

theDIGEST

distinctly different

April 2018

Volume 35, Issue 10

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Des Moines Summit and Legislative Day



Chamber members, local area community and business leaders, and community members took part in the Chamber's 22nd annual Des Moines Summit and Legislative Day recently. Lennox Industries was Presenting Sponsor of the event, designated as Marshalltown Day at the Iowa State Capitol. After the group held discussions with elected officials regarding legislation important to the Marshalltown area, lawmakers were treated to lunch from Taylor's Maid-Rite.

State of the Schools Breakfast

The 5th annual State of the Schools event, hosted by the Marshalltown Area Chamber of Commerce, will be held on Tuesday, April 10 at 7:30 a.m. at Legend's American Grill (2902 South Center Street). The event is presented by JBS. Gold sponsor is Lennox Industries.

This year's event will feature speaker, Dr. Theron Schutte, Superintendent of the Marshalltown Community School District and proud 1981 Marshalltown High School graduate.

"This annual event helps highlight education which is one of the Chamber's top priorities," says Chamber Executive Director, Lynn Olberd-

ing. "Our speaker, Dr. Schutte, will offer participants the latest insight into this important area of our community life."

To attend, register at marshalltown.org/work. Cost is \$15 per person.

Event details

When: Tuesday, April 10 at 7:30 a.m.

Where: Legends American Grill
(2902 South Center Street)

Register at: marshalltown.org/work

Cost: \$15 per person

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A time of renewal and recommitment

With the changing of seasons comes an opportunity for renewal and recommitment. At Marshalltown Regional Partnership (MRP), we have a culture of continuous improvement and are always looking for opportunities to improve the jobs we do to foster positive community growth and development.

At the heart of what we do is “provide strategic leadership and facilitate collaboration.” At MRP, we “serve as a catalyst for collaboration and coordination of community and economic development efforts that enrich and grow the region.”

I’m excited about the work we are doing with various businesses to improve opportunities for employees to become more engaged in our community. When that happens, employees invariably become more satisfied and committed employees.

Through our collaborative efforts, we have connected with Arlene McAtee and her team at Mid-Iowa Community Action (MICA); and, I believe, we are developing some transformative opportunities for long-term employee engagement. In today’s economy of very low unemployment rates, companies are working smarter and focusing more on not only employee attraction, but also employee retention. We will be excited to share more of our collaborative efforts with Team MICA in the future!

In keeping with our collaborative culture at MRP, we are also excited about the work we are engaged in with the Marshalltown Community School District (MCSD) and Marshalltown Community College (MCC). Whether it be efforts to develop internship and apprenticeship opportunities for high school students (valuable not only for our students but also for our employers), or the work with MCSD and MCC to reinvigorate a construction trades program, there are many chances and organizations with which to collaborate in our community. This collaboration is one of our differentiating factors in Marshalltown--a differentiating factor that is valued by both employees and employers.

So as daffodils bloom and birds chirp, let’s determine to renew and recommit ourselves for the betterment of our community. Let’s commit to continuously improving our collaborative culture by working with an organization or individual new to us. By doing so, we can create positive energy and ongoing excitement for our community.

#MarshalltownVibe
#MarshalltownPride

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

First Point Wealth Management at United Bank & Trust

United Bank & Trust has been serving the Marshalltown area since 2002. While the bank’s traditional product line was sufficient for a majority of its



customers, it was quickly determined that there was an unmet need in the area of trust and wealth management services. Its trust department formed in 2003 and quickly grew to over \$60 million in assets under management.



Nilius

Erik Nilius has been with United Bank & Trust as its full time Wealth Management Advisor since February, 2017. Leveraging company-wide resources, the bank has rebranded these services as “First Point Wealth Management.” Nilius touts a local team as “providing value to clients by serving as a trusted resource and partner to help them with their financial needs.”

First Point Wealth Management offers a multitude of services including retirement planning, tax advantageous wealth transfer, trust administration services, and helping clients reach the best after-tax returns on their money.

In addition to the personalized service, First Point Wealth Management clients enjoy other benefits, such as invitations to social events, travel opportunities, financial seminars, and more.

