MCBD), City of Marshalltown, Marshall County, Martha-Ellen Tye Foundation, Iowa Finance Authority, State Historical Preservation Organization, Marshalltown Industrial Park

**Recognition:** featured on National Journal of Tax Credits front page

#### Marshalltown Generating Station

**Developer:** Alliant Energy

**Issue:** need for additional electrical generation to serve customers

**Capital Investment:** \$750 million

**Jobs Created:** 800 temporary, 23 permanent

**Collaborators:** MED, Alliant Energy, Marshalltown Water Works, Marshall County, City of Marshalltown, Iowa State University, Iowa Utility Board, Clapsaddle-Garber Associates (CGA), Iowa Department of Natural Resources

#### Happy Tails

**Developer:** Happy Tails

**Issue:** desire to expand

**Collaborators:** MED, City of Marshalltown, Iowa Small Business Development Center

#### Bobcat Academy

**Developer:** Bobcat Academy

**Issue:** need for additional early childhood education services

**Jobs Created:** 15

**Collaborators:** MED, Bobcat Academy, City of Marshalltown, Marshall County, local business industry

#### Bratney Companies

**Developer:** Bratney

**Issue:** facility expansion

**Capital Investment:** \$750,000

**Jobs Created:** 15

**Collaborators:** MED, Bratney, Marshall County, Consumers Energy, Iowa Area Development Group, CGA, Iowa Valley Community College District, Central Iowa Power Cooperative

For 11 more snapshots of successful collaborations, visit our website: [www.marshalltown.org/build](http://www.marshalltown.org/build).



# CONVENTION & VISITORS BUREAU

## 64th annual Messiah performance

Marshalltown's annual presentation of the Messiah will be Sunday, December 4 at 7:00 p.m. at First United Methodist Church, 202 West Main Street. Six soloists and 45 singers will be featured, all accompanied by organist Chad Musig on the pipe organ.



Conductor Janet Collison says, "This presentation will be a delight. The chorus is very strong and the soloists enthusiastic. Handel's Messiah is grand in its scope and impressive in its expression of the Gospel. Messiah is an experience both for the singers and the listeners."

This 2016 presentation marks Musig's twentieth year of accompanying, Collison's third year of conducting, and Central Iowa Choral Society's sixty-fourth year of presenting the evening. It is free and open to the public. A free-will offering will be taken.

## Marshalltown's Community Calendar

Marshalltown's Convention & Visitors Bureau (MCVB) self-posting calendar of events is the HUB for activities in the Marshalltown area. Eligible events on the calendar are posted on the MCVB electronic sign in the HyVee parking lot. Posting events, performances or festivals (which are open to the public) is simple. Just follow these four easy steps:

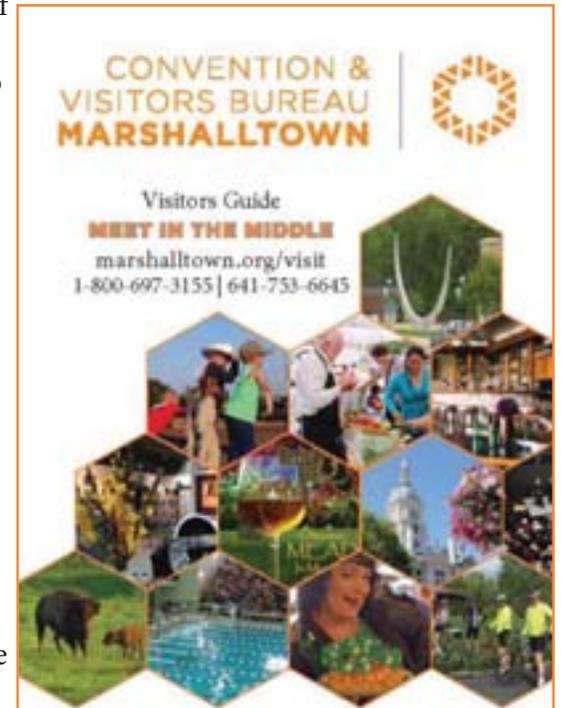
1. Start at [www.marshalltown.org/events](http://www.marshalltown.org/events)
2. Scroll to the bottom of the calendar page; click "Add New Entry"
3. Fill out the online form as applicable
4. Click "Submit Entry"

Posting events on the MCVB online calendar is FREE! NO passwords are required. All events, open to the public, can be added at any time day or night for your convenience. An automatic 'no-reply' email will be sent when your event has been approved on the calendar.

