

theDIGEST

distinctly different

January 2018

Volume 35, Issue 7

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
PARTNERSHIP
MARSHALLTOWN



“Think Local 1st” campaign

The Chamber’s “Think Local 1st” initiative was introduced a year ago, and is a campaign designed to encourage all community members to consider local sources for both personal and business purchases. This includes vehicles, equipment, clothing, groceries, gifts, banking, insurance, healthcare, education, and more.

“This Chamber initiative is important,” says Chamber Executive Director Lynn Olberding, “because local purchases result in more money injected into the local economy. It means taxes, salaries, and investments stay local which translates into jobs for friends, family, and neighbors.”

As the new year kicks off, the Chamber urges everyone in the Marshalltown area to support our local economy by making a resolution to “Think Local 1st.”

For more reasons why thinking local first is important, see the article on shopping locally that appears on page 3 of this issue.

Chamburrrrr Scurry 5K

Whether it’s to support a fitness or weight-loss goal or simply wanting to find a fun way to be active, the Chamber’s 5K is a great way to kick off the new year.



Slated for Saturday, January 27, the run/walk will begin at 9:00 a.m. on the Iowa Valley campus. Hosted by the Chamber with Gold Sponsor Iowa Valley Continuing Education, registration and event details are available online at: www.marshalltown.org/work/5K/. Cost is \$20 per person through December 31, 2017 and includes a shirt. Also included are after-race awards, presented by JBS, and post-race snacks provided by the NuCara Pharmacy.

2018 Chamber Legislative Positions

The 2018 legislative positions were recently released by the Chamber, covering recommendations in the areas of taxes, education and workforce, economic development incentives, business regulations, government efficiency, transportation infrastructure, and technology.

“The Chamber supports legislative initiatives that help recruit and retain business in our community,” says Lynn Olberding, Chamber Executive Director. “Each year, the Chamber represents the interests of our membership (nearly 500 businesses and organizations with more than 16,500 employees) by suggesting legislation that will foster a healthy economy for the Marshalltown area and state of Iowa as a whole.”

For a summary of the 2018 positions, members can refer to the insert included in their issue of The Digest. Or, refer to the online summary by visiting the Chamber’s website at: www.marshalltown.org/work/.

Pre Sort Standard
U.S. POSTAGE
PAID
MARSHALLTOWN, IA
PERMIT NO. 42

Bring on 2018!!

As we near the end of 2017, I believe it's fair to say Marshalltown is on an uptick and Bobcat Pride is en vogue once again! Yes, that feeling of what we call the "Marshalltown Vibe" is in the air! There has been much positive momentum on a number of initiatives throughout our community during 2017; a few that I would like to highlight are healthcare, housing, and education... all extremely important to economic/community development.

During 2017, we excitedly welcomed UnityPoint Health - Marshalltown. Dustin Wright and his team at UnityPoint have come out of the box firing on all cylinders and are well on their way to firming up our all-important healthcare platform here in Marshalltown and the surrounding region. In addition, in a great show of support and in the classic Marshalltown way, the UnityPoint Health - Marshalltown Foundation is well on its way to raising funds to purchase two brand-new UnityPoint Health - Marshalltown ambulances! The "Lights and Sirens...Keep them Rolling" campaign has been a great success thus far!

On the housing front, Marshall Economic Development (MED) Executive Director, Tom Deimerly and his board have seen the fruit of their labor come to life in a significant number of new housing units beginning to sprout up around town! As we currently await our updated housing study results to be revealed, I would also like to say thank you to Vision Marshalltown Executive Director Kyley Leger for helping to communicate the positive progress we are all making on the housing front. Kyley's professional marketing skillset has been invaluable as we march forward in transforming Marshalltown housing opportunities.

Finally, education in Marshalltown is on an upswing. With the introduction of ST-Math to the our schools' elementary curriculum, Marshalltown Community School District (MCSD) continues to introduce cutting-edge STEM opportunities to all of our children. And yes, Marshalltown continues its title of STEM Capital of the World! Also on the education front, Marshalltown Community College and MCSD are working together well to develop "college- and career-ready pathways" for all students, so necessary in today's economy to fill the work pipeline for our local employers.