When describing what he likes most about his position, Nilius comments, “I enjoy living in a community that allows me to know my clients on a personal level, while working at their pace to develop customized solutions. It’s nice to be supported by an organization that understands



UNITED BANK & TRUST

the importance of listening to our clients and I’m excited to be a part of this bank’s future.”

Annual Banquet plans

The Marshalltown Regional Partnership Annual Banquet includes the 120th Annual Meeting of the Marshalltown Area Chamber of Commerce.

Date: Thursday, June 7 (Dejardin Hall on the Iowa Valley campus)

Time: 6:00 p.m. Cocktails followed by 6:30 p.m. Dinner
(Program and keynote address to follow.)

This year's keynote speaker, Aaron Kennedy, is the founder of Noodles & Company, a high-growth, quick, casual restaurant with over 350 locations around the U.S., as well as former Chief Marketing Officer for the State of Colorado.

Check marshalltown.org for registration details. Save the date!

Social media training offered

The Chamber, in partnership with Wild Key Creative, will offer a "Social Media Do's & Don'ts" training session on Thursday, May 3 at 12:00 noon. Presenters will coach how to improve a social media footprint, as well as do's and don'ts on various popular social media platforms. There is no cost for Chamber members to attend. More information to come.

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Iowa Valley Leadership Trivia Night success!



At their recent Trivia Night, the 2018 Iowa Valley Leadership class raised nearly \$5,500 towards their

project, GrimesFarm enhancements. Thank you to the great crowd who supported their efforts. Congratulations to the winning team shown in inset photo: Aunt Bunny Has A Moustache!



Did you know?

- **Big 8 Tyre Center** offers name-brand tires, wheels (including custom), auto repair, and brake service with a focus on customer service. Well-trained staff also offer complete under-car services at competitive prices.
- **MinuteMan, Inc.** offers other services beyond copying and printing. Their storefront is also home to TAG'S Screen Printing and Central Office Supply, as well as serving as a FedEx® Authorized ShipCenter.

Thank You Reinvesting Chamber Members

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

Accu-Tax	18	Pizza Hut Delivery	25
Brian's Collision Clinic	4	Pizza Ranch	8
Downey & Gantz DDS PC	16	Stalzer Photography	14
Fareway Stores, Inc.	54	Storey Kenworthy	8
Gulbranson, Pat	6	Superior Welding Supply	10
Marshalltown Christian School	12	Trinity Evangelical Lutheran	13
MCC Foundation	5	Wertzberger Architects, P.C.	23
Pentz Appliance & TV	6		

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

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Julie Thomas, MCVB
Dave Thompson, County
Mary Wertzberger, Econ. Dev.

Business After Hours

April 17, 2018
Iowa River Hospice
(502 Plaza Heights Road)
4:30 to 7:00 p.m.

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

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Awards & Recognition



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...

Lennox Industries on the debut of the SL280NV gas furnace, first in their new eco-efficient line, launched from Lennox' Marshalltown plant. The model earned the "Best of IBS" Award for Best Green Building Product at the 2018 NAHB International Builder's Show.

Vaughn's Pub on celebrating the 25th anniversary of the business.

Austin Chadderdon, of **Eyecare Associates**, on receiving certification as an optician (ophthalmic dispenser) by passing the National Opticianry Competency Exam and/or the Contact Lens Registry Examination.

Owner Roger Vajgrt and daughter Sarah Vajgrt of **Home Rental Center & Sales Co.** for speaking on a Young Professionals panel at this year's American Rental Association national convention, The Rental Show--the largest equipment rental convention and trade show in the world.

Marshalltown Parks & Recreation on receiving the first ever **Community Foundation of Marshall County** Major Impact Grant in support of the Marshalltown Skate Park upgrade of a graffiti wall and pump track.

Southridge Specialty Care for receiving a 5-star ranking throughout 2017 in "Quality Measures" for a skilled nursing facility from the federal government's Centers for Medicare & Medicaid Services (CMS).

El Portal on celebrating 15 years in business.

Lance Renaud on his retirement from **Marshalltown Broadcasting** after 50 years in the sports broadcasting business.

Hats off to...

UnityPoint Health - Marshalltown for generating 494 jobs that add \$41,820,288 to Marshall County's economy, according to the latest study by the Iowa Hospital Association.