## They're here!

*The new Visitors Guide has arrived*

With the recent unveiling of the new Marshalltown Regional Partnership brand, logo and website, MCVB is excited to announce the new Visitors Guide. It has a new look, new information and is ready to share with both the community and visitors to Marshalltown. Many hours were dedicated to updating and revising the new guide. Our goal was to mirror the content on the VISIT tab on the webpage for ease of information gathering. Let us know if you would like copies for your attraction, restaurant, or business to share with visitors to our area.



## Historical Society Annual Holiday Dinner

The Historical Society of Marshall County will hold their Annual Holiday Dinner on Thursday, December 15, 2016, at the historic Binford House, 110 North Second Avenue, Marshalltown. Social Hour begins at 5:30 p.m., with dinner served at 6:00 p.m. Entertainment will be provided by the Marshalltown Men's Chorus Quartet. Cost is \$30 per person; seating is limited. For ticket information, call (641) 752-6664, email [marshall-history@live.com](mailto:marshall-history@live.com), or visit their website at [www.marshallhistory.org](http://www.marshallhistory.org).

This annual event celebrates another year of preserving Marshall County's past for future generations and shows gratitude to those who support the society through donations of time, artifacts, and funds.

## Congratulations!

The Marshalltown Convention & Visitors Bureau (MCVB) Board of Directors and staff extends congratulations to **North 3rd Avenue Dairy Queen** and owner/manager, Tyler Wollam, on receiving a Dairy Queen Golden Crown Award for being a top performing store in the region in 2016. Wollam is Chair of the MCVB Board.



## Chamber Events



France in the fall...

Early in November, 17 travelers enjoyed the gorgeous French Riviera during the 2016 Chamber Experience trip. Highlights of the trip included Nice city tour, Eze, Monaco, and the Monte Carlo casino.

The annual Business to Business Showcase, presented by HyVee, was filled with spirit and cheer, as Chamber members were treated to the best of holiday food and decor.



## DECEMBER

Nov. 24-25: MRP offices and Fisher Community Center (FCC) closed for Thanksgiving holiday

Nov. 26: Shop Small Saturday

Dec. 1: Holiday Business After Hours, 4:30 to 6:30 p.m., US Bank (downtown location)

Dec. 13: "Finding 100 Extra Minutes a Day" training session

Dec. 20: Business Leaders Legislative Luncheon, 11:45 a.m.

Dec. 23-26 & 30-Jan.1: MRP and FCC closed for holidays

## upcoming EVENTS



Nick Diets  
Agent



Pat Hageman  
Agent



Marna Mitchell-Buher  
Agent-CSA



Lance Harbach  
Agent



Samantha Vance  
Agent



Paul Best  
Agent



Mark Rohde  
Agent



Dan Mead  
Agent  
Claims Administration



Sue Gannaway  
Agent-CSA



Rich Mohan  
Agent



Doug Josin  
Agent



Bonnie Orl  
Processor



Robin Angstman  
Agent-CSA



Matt Roelsgard  
Information Systems



Kristi Carlson  
Office Manager



Darla Rowley  
Agent-CSA



Samantha Perry  
Agent-CSA



Megan Weill  
Agent-CSA



Heather Harus  
Agent-CSA



Kathy Minksi  
Administrative  
Assistant



Jazmin Cisneros  
Administrative  
Assistant



LeAndrea Abel  
Administrative  
Assistant



Leigh-Ann Kuopp  
Agent-CSA

THE POWER OF CHOICE!

11 EAST CHURCH STREET - MARSHALLTOWN, IA

(641) 752-4618

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