Marshalltown Regional Partnership is honored to have an opportunity to partner on these and other positive initiatives to help move our community forward. With the wind at our backs and many partners by our side, we say, "Bring on 2018." We are ready to continue our positive march forward!

#MarshalltownVibe

#BobcatPride #Si Se Puede

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

Big Brothers Big Sisters

Heart of Iowa Big Brothers Big Sisters (BBBS) is celebrating their recent successes. First is their success as an award-winning agency. In mid-2017, they were one of 16 agencies to be awarded the "Big Brothers Big Sisters of America 2016 Gold Standard Award," which is given in recognition of local agency excellence.

"Out of 313 agencies total," says Executive Director Lynne Carroll, "we are very proud to be one of the 16 agencies to receive this award!"

Beyond that, a review of their 2017 accomplishments shows success in their service. Carroll explains, "We are pleased to have served 161 matches. A match is defined as an adult who provides one-to-one mentoring with a child age 6 to 18 in need of a positive caring adult friendship." BBBS recruits, interviews, screens, trains, and matches volunteer mentors with their younger counterparts, fondly referred to as "Littles."

"The most rewarding thing is the opportunity to see positive change and growth in the lives of the Littles in our program," Carroll reports. The organization offers school-based and community-based programs. Both rely on volunteers. "We never run out of kids to serve," she continues. "But, we do run out of volunteers. So we are always recruiting."

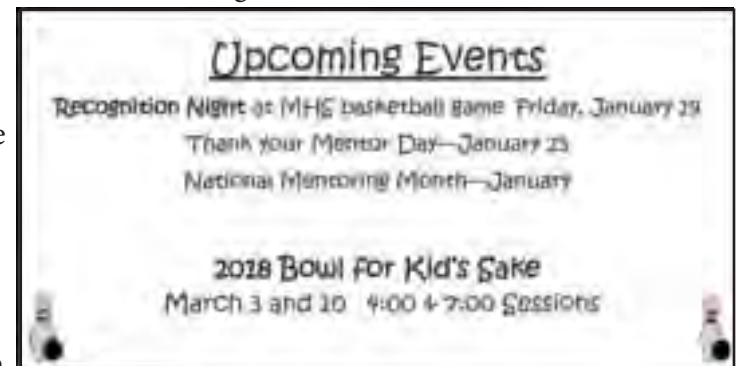
As a non-profit and leader in providing professionally supported mentoring, BBBS relies heavily on fundraising and grant writing to supply more than half of their annual budget.

"Bowl for Kids' Sake" is our largest fundraiser of the year," Carroll says. "The 2018 dates are March 3 and 10 at Wayward Social (formerly Totem Bowl). Pull your team together for some fun fundraising!"

For more information, contact BBBS at (641) 753-6370, at heartoflowamentoring@gmail.com, or at www.heartoflowabigs.org.



A Big and a Little



7 reasons to “Think Local 1st” ...as shared by Brown’s Shoe Fit

Shoppers walking into the Brown’s Shoe Fit store are greeted by two things: the broad smile of manager C.J. Mayou and a poster announcing the benefits of shopping local.

“The General Office sent that poster to us,” explains Mayou. “All Brown’s Shoe Fit locations are locally owned, so they wanted to show us the importance of shopping locally. They encourage us [owners] to shop local also. We have a vested interest in the community.”

Regarding the seven reasons to shop locally, Mayou thinks the biggest thing is keeping tax dollars here. Also, by shopping local, he says community members “...are supporting local business owners that will go out and spend in the community.”

Then he adds with a grin, “Number 5 is my favorite.” That reason shows the difference in what returns to the local community from independent businesses versus national chains and on-line purchases.

When asked what it means to him and his store for community members to shop at Brown’s Shoe Fit, Mayou replies, “It shows a sense of community. They would rather check here before going out of town or shopping online.” He also says there is a cause-effect: “If shoppers don’t patronize local stores, they won’t be there.”

Mayou has been in Marshalltown almost two years now. An Iowa native who attended Iowa State, he says always wanting to be in central Iowa was his motivation to move back. “I really enjoy Marshalltown,” Mayou said. “It’s a great central location.” As for the future, Mayou says he sees a lot of potential in Marshalltown. “There are a lot of young professionals here. The town and what is available is great; the culture is great. Right now I have no plans to leave.”