Announcing...

UnityPoint Health - Marshalltown (UPH-M) is now offering Hematology and Oncology services twice monthly provided by Dr. Bilal Rahim.

Chris Wertzberger of **Cartwright, Druker, & Ryden** has been named a Partner in the law firm.

The transfer of ownership (pending FCC approval) of **Marshalltown Broadcasting** to Trending Media, Inc., owned by General Manager Todd Steinkamp along with Robert and Colleen Holtan.

Ramon Ibarra and Alyce Quastad, both new personal bankers at the downtown office of **Great Western Bank**.

New owners of **Pentz Appliance & TV**: Tim Price and Dave Kopsa. The business will keep the same name and location and offer the same sales and service.

The retirement of Marlene Hazen after 31 years with **Wells Fargo Advisors**. A retirement open house is planned for Thursday, March 29 from 1:00 to 4:00 p.m. at the 14 East Southridge Road office.

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.

Freedom Financial Group

Angie Shibe, President

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CHAMBER | AMBASSADORS VISITS



Left: On February 27, Chamber Ambassadors hosted a courtesy call with **Riddle's Jewelers** (2500 South Center Street, Suite 149), visiting with Manager Hilary Crane and staff.



Right: Chamber Ambassadors met with Manager Ryan Peck and the staff of **JC Penney** (2500 South Center Street) during a courtesy call held on February 27.



Left: Owners Dave and Kim Hilsabeck and staff of **MAMA DiGrado's PASTA & PIZZA** (2500 South Center Street) visited with Chamber Ambassadors during a February 27 courtesy call.



Right: Chamber Ambassadors hosted a courtesy call on March 13 with Steve Niedermann who owns **Bankers Advertising Company** in Marshalltown.



Left: On March 13, Chamber Ambassadors received an update from members of the **Marshalltown Community Theatre** (709 South Center Street) during a courtesy call.



Right: Board members of **Central Iowa Art Association** (709 South Center Street) were greeted by Chamber Ambassadors during a courtesy call on March 13.

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



Becky Hassett

Name: Becky Hassett

Job: WIOA Supervisor at Iowa Valley Community College District

What that means: I am located in the IowaWORKS office. My team and I help people figure out what they want to do when they grow up and then help them prepare for that career.

Best part of my job: There are so many things! My absolute favorite is getting to watch someone grow as a person and help them figure out how to make a

career out of something they love.

Why I am in IVL: I was told this is a great way to network and find out about Marshalltown. It's true! I'm learning a lot and meeting great people.

Best part about living/working in Marshalltown: Working in Marshalltown is great because of the people. Some of the nicest, caring, and driven people work right here in Marshalltown.



Deb Sams

Name: Deb Sams

Job: Administrative Assistant at Lennox Industries

What that means: I am the assistant to the Lennox management team. I also coordinate plant tours and help plan company events.

Best part of my job: I get to meet terrific people who travel to Marshalltown from all over the U.S. to tour the Lennox plant. I share with these people the many amazing innovations that have originated here. I also help plan company events for our employees. I love

meeting and socialize with co-workers I don't typically see daily.

Other community involvement: Whitten Betterment Association and previous member of the BCLUW Community School Board.

Why I am in IVL: To learn more about Marshalltown and available opportunities. Also, to become a better work and community leader, as well as network with area leaders to develop new relationships and friendships.

Best part about living/working in Marshalltown: Marshalltown has a lot to offer that many people don't even know about...a rich history, cultural opportunities, growing economic development, and much more.

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

	Feb '18	Avg/Month	YTD Total
Unique Visitors	6,928	5,371	10,741
Number of Visits	10,462	7,991	15,982
Page Views	51,345	39,625	79,249
Hits	201,819	153,162	306,323

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.

Join the Chamber's Experience Trip to Iceland this September!

For details, contact the Chamber office at (641) 753-6645.

HOLIDAY CLOSINGS:

Marshalltown Regional Partnership offices
and Fisher Community Center (FCC)
will be closed March 30.
FCC will also be closed April 1.

