

theDIGEST

distinctly different

February 2018

Volume 35, Issue 8

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



Member Appreciation Luncheon

2018 marks the Chamber's 120th anniversary of serving Marshalltown, and we're kicking off our year-long festivities with our annual Member Appreciation Luncheon. The buffet lunch will take place Wednesday, January 31 from 11:30 a.m. to 1:00 p.m. at the Fisher Community Center (709 South Center). All employees of Chamber member businesses and organizations are invited. Bring a business card to enter a prize drawing. Simultaneously, the Chamber will host a Cookie Challenge. Chamber members can enter a cookie created by their staff. See details at www.marshalltown.org/member-appreciation.



Travel with the Chamber in 2018

There is still time to sign up for either of the two 2018 Experience Trips sponsored by the Chamber. Informational meetings will be held Wednesday, February 21 at noon and 5:30 p.m., as well as Thursday, February 22 at 8:30 a.m. The meetings will take place at the Fisher Community Center (709 South Center Street).

"As previously announced," says Lynn Olberding, Chamber Executive Director, "the Chamber is offering two trips this year. In June, we will be traveling to the Pacific Coast for eight days. Then, in September we will take a seven-day trip to Iceland. The good news is it's not too late to join. Both trips are still available for registration."

The Chamber is partnering with Chamber Explorations for each of the excursions. The purpose of the trips is to offer travelers a unique experience and global familiarization.

Friday Legislative Forums begin

Again in 2018, the Chamber will be hosting a series of Friday Legislative Forums. The first one will be held Friday, February 16. All forums will run from noon to 1:00 p.m. and will be held in the auditorium of the Fisher Community Center (709 South Center Street).

The Chamber holds these townhall-style meetings throughout the State Legislative session in order to give Marshalltown's elected officials an opportunity to provide updates on the happenings at the Iowa Statehouse. Senator Jeff Edler along with Representatives Dean Fisher and Mark Smith are invited to report on issues, especially those important to Chamber members, discuss legislative progress, and take questions from the audience. The forums are free and open to all Chamber members and the public alike.

The Friday, February 16 forum is sponsored by RACOM. Subsequent forums will take place March 9 and April 6.

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What or why?

Hopefully the title caught your attention! 'What or why?' is an important question that we need to begin to consider as we go about developing and executing plans in both our personal and professional lives. Some of my favorite reads over the past few years have been by author and optimist, Simon Sinek. In his breakout book "Start With Why," Sinek explains that ultimately "People don't buy 'what you do,' they buy 'why you do it!'"

As we develop our marketing and communication plans, it's important that we keep Sinek's sentiments in mind, and take time to discuss our 'why.' Yes, people want and need to know 'what' you do, but more importantly if we want to differentiate ourselves or our organization a bit, we need to express to people our 'why.' When one is able to develop and express their 'why,' more of a real connection is developed with the customer or potential customer.

Here is a passage from Sinek's book, "Start With Why" that provides an example of the difference when 'starting with why':

"If Apple was like everyone else, a marketing message might be: We make great computers. They're user friendly. Want to buy one?... Here's how Apple actually communicates: In everything we do, we believe in challenging the status quo; we believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use, and user friendly. We just happen to make great computers. Want to buy one?"

When you 'start with why' when rethinking your marketing strategy, people begin to change how they think about your company or organization and why they should do business with you. For at the end of the day, people do business with companies/organizations that believe what they believe because of our strong tendency to want to align our actions with our self-perception. Companies that have a strong identity often become very strong brands.

By taking some time to discuss and understand your company's/organization's 'why,' I believe you may uncover an opportunity to develop or reinvent your company's/organization's culture into an exciting and winning model that truly connects with people, which you and your team will look forward to executing each and every day!

#Marshalltownvibe
#Marshalltownpride

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

Pentz Appliance & TV



Pentz Appliance & TV is pleased to be celebrating its 55th anniversary in 2018. With a rich history of serving the Marshalltown area, they believe the business' dedication to customers and community is the reason for the store's success.

Established in 1963 in Marshalltown's historic district, Pentz Appliance & TV opened its doors with only two appliance lines: Amana and Maytag, brands steeped in rich heart-of-Iowa tradition.

In 1968, they moved to the current 13 South Center Street location which today is listed on the National Register of Historic Places. With origins in carpets, furniture, and undertaking, this majestic building has expanded to provide today's most modern appliance and electronic innovations.