C.J. Mayou, manager of Marshalltown’s
Brown’s Shoe Fit.

Thank You! For Shopping Locally TOP SEVEN REASONS TO

- 1. Lower Taxes** Local businesses put less demand on our roads, sewers, and safety services and generate more tax revenue per sales dollar, helping keep your taxes lower.
- 2. Embrace Choices** A wide variety of independent businesses, each serving their customers’ tastes, creates greater overall choices for all of us.
- 3. Shape Our Character** Why did you choose to live here? What keeps you? Independent businesses help give our community its one-of-a-kind personality.
- 4. Strengthen Your Local Economy** Each dollar you spend at independent businesses returns 3 times more money to our local economy than on spent at a chain – a benefit we can all bank on.
- 5. The Bottom Line** When you spend \$100 at an independent business, \$68 returns to the local economy versus \$14 when spent with a national chain. When you purchase on-line, \$0 returns to your community.
- 6. Create Jobs & Opportunities** Locally owned businesses also are the customers of local printers, accountants, wholesalers, farms, attorneys, etc. expanding opportunities for local entrepreneurs.
- 7. Support Local Schools**

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.

AgTac Services

Kelly Wavada, Executive Vice President
8200 Cody Drive, Suite F, Lincoln, NE (402) 413-5000
Professional partners in security and facility services, offering both industry security experts and complete facility services (janitorial and maintenance).

Re/Max Partners Realty

Matt Karjalahti, Owner/Broker
932 Main Street, Grinnell IA 50112 (641) 236-6682
A full-service real estate agency connecting buyers and sellers through dynamic performance and innovation.

Wayward Social

Aaron & Michelle Buzbee, Owners Roger Taylor, Manager
1101 South 6th Street, Marshalltown, IA 50158 (641) 752-4269
The former Totem Bowl is emerging as a new bowling, recreation, and restaurant venue. The business is open while continuing to be renovated.

AREA CHAMBER
OF COMMERCE
MARSHALLTOWN



Board of Directors

Mike Fitzgerald, Chair
Dan Moellers, Vice Chair
Jeff Rasmussen, Treasurer
Gary Schaudt, Past Chair
Matt Garber, Econ. Dev. Chair
Todd Carl
John Dawley
Laura Farrington
Deirdre Gruendler
Jill Lutes
Kristin Polley
Todd Steinkamp
Gabriela Vargas

Ex-Officio

Jenny Etter, MCB
Bill Patten, Marshall County
Dr. Theron Schutte, MCSD
Dr. Robin Shaffer-Lilienthal, MCC

ECONOMIC
DEVELOPMENT
MARSHALL



Board of Directors

Matt Garber, Chair
Steve Sincox, Vice Chair
Paul Beals, Secretary
Curt Hoff, Treasurer
Mary Wertzberger, Past Chair
Mike Fitzgerald, Chamber Chair
Bryan Amundson
Ellen Bergman
Miguel Gutierrez
Steven Shupp
Dave Thompson
Steve Valbracht

Ex-Officio:

Jacque Goodman, IVCE
Jessica Kinser, City Administrator
State Representative Mark Smith
State Senator Jeff Edler

CONVENTION &
VISITORS BUREAU
MARSHALLTOWN



Board of Directors

Ken Huger, Chair
Bob Untiedt, Secretary
Jessica Vint, Treasurer
Tyler Wollam, Past Chair
Heidi Drager
Al Hoop
Shelley Lechner
Kyle Leger
Mark Shaffer
Julie Thomas

REGIONAL
PARTNERSHIP
MARSHALLTOWN



Board of Directors

Chris Brodin, Chair
Miguel Gutierrez, Vice Chair
Paul Beals, Financial Officer
Dennis Drager, Chamber
Matt Garber, Econ. Dev.
Sharon Greer, At-Large
Ken Huger, MCVB
Jessica Kinser, City
Kevin Meyer, At-Large
Gary Schaudt, Chamber
Julie Thomas, MCVB
Dave Thompson, County
Mary Wertzberger, Econ. Dev.

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

January 31, 2018
Member Appreciation Lunch
Fisher Community Center
(709 South Center Street)
11:30 a.m. to 1:00 p.m.