The importance of capturing wealth for community quality of life

By Tom Deimerly, Executive Director, Marshall Economic Development

A common thread runs through the Marshalltown YMCA-YWCA, MHS Roundhouse renovation, 13th Street District redevelopment, the hospital's Women's Care Center, Orpheum Theater, the school district's STEM initiatives, and more area projects. They were all done through philanthropy: the capturing of private wealth and keeping it in Marshall County. So, why does this matter to economic development? Because through the generosity of individuals and reuse of that wealth, we have an improved quality of life for area residents and individuals we are trying to recruit into key positions within our business and industry.

Marshalltown Regional Partnership members are proud to partner with the Community Foundation of Marshall County (CFMC) to promote the Endow Iowa Tax Credit (EITC). This program enhances philanthropic activity in Iowa by encouraging contributions to community foundations. It provides significant additional tax incentives for individual, business, or organizational donors. Giving through CFMC allows you to give to causes you care about most. Gifts create lasting changes in our county, and EITC

offers generous tax incentives. Donors to a permanently endowed fund at qualified organizations, including CFMC, are eligible for a 25% tax credit for their gifts. In addition, they are also eligible for federal tax deductions. To learn more about the program, visit cfmarshallco.org. Giving back ensures continued local growth and improved quality of life amenities.

Housing study conclusion:

"Ideal building types for a market rate rental community in the Marshalltown Market Area include: a modern two to three-story garden-style community...loft apartments in downtown...townhome units or attached homes (duplexes or tri-plexes, etc)...[and] single-family detached rental homes."

*Housing Market Assessment
by Real Property Research Group
Effective Date: November 30, 2017*

Economic Statistics

Employment - Marshall County - January (Source: Iowa Workforce Development)	2018	2017
Labor force	18,150	19,160
Unemployed	1,240	1,300
Percent unemployed	6.8	6.8
Total employment	16,910	17,870
Marshall County Construction - February (Source: Marshalltown Building Department)	2018	2017
Building permits	7	8
New Residential Construction	\$785,000	\$4,000
Residential Addition/Remodeling	\$14,000	\$216,000
New Commercial/Industrial Const.	\$88,000	\$57,000
Commercial/Industrial Remodeling	\$835,000	\$54,000
Housing Sales Data - February (Source: Mid-Iowa Regional Board of Realtors)	2018	2017
Single family home sales	25	27
Average sale price	\$103,114	\$100,185
Median sale price	\$99,645	\$76,500

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

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Times-Republican



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- ENTER COLORING CONTEST (Win prizes)
- PLANT A PLANT (From Isle of Green)
- REGISTER TO WIN A POOL PARTY AT THE MARSHALLTOWN YMCA -YWCA

- HIRE PAINTERS!
- REMAKE YOUR BATHROOM!
- UPDATE YOUR KITCHEN!
- PLAN YOUR MOVE!
- WATERPROOF YOUR BASEMENT!
- LEARN ABOUT SOLAR!
- BUILD A DECK!
- PURCHASE TUPPERWARE!
- PLAN A DAY TRIP TO VISIT DYSART
- CHAT WITH A REALTOR!
- GET CELL PHONE ADVICE!
- INSULATE YOUR HOME!

Watch the Times-Republican for more details!



MCVB grant deadline April 2



Three types of grants are available:

1. Meetings, Conventions, Sporting Events, and Tournaments:
2. Community Events
3. Capital Funding

Grant applications for non-profit organizations are available online at: marshalltown.org/visit/planners.

Executive Director to attend Leadership Iowa Institute 2.0

Val Ruff, Executive Director of Marshalltown Convention & Visitors Bureau (MCVB), will attend the Iowa Tourism Leadership Institute in April. This is her second year in the program's series of three.

Designed for Iowa tourism professionals, the institute provides an opportunity for participants to expand their leadership knowledge and skills. The two-day training highlights core courses in marketing and branding, board/staff partnerships, strategic planning, leading in times of change, creativity, and leadership influence. Available electives include such topics as social media, facilitation skills, public speaking, networking, and communication. Institute speakers are professionals with expertise in leadership and other tourism-related disciplines.

The Iowa Tourism Leadership Institute is made possible through special project funding from the Iowa Tourism Office/Iowa Economic Development Authority and the Central Iowa Tourism Region.