In 1998, Kevin Janssen took over operation of the second-generation family-owned business as his father, D. P., progressed into end stages of Alzheimer's. That same year, Kevin's wife, Pam, a former State of Iowa employee, joined the business. Pam continues to own and operate the store today after the untimely death of her husband, Kevin, in 2013.

Today, Pentz Appliance & TV offers one of the largest independently owned showrooms in Central Iowa with a wide inventory of appliances and TVs. Carrying quality name-brands like GE, Bosch, Kitchen Aid, Maytag, Amana, Thermador, Samsung, LG, and Broil King, they offer a wide range of service, from parts to installations, in a multi-county area.

The store has seen many changes and innovations to its merchandise line over the years--innovations that greatly improved life. Pam continues to grow her product line and knowledge by attending regular manufacturer sales trainings and remaining an active board member of Brand Source. (She took over her late husband's board seat of 14 years!) Her staff also attend manufacturer trainings to provide the utmost in quality customer service. Pentz Appliance & TV again won the TR's Best of the Best 2017. In addition, they have won the coveted Brand Source "Dealer of the Year Award." Pentz Appliance & TV is well-known for reliable service plus professional, courteous staff due to Kevin's dedication, hard-work, and commitment to his community.

Pam and her staff look forward to serving the community. They pledge to carry on Kevin's commitment of excellence, trusted brand names, competitive prices, facilitation of factory-trained service, and professional delivery.



Thank You Reinvesting Chamber Members

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

AAA Ankeny	8	Central Iowa Fair	14	Iowa Home Care	9	Randall's Guitar School	6
Animal Medical Clinic, P.C.	31	Chase Insurance Services	31	Iowa River Brewing Co.	5	Douglas Reese	4
Animal Rescue League	10	Country Pine Mowers	21	Jiffy Convenience Store	26	Salvation Army	21
BeMobile Verizon	8	Dairy Queen, Center Street	15	KDAO AM/FM/TV	40	Schendel Pest Control	24
Bergman CPA Tax	9	Conrad Dejardin	20	Legends American Grill	9	SportsPlus Sports Medicine	18
Best Western Regency Inn	43	El Portal, Inc.	9	MAMA DiGrado's	12	St. Francis Catholic School	11
Jamie Bland	15	Energy 106.7 FM	23	Man's Best Friend	30	Steiner & Associates PC	14
Boliver Law Firm	36	F & J Racing	11	Midwest Construction	9	TIG Distributing, Inc.	7
Bruin Manufacturing Co.	54	Hammer Medical Supply	11	New Horizons Realty	19	Tremont	24
Buzzed Bee Meadery	1	Vonna Hayes	5	QPS Employment Group	4	Youth & Shelter Services	2



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State Senator Jeff Edler



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Staff:

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

Business After Hours

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

February 20, 2018
Best Western Regency Inn
(3303 South Center Street)
4:30 to 6:30 p.m.

March 22, 2018
BeMobile Verizon
(3109 South Center Street)
4:30 to 6:00 p.m.

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

Partnership offices and Fisher Community Center will be closed for the February 19 Presidents' Day holiday.

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...

Judy Jochims, of **Southridge Specialty Care**, for receiving the Work as a Team Award from Care Initiatives. The award recognizes exemplary demonstration of this organizational Core Value and is given to one employee nominated from the 3,000+ statewide.

The Market off Main owners, Jeff and Christy Hibbs, for receiving the 2017 Iowa Outstanding Commercial Producers award from the Iowa Cattlemen's Association.



Vargas-Avalos

Gabriela Vargas-Avalos, Branch Manager of **Great Western Bank's** downtown location, on receiving the 2017 Making Life Great award from Great Western Bank. She was selected out of all her peers in her region for being a top performer, exceeding goals, and fostering staff development.

Welcome to...

The Willows of Marshalltown new Executive Director, Robin Runge, and Director of Community Relations, Linsey Karsjens.



Karsjens

New **UnityPoint Health - Marshalltown** providers, Mae-mie Miller, certified Physician's Assistant, who has joined the UnityPoint Health - Family Medicine clinic and Dr. Kalyana Sundaram, cardiologist, who will lead the new UnityPoint Health - Center for Cardiology clinic located at 206 East State Street.