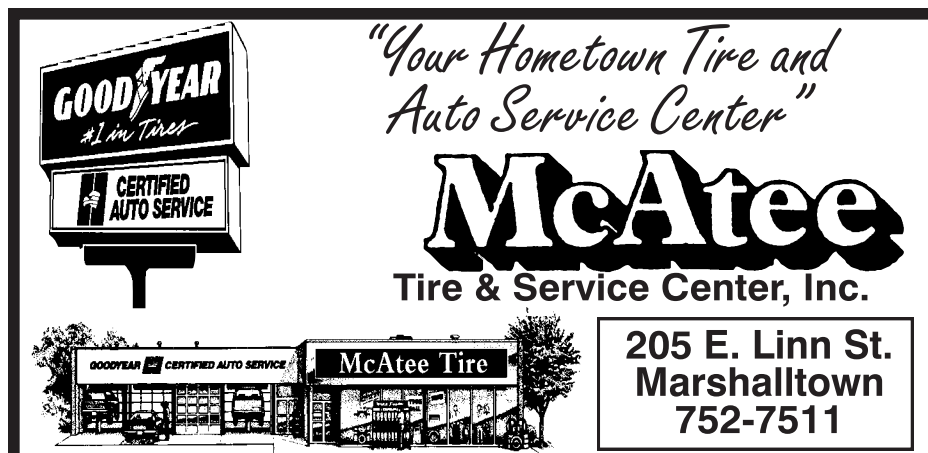
February, 2018
Taste of Marshalltown
(details to come)

March, 2018
BeMobile Verizon
(details to come)

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.



"Your Hometown Tire and Auto Service Center"

McAtee
Tire & Service Center, Inc.

205 E. Linn St.
Marshalltown
752-7511

Receive Total Home Comfort At

KAPAUN & BROWN, Inc.
A Premier Lennox Dealer



1002 West Lincolnway
753-3563





MARSHALLTOWN NEWS

(we just have to *brag a little*)

Congratulations to...

Pentz Appliance & TV on the 55th anniversary of their business serving the Marshalltown community.

Marshall Economic Development along with **Marshall County, the City of Marshalltown, Marshalltown Area Chamber of Commerce, and Marshalltown Convention & Visitors Bureau** on successfully working with the Iowa Department of Transportation to return "Marshalltown" to the exit sign on eastbound Interstate 80 at the Highway 65/330 junction.

Child Abuse Prevention Services on receiving the Dan Chavez Beyond the Horizon award. The honor is presented annually at the Iowa Culture and Language Conference to one Iowa organization which advocates on behalf of the immigrant, refugee, and non-English speaking population of Iowa by initiating beneficial policy and procedure changes that leave a lasting mark.

The three **Marshalltown Community School District** staff members recognized with Employee of the Quarter awards for first quarter of the 2017-18 year: Leah Mattox, Eric Weeden, and Cindy Wirkler.

The **Marshalltown YMCA-YWCA** who will remain the host site for the Iowa Girls State Swimming and Diving Meet through 2022 as selected by the Iowa Girls High School Athletic Union.

The following Chamber members who received Theisen's More for Your Community Grants designed to support local nonprofit organizations and the people they serve: **Child Abuse Prevention Services, Heart Of Iowa Big Brothers Big Sisters, Marshall County ISU Extension and Outreach, Marshalltown YMCA-YWCA, and Youth and Shelter Services of Marshall County.** Thank you to **Theisen's Home*Farm*Auto** for investing in the Marshalltown area community.

Chamber member **Bettie Bolar** who was awarded the Kenneth Brintnall Award by the Marshalltown Rotary Club. This award is the highest honor a member can receive from the club.

Welcome to...

Dr. Kreg D. Harper OD who has joined **Eyecare Associates.** Kristina Sadler, new Events Director, and Justin Thiele, new General Manager, at **Elmwood Country Club.**

The professionals providing urology services at **UnityPoint Health - Marshalltown:** Dr. Daniel Lee, Dr. Eric Andresen, and Dr. Eric Askeland as well as certified Physician Assistant Michelle Nepple.

Hats off to...