Ruff

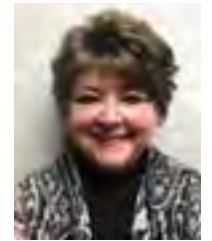
Post Community Calendar events

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"

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.

Welcome new board member

Marshalltown Convention & Visitors Bureau (MCVB) is pleased to announce the addition of Paulla Hartman to the MCVB Board of Directors. She is the Sales Coordinator at Best Western Regency Inn. Hartman's MCVB appointment will fill the remaining term of the board's hospitality position that was vacated due to a job change.



Hartman

MCVB Executive Director, Val Ruff, says, "Paulla has notable experience and expertise. We are fortunate to have her on the MCVB leadership team representing our only full-service conference center."

Hartman comments, "I am excited to join the board in promoting Marshalltown as a destination for meetings, conferences, tournaments, sporting events, and more."

Enhance Iowa board meets in the middle

The Enhance Iowa Board recently took advantage of Marshalltown's central location by holding their monthly meeting at the Marshalltown Public Library (105 West Boone Street). Enhance Iowa provides grant funds to assist projects that provide recreational, cultural, entertainment, and educational attractions, as well as sports tourism. The funds help communities create transformational projects that enhance the vitality of a region and the state overall.

The following projects were approved for grants awarded by the Community Attraction and Tourism Program: City of Sibley: \$260,000 to renovate and expand the aquatic center; Sioux County Conservation Board: \$600,000 to construct a nature center at Oak Grove Park; and, Traer Historical Museum: \$26,000 for new exhibits and renovations at the museum.

For further information, visit: www.iowaeconomicdevelopment.com/newsDetail/6591.

Marshalltown's April Visitors

Date	Group	Location
April 6-8	Marv Krause Promotions Gun Show	Fairgrounds
April 6-8	Marshalltown Little League	MLL Diamonds
April 7-8	Bob Williams Memorial Cattle Classic	Fairgrounds
April 13-15	Marshalltown Little League	MLL Diamonds
April 20-22	Marshalltown Little League	MLL Diamonds
April 27-29	Marshalltown Little League	MLL Diamonds
April 27-29	Heart of Iowa AKC Dog Show	Fairgrounds
April 28	Lioness State Convention	FUCofC

Community Shred Day



Again this year, as a service to the community, United Bank & Trust and the Marshalltown Area Chamber of Commerce are co-sponsoring Community Shred Day. The event will take place Saturday, April 14 from 9:00 to 11:00 a.m. in the bank's parking lot at 2101 South Center Street.

Chamber Executive Director, Lynn Olberding, says, "The public is invited to bring their confidential, personal information to the bank to be shredded by On-Site Information Destruction. This is offered at no cost; however, there is a 5-box limit." Documents recommended for shredding are those containing personal information (such as account or social security numbers), including bank statements, tax records, cancelled checks, pay stubs, and medical records.

Jennifer Hass, Marketing Officer at United Bank & Trust explains, "It's important to safely and securely dispose of confidential information. With increasing fraud, data breaches, and identity theft, consumers need to be diligent in protecting their personal data. Shredding your documents will provide peace of mind knowing that your information won't be obtained by a criminal for fraudulent use."

Tips on protecting information as well as preventing identity theft and fraud will also be available at the Shred Day event.



MARCH / APRIL

March 30: Partnership offices and Fisher Community Center closed for the holiday

April 1: Fisher Community Center closed for the holiday

April 6: Chamber Legislative Friday Forum

April 10: State of the Schools Breakfast

April 14: Community Shred Day at United Bank & Trust

April 17: Business After Hours at Iowa River Hospice

upcoming
EVENTS



Nick Dien
Agent



Pat Hogeman
Agent



Marna Mitchell-Buller
Agent-CSA



Lance Horbach
Agent



Paul Becht
Agent



Mark Bonds
Agent



Dan Mead
Agent
Claims Administration



Jae Garraway
Agent-CSA



Rich Mohon
Agent



Doug Jasin
Agent



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Samantha Garrison
Agent-CSA



LeAndrez Allen
Administrative
Assistant