Glenwood Place Retirement Community's new management team members: Sherri Reinier-Buerckley, RN, Health Care Coordinator, and Brooke Tice, Community Relations Coordinator.



Barnes

New **Big Brothers Big Sisters** employees, Jackie Barnes and Angie Kuehner. Barnes is the School-based Coordinator in West Marshall Schools. Kuehner is the Community-based Coordinator for Marshall County.



Kuehner

Hats off to...

JBS and United Food & Commercial Workers Local 1149 for donating \$1,000 to each of the six **Marshalltown Community School District** elementary attendance centers.

Trinity Lutheran Evangelical Church for opening its doors to those needing shelter during the early January cold snap.

Shoe Sensation for participating in the Socks for Troops program, collecting about 100 pairs which were donated to the **Iowa Veteran's Home** and about 25 pairs of uniform-approved socks to be shipped overseas.

JCPenney (JCP) and **Marshalltown YMCA-YWCA (Y)** who teamed up to provide new socks and underwear for local youth. JCP donated more than 4,300 items. The Y's Togetherhood volunteers distributed them to needy families and delivered items to area elementary schools, pre-schools, and **Youth & Shelter Services of Marshall County**.

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.

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.

Midnight Ballroom

Luisa Ortega, Owner

1700 South Center Street, Marshalltown, IA 50158 641-751-0067

A spacious performance and event venue, offering complete services (location, decorating, and catering) for all your party needs.

Planet Fitness

Nika Corwin, Marketing Coordinator

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CHAMBER | AMBASSADORS VISITS



Left: On December 12, Chamber Ambassadors hosted a courtesy call with **The Women's Care Group** (407 East Main Street), formerly Marshalltown Obstetrics and Gynecology.

Right: Chamber Ambassadors and the staff of **First Congregational Church** (312 West Main) celebrated the opening of The Loft Youth Center with a ribbon cutting on December 12.



Left: Chamber Ambassadors hosted a courtesy call with Nathan Blayer of **Edward Jones Investments** (507 West High Street, Suite B) on January 8.

Right: On January 8, Chamber Ambassadors hosted a courtesy call with the owners and staff of **Jensen Ford-Lincoln, Inc.** (2805 South Center Street).



Left: Chamber Ambassadors and staff of **Planet Fitness** (2500 South Center Street) celebrated the opening of the new facility with a ribbon cutting on January 13.

Thank you to this incredible group of volunteers: our Chamber Ambassadors!

Doug Beals	Cindy Brodin	Joe Demonte	Heidi Drager
Dean Fogarty	Dennis Grabenbauer	Pat Gulbranson	
Joe Hannam	Denny Hass	Andrea Jordan	Kari Kilstrom
Terry Kluck	Joe Leonard	Tom Mack	Deanna McGowan
Dan Moellers	Kris Naughton	Mark Osmundson	Jon Pierce
Mary Rund	Gary Schaudt	Roger Schoell	Andy Schwandt
	Kevin Vaughn	Tom Wahl	

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



Jasmin Cisneros

Name: Jasmin Cisneros

Job: Accounting Clerk-Independent Insurance

What that means: I handle accounts payable and receivable and process other business transactions such as expense vouchers, reconciling bank statements, and assisting the other accounting personnel.

Best part of my job: WHEN EVERYTHING BALANCES!

Other community involvement: Volunteer Catechist at St. Mary's Church.

Why I am in IVL: I've lived in Marshalltown most of my life and there is so much of which I am unaware. Being in IVL will allow me to be more involved in the community and understand the many issues we face.

Best part about living/working in Marshalltown: The people and new opportunities for growth. Marshalltown is home to a diverse population. With this diversity, new ideas and developments may emerge. It's exciting to see how different Marshalltown is and continues to be!



Michael Hahn

Name: Michael Hahn

Job: Electrical/Controls Engineer-Lennox Industries

What that means: My responsibilities include revising and upgrading machines, designing and programming machines, and supporting the Maintenance Department.

Best part of my job: I get to work in teams made up of people with different professions.

Other community involvement: While I've not been involved in any community event, I have been with my leadership team working on cleaning the bike path.

Why I am in IVL: I'm glad my supervisor submitted my name for this class because I will get a chance to get involved in my community and also gain leadership skills.

Best part about living/working in Marshalltown: I've not lived in Marshalltown long enough to have a good description of the best thing about Marshalltown. However, I like the small town feel and friendliness of the people here so far.