El Portal for annually funding post-secondary scholarships through candy sales at the restaurant.

Emerson employees who are giving back to the Marshalltown community by supporting education efforts including Jordan Mandernach, Paul Alman, David Goode, Patrick Clark, and Edward Peng (giving feedback to Miller Middle School's Lego League team) and Steve Seberger (volunteer coaching the Miller Middle School MathCounts team).

The **Iowa Valley Leadership Class of 2018** for their efforts in hosting a Hygiene Drive to benefit local area students.

Announcing...

Marshalltown Obstetrics & Gynecology has been renamed to **The Women's Care Group.**

Wayward Social Eats and Alleys as the new name for the former Totem Bowl bowling alley.

Clapsaddle-Garber Associates (CGA) and **Ryken Engineering & Land Surveying of Ackley** have merged under the CGA banner.

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



*Wishing You
Christmas Blessings
&
New Year Cheer*

from the staff of
**Farmers
SAVINGS BANK**
fsb-iowa.com



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

***Happy Holidays
from our team!***

Chamber Area Dollars make great holiday gifts!



CHAMBER | AMBASSADORS VISITS



Left: On November 14, Chamber Ambassadors hosted a courtesy call with **Marshalltown Area United Way** Executive Director Nancy Steveson at the organization's 709 South Center Street office.

Right: Chamber Ambassadors and the staff of **Ingold Group LLC** (709 South Center Street) celebrated the opening of the Marshalltown location with a ribbon cutting on November 14.



Left: Chamber Ambassadors hosted a courtesy call with Alyson Hicks of **Central Iowa Recovery** (709 South Center Street) on November 14.

Right: Chamber Ambassadors hosted a courtesy call on November 28 with the new owners of **AAA Septic Service** (303 South 3rd Avenue), Shane and Tammy Brown.



Left: On November 28, Chamber Ambassadors hosted a courtesy call at **Taylor's Maid-Rite** (106 South 3rd Avenue).

Right: Chamber Ambassadors held their holiday party at **Legends American Grill** and gave their holiday gift fund to **Big Brothers Big Sisters**.



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

Thank You Ambassadors!

AREA CHAMBER OF COMMERCE
MARSHALLTOWN



Iowa Valley Leadership class spotlights



Sarah Erikson

Name: Sarah Erikson

Job: Human Resource Manager for Emerson

What that means: I am the employee and management contact for all human resource functions, including employee relations, recruitment, performance management, salary, and benefits administration and organization development.

Best part of my job: Interacting with employees and helping them succeed in their roles.

Other community involvement: I am in Assistance

League, a Child Abuse Prevention Services Board member, and on the ISU 4-H Youth Development Committee.

Why I am in IVL: I want to continue to learn more about the community and get a better understanding of how I can get involved and make a difference.

Best part about living/working in Marshalltown: The people!



Kyle Hall

Name: Kyle Hall

Job: Account Manager for ENERGY 106.7

What that means: I cover Marshall and Tama counties selling advertising to any and all businesses. I help businesses grow by helping create interesting commercials to catch customers' attention and hopefully motivate them to visit the client's store.

Best part of my job: I really enjoy building relationships with the customers; their success means I'm having success. I also really enjoy writing the commercials. It is fun to have my ideas come to life.

Other community involvement: New GMG School Board member, youth sports coach (MGSA, Upward Basketball, YMCA), and GMG junior high coach for football and girls basketball.

Why I am in IVL: I wanted another way to be a part of the community and the opportunity to be a part of something bigger in helping with the community. It is also a great way for busy people to get to network with others they may have never gotten to know!

Best part about living/working in Marshalltown: Community support. Everyone may not agree all the time but when needed you can count on the community to help out!

www.marshalltown.org

 **SHOMO-MADSEN INSURANCE**



Independent Insurance Agent

*Your Locally Owned
Choice For All Your
Insurance Needs!*



**Auto • Home
Business • Farm
Life • Health**

753-6691

Toll Free 1-888-753-6691

22E. Main St. • Marshalltown

ADVERTISING SPECIALITIES

**MARSHALLTOWN
TIMES-REPUBLICAN**
135 W. Main
Marshalltown
753-6611

ATTORNEYS AT LAW

**PEGLOW,
O'HARE & SEE**
118 East Main Street
Marshalltown
752-8800

COMMERCIAL CONSTRUCTION

**WOODRUFF
CONSTRUCTION, LLC**
info@woodruffcompanies.com
www.woodruffcompanies.com
515-232-4535

HEATING & COOLING

**KAPAUN &
BROWN**
1002 W. LINCOLNWAY
MARSHALLTOWN
641-753-3563

APARTMENTS

**SOUTHERN HILLS
APARTMENTS**
753-4533
BOULDER PROPERTIES
1 & 2 Bedroom Apartments
641-752-7767
www.venturellc.com

AUTOMOTIVE

**ARNOLD MOTOR
SUPPLY**
116 E. Anson St.
Marshalltown
753-5533

ENGINEERING & LAND SURVEYING

**CLAPSADDLE-GARBER
ASSOCIATES, INC.**
16 E. Main St.
Marshalltown
752-6701

INSURANCE

**CHASE
INSURANCE SERVICES**
105 A. Westwood Dr.
Marshalltown
752-5733

ATTORNEYS AT LAW

**MOORE, McKIBBEN,
GOODMAN, & LORENZ, LLP**
Larry E. McKibben
James L. Goodman
William J. Lorenz
Douglas W. Beals
Michael R. Horn
Norma J. Meade
Sean K. Heitmann
Brandon W. Ruopp
Brandon J. Buck

26 S. 1st Avenue
Suite 302
Marshalltown
641-752-4271
www.marshalltownlaw.com

HELPER AUTO SERVICE

108 W. State St.
Marshalltown
752-5225

HEATING & COOLING

B & G HVAC
1208 E. Main Street
Marshalltown
641-752-3429

INDEPENDENT INSURANCE SERVICES

11 E. Church Street
Marshalltown
752-4618

BUILDING SUPPLIES

**SPAHN & ROSE
LUMBER CO.**
110 W. Madison St.
Marshalltown
752-1541

SHOMO-MADSEN INSURANCE

22 E Main St.
Marshalltown
753-6691



KITCHENS

THE CABINET SHOPPE

217 N. 13th Street
Marshalltown
753-4969
www.cabinetshoppe.net

CARTWRIGHT, DRUKER & RYDEN

John F. Veldey
Joel T.S. Greer
Sharon Soorholtz Greer
Christopher R. Wertzberger
Nicholas P. Crosby
112 W. Church St. Marshalltown
641-752-5467

CARPET CLEANING

SERVICEMASTER
Carpets • Upholstery
Duct Work
Commerical
Janitorial Services
752-3956



BUSINESS DIRECTORY

MISCELLANEOUS

AUGUSTINE COMPANY

1210 Industrial Blvd.
Marshalltown
753-3875

SALVATION ARMY

107 W. State St.
Marshalltown
753-5236

MUSIC INSTRUCTION & SALES

Randall's

guitar school & music shop
Lessons On Guitar • Bass & Piano
Guitars • Amps & Accessories
Repairs • School Band Supplies
1008 Summit Street
Marshalltown • 752-8876
www.randallsguitarschoolandmusicshop.com

NURSING HOMES

GRANDVIEW HEIGHTS

910 E. Olive St.
Marshalltown
752-4581

HAWKEYE CARE CENTER MARSHALLTOWN

2401 S. 2nd Street
Marshalltown
752-1553

PAINTING

PRO FINISH

COMMERCIAL & INDUSTRIAL
PAINTING
641-751-3568
www.profinishiowa.com

PLUMBING & ELECTRIC

ELECTRIC SUPPLY OF MARSHALLTOWN

1008 S. 12th Ave.
Marshalltown
752-4672

HARTWIG PLUMBING & HEATING INC.