Listen to Chamber Chat every Sunday morning at
6:30 a.m. on 99.5 KDAO FM and 7:30 a.m. on 1190 KDAO AM



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www.marshalltown.org Statistics

	Dec '17	Avg/Month	YTD Total
Unique Visitors	7,106	7,943	95,319
Number of Visits	11,189	11,464	137,565
Page Views	44,461	67,092	805,100
Hits	177,434	213,662	2,563,947

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.

NURSING HOMES

GRANDVIEW HEIGHTS

910 E. Olive St.
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752-4581

RADIO

KFJB-KXIA

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Look for the Chamber members featured in the Chamber's Facebook Shout Outs! To sign up your business or organization to participate, visit www.marshalltown.org/facebook and fill out the online form.

Chamber Bucks make great gifts!

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Top Habits of

Successful Startup Owners

By David William, In Startup, as published on smallbiztrends.com

Successful startup owners demonstrate great resolve and discipline. Their habits and unique set of characteristic set them apart and help them succeed in business. Here are some of the top things highly successful owners do all the time that make all the difference for their companies.

1. They Set Goals

Successful startup owners set SMART (specific, measurable, achievable, results-focused, and time-bound) goals. Ask yourself three questions when setting your own business goals: what is the enduring purpose of this venture, what will this startup look like in 5 years, and what experiments can I be doing now to test my concepts and reach my long-term goals. Asking these basic questions will help you think critically about your business and the bigger picture of your efforts.

2. They Network

Successful startup owners actively seek networking opportunities that will grow their business and challenge their minds. They attend industry events and hold face-to-face talks with clients, investors, industry thought leaders at social events, restaurants, bars and co-working spaces to build strong business relationships and contacts. Spend time networking and getting to know new people. It will open new doors of opportunity for you and propel your startup into the stratosphere.

3. They Maintain Self-Awareness

Successful startup owners are self-aware. They know their personality types and what they can and can't do so well. This self-awareness allows them to focus on their strengths and seek help where they realize they need it. Know yourself better, and be aware of others, too. Encourage an open, friendly and supportive learning workplace environment. It'll help with team building, and bring great results.

A note from the Marshall Economic Development (MED)

Executive Director:

To receive startup or other small business assistance, contact the MED office to schedule a free and confidential appointment with the Small Business Development Center (SBDC) specialist. Phone: 641-753-6645.

Email: info@marshalltown.org.

Tom Deimerly

A housing minute

The housing study update is wrapping up and close to being published. Be sure to check the Marshall Economic Development website Economic Data page (marshalltown.org/build/economic-data/) on February 7 when the full study will be posted. Special thanks to the following investors who shared in the cost of the update:

- | | |
|--|--|
| Alliant Energy | Bill & Phyllis Lane Foundation |
| City of Marshalltown | Marshalltown Aviation |
| Clapsaddle-Garber Associates | Marshalltown Community School District |
| Coldwell-Banker Premier Real Estate | Marshalltown Water Works |
| Farmers Savings Bank | Mid-Iowa Community Action |
| Five Star Real Estate Group | Pinnacle Bank |
| Great Western Bank | Shomo-Madsen Insurance |
| Independent Insurance Services | United Bank & Trust |
| Iowa Valley Community College District | |

Economic Statistics

Employment – Marshall County - November	2017	2016
<small>(Source: Iowa Workforce Development)</small>		
Labor force	18,520	18,870
Unemployed	630	730
Percent unemployed	3.4	3.9
Total employment	17,890	18,130
Marshall County Construction - December	2017	2016
<small>(Source: Marshalltown Building Department)</small>		
Building permits	3	5
New Residential Construction	\$227,000	\$239,000
Residential Addition/Remodeling	\$0	\$4,000
New Commercial/Industrial Const.	\$0	\$0
Commercial/Industrial Remodeling	\$7,000	\$200,000
Housing Sales Data - December	2017	2016
<small>(Source: Mid-Iowa Regional Board of Realtors)</small>		
Single family home sales	31	44
Average sale price	\$103,726	\$123,711
Median sale price	\$92,000	\$100,867

Need an employee? Looking for an employer?

Check out Marshalltown Job Postings at:

www.marshalltown.org/jobs.