1002 W. Lincolnway
Marshalltown
752-5707

RADIO

KFJB-KXIA

123 W. Main St.
Marshalltown
753-3361

JOB POSTING

Find Marshalltown Area Jobs
www.marshalltown.org/jobs

TAX SPECIALISTS

H&R BLOCK

Tax & Business Services
204 E. Linn, Suite C
Marshalltown
752-4418

ACCU-TAX

1302 W. Main St.
Marshalltown
752-6033

TELEPHONE SYSTEMS

Tele-Difference

Telephone Sales and Installation
Phone and Data Cabling Specialists
641/753-6422
telediff@heartofiowa.net
Steve Hubbard • Adam Grant



Thank You Reinvesting Chamber Members

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

Next Generation **6** Thompson's True Value **7**



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

	Nov '17	Avg/Month	YTD Total
Unique Visitors	7,714	8,019	88,213
Number of Visits	11,478	11,489	126,376
Page Views	58,467	69,149	760,639
Hits	214,051	216,956	2,386,513

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.



Succession Plans: a difficult, but critical conversation

by Tom Deimerly, Executive Director, Marshall Economic Development

The economic development strategy of retaining and growing an existing business base is often tied to 80% of the community potential for job growth. While sitting in a meeting this afternoon, a statistic struck home during the discussion. It was the relative age of the business roots in the community and the age of the business owners. We were celebrating the longevity of these businesses and the great work of the business owners to run highly successful businesses that reflect community values and are our local economy's backbone. Then, I had a scary thought. While we are celebrating their success (that is fully deserved!), what happens when these successful owners and managers choose to retire? Have they identified potential buyers or leadership, is there a plan to keep the doors open long into the future, or have they even considered an exit strategy?

These types of conversations and considerations can be scary for many business owners who have poured their heart and souls into the business. One might even go a step further to classify the discussion as outright uncomfortable. Like a business plan, a succession plan is important because

it gives the owner and his/her workers a guide for conducting business—only this specific guide pertains to the circumstances that will transpire if the current owner leaves. Without a succession plan the business' fate is uncertain and could be left in the hands of a court. Also, if the business owner has multiple children or family members, it could cause disputes about who should take over the company. One of the major reasons why a succession plan is important is that it helps maintain peace within a family or other group of people/employees in case the owner is no longer there to give his or her opinion in the matter. It also allows that business to keep its doors open, thereby continuing to contribute to the local economy.

Due to the process many times being (1) difficult to discuss and (2) highly confidential, it is often easier to discuss it with an outsider or third party business service provider removed from the "local" rumor mill. Marshall Economic Development (MED) in partnership with Iowa Small Business Development Center (SBDC) can help with free and confidential assistance. Contact the MED offices at (641) 753-6645 for details.

Economic Statistics

Employment – Marshall County - October (Source: Iowa Workforce Development)	2017	2016
Labor force	18,600	19,140
Unemployed	530	800
Percent unemployed	2.9	4.2
Total employment	18,070	18,330
Marshall County Construction - November (Source: Marshalltown Building Department)	2017	2016
Building permits	9	14
New Residential Construction	\$0	\$3,377,000
Residential Addition/Remodeling	\$153,000	\$117,000
New Commercial/Industrial Const.	\$53,000	\$5,000
Commercial/Industrial Remodeling	\$274,000	\$755,000
Housing Sales Data - November (Source: Mid-Iowa Regional Board of Realtors)	2017	2016
Single family home sales	32	53
Average sale price	\$120,756	\$113,503
Median sale price	\$108,500	\$110,000

YOUR FINANCIAL FUTURE IS OUR #1 PRIORITY!

We have a wide variety of products and services available to construct a portfolio consistent with your financial goals and objectives.

Call today and let us help you plan your financial future.



Gary Schaudt - Registered Principal
25 S. Center Marshalltown, IA 50158
641-752-2041/800-369-1588

Securities, insurance and advisory services offered through SagePoint Financial, Inc., member FINRA, SIPC.

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



CONVENTION & VISITORS BUREAU

The girls are back in town!

State Swimming and Diving and Golf meets remain



The Iowa Girls High School Athletic Union (IGHSAU) paid great compliments to the Marshalltown community by announcing that the Girls' State Swimming and Diving Meet would remain at the Marshalltown YMCA-YWCA through 2022 plus the 1A and 4A Girls' State Golf Tournament would remain here in 2018.

Kudos to all involved!

“The hard-working YMCA-YWCA staff and volunteers, along with additional support from Marshalltown High School and the Marshalltown community, have made the State Swimming and Diving Meet an outstanding championship event. We look forward to partnering with Marshalltown...five more years.”

Jean Berger, IGHSAU Executive Director

It's our silver year!

The Marshalltown Convention & Visitors Bureau (MCVB) is pleased to announce the 25th year of operation for the benefit of tourism in the Marshalltown community. Be on the lookout for announcements of fun events and activities all throughout 2018 celebrating this milestone.

MCVB grant application deadline: January 2

Attention planners who are hosting events in Marshalltown! The next due date to apply for a Marshalltown Convention & Visitors Bureau (MCVB) grant is coming up on Tuesday, January 2.

The MCVB offers grant monies for meetings and conferences, sporting events and tournaments, and local events or projects that will have a positive impact on the tourism industry in Marshalltown, both in the short- and long-term. Grants are available to non-profit organizations whose events are held in Marshalltown and open to the public.

This grant program is one of the most competitive advantages of hosting an event in Marshalltown. It is designed to help with the cost of promoting an event, including printing and mailing expenses. The MCVB works to make events successful!

Eligibility and requirements are specified on the application form which is available by stopping by the MCVB office at 709 South Center Street or is also accessible in a fillable-form PDF version online at: www.marshalltown.org/visit/planners/.

Welcome Paulla Hartman!



The Marshalltown Convention & Visitors Bureau (MCVB) extends a warm welcome to Paulla Hartman, the new Sales Coordinator at the Best Western hotel (3303 South Center Street). In her role, Paulla will be responsible for meeting room and guest room sales, event, and banquet planning. The MCVB staff looks forward to working with her in welcoming visitors to the Marshalltown community.

TFI's Legislative Showcase



This year's Travel Federation of Iowa Legislative Showcase will be Tuesday, January 30 at the Iowa State Fairgrounds.

“This is a unique opportunity for leaders in the tourism industry to speak with lobbyists and legislators to share the impact that tourism makes on the State of Iowa, as well as funding needs which will ultimately bring in more tax revenue,” says Val Ruff, Executive Director of the Marshalltown Convention & Visitors Bureau. “It is a great chance to showcase our state and community as a destination for tourists.”



Place your 2018 events on the Community Calendar

The beginning of the new year is a good time to remind community members to add upcoming events to the Community Calendar. It's FREE and no passwords are required. Follow these simple steps:

1. Start at 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”

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.

Manufacturers Appreciation Luncheon



This year's Manufacturers Appreciation Luncheon, presented by Iowa Valley Continuing Education and JBS, along with Gold Sponsors Alliant Energy and Woodruff Construction, paid tribute to Marshalltown's rich manufacturing history. Keynote speaker, Emily Schmitt, shared how Iowa company, Sukup Manufacturing, created grain-bin-style Safe T Homes in response to Haiti's 2010 devastating earthquake.

Business Leaders Legislative Luncheon

Mark your calendar for Wednesday, January 24 for the 2018 Business Leaders Legislative Luncheon. Hear from leaders of the Iowa Chamber Alliance and the U.S. Chamber of Commerce regarding their insights and predictions for the 2018 legislative sessions.

Gold Sponsor, Lennox Industries, is supporting this year's event. Check online at www.marshalltown.org/work/ for event time, location, and registration details. Cost is \$20 per person or \$100 for a table of six.

DECEMBER/JANUARY

December 24-26, 29, and 31: Partnership offices and Fisher Community Center closed for the holidays

January 24: Business Leaders Legislative Luncheon

January 27: Chamburrrrr Scurry 5K run/walk

January 31: Member Appreciation Luncheon

upcoming EVENTS

 Nick Diers Agent	 Pat Higdon Agent	 Manda Mitchell-Buller Agent-CSA	 Lance Horbach Agent	 Paul Beck Agent	 Mark Borda Agent	 Don Mead Agent Claims Administration	 Jue Gansoway Agent-CSA	 Rich Mahon Agent	 Doug Joslin Agent
 Bonnie Chrt Processor	 Robin Angstrom Agent-CSA	  				 Matt Roebgard Information Systems	 Erin Corban Office Manager		
 Dana Rowley Agent-CSA	 Samantha Garrison Agent-CSA					 Megan Wells Agent-CSA	 Heather Harris Agent-CSA		
 Kathy Minkal Administrative Assistant	 Jaimin Connor 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			