Kibbey building garners award



Congratulations to Barb Hagstrand and Jeff Mitchell who received the Renovated Residential Award for their work in restoring and updating the Kibbey Building on East Main Street in the Marshalltown Central Business District. The award was given by the 1,000 Friends of Iowa as part of the 2017 Best Development Award Winners. The Kibbey Building project was selected by five independent jurors from across the state as a project implementing efficient use of resources to develop sustainable communities that provide a high-quality of life. The award ceremony took place at the State Capitol with local legislators present.

CVB staff to attend media training

Marshalltown Convention & Visitors Bureau staff will participate in a professional development workshop on Wednesday, January 31. The focus of the training will be media relation skills. The keynote speaker, Lore McManus Solo is one of the nation's leading experts in media and presentation training, as well as crisis communications/issues management. MCVB Executive Director Val Ruff and Executive Assistant Shauna Banks will learn important skills and techniques. Sponsored by:



YMCA Swim Sectionals coming

The Marshalltown YMCA-YWCA will host swim competition for the YMCA Sectionals on Sunday, February 11, 2018. Approximately 350 swimmers and their families from Dubuque, Burlington, and Oskaloosa will come to Marshalltown for the meet which includes the Marshalltown YMCA Blue Waves swim team. Competition begins at 10:00 a.m. in the Linda Bloom Natatorium. Live results will be published on the BlueWave website (www.bluewaveswimteam.com) during the meet.



Let's make sure to show these visitors the warm Marshalltown hospitality for which our community is famous!

Local leaders participate in Legislative Showcase



Ruff



Deimerly

Val Ruff, Executive Director of Marshalltown Convention & Visitors Bureau and Tom Deimerly, Executive Director of Marshall Economic Development will join forces at this year's Iowa Legislative Showcase. Co-sponsors Travel Federation of Iowa (TFI) and Professional Developers of Iowa (PDI) offer this event as a way for tourism and economic development professionals to speak with legislators. "We intend to share the impact and benefits that tourism makes locally, regionally, and statewide," Ruff says. "Funding to the Iowa Tourism Office ultimately brings in additional tax revenue and thus benefits the entire State of Iowa."

"The benefits of tourism correlate to economic development opportunities," says Deimerly. "Economic development and tourism are related in a mutually beneficial way."

This year's Legislative Showcase will be Tuesday, January 30 at the Iowa State Fairgrounds. Ruff concludes, "It is a great chance to showcase our community as a destination for tourists."

"Experience Marshalltown"
Thursdays at 8:32 a.m.
on 1230 AM KFJB



Des Moines Summit and Legislative Day

Mark your calendar for Thursday, March 1 as the date set for the 22nd annual Des Moines Summit. This is a chance for both Chamber and community members to travel to the Iowa State Capitol to meet with Senate and House majority and minority leaders as well as locally elected officials. Hosted by the Chamber along with Advocacy sponsor Lennox Industries, participants have the opportunity to discuss with legislators key issues impacting the Marshalltown area. Cost, itinerary, and registration details are all available at www.marshalltown.org/work.



2017 Des Moines Summit participants from the Marshalltown area exchange information, questions, and ideas with state elected officials.

JANUARY/FEBRUARY

- January 27:** Chamburrrrr Scurry 5K run/walk
- January 31:** Member Appreciation Luncheon
- February 16:** Friday Legislative Forum
- February 19:** Partnership offices and Fisher Community Center closed for the holiday
- February 20:** Business After Hours at Best Western Regency Inn
- February 21 & 22:** Chamber Experience Trip informational meetings

upcoming
EVENTS

 Nick Diers Agent	 Pat Hageman Agent	 Marnda Mitchell-Ellis Agent-CSA	 Lance Horbach Agent	 Paul Beak Agent	 Mark Bonda Agent	 Dan Mead Agent Claims Administration	 Jae Gornoway Agent-CSA	 Erich Mahon Agent	 Doug Joslin Agent
 Janet Girt Processor	 Robin Angstrom Agent-CSA	  				 Matt Roebgard Information Systems	 Erin Corban Office Manager		
 Dana Rowley Agent-CSA	 Samantha Carlson Agent-CSA					 Megan Wells Agent-CSA	 Heather Harris Agent-CSA		
 Kathy Minsel Administrative Assistant	 Jaimin Cipriano Administrative Assistant					 LeAndree Abel 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>									