

# theDIGEST

*distinctly different*

**March 2018**

**Volume 35, Issue 9**

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## Des Moines Summit and Legislative Day

The 22nd annual Des Moines Summit and Legislative Day is scheduled for Thursday, March 1. The event, hosted by the Chamber along with Presenting Sponsor Lennox, is an opportunity for Chamber members, local area community and business leaders, and community members to meet with both Senate and House majority and minority leaders, as well as elected officials at the Iowa State Capitol. Through a series of meetings, participants will be able to discuss with lawmakers those key legislative issues important to the Marshalltown area. Advance registration is required and is available online at [www.marshalltown.org/work](http://www.marshalltown.org/work). Cost is \$15 and includes transportation and lunch.



## Community impact opportunities

Here are two chances to positively influence the Marshalltown community.

### Highway 14 corridor study

The City of Marshalltown is looking for input on the current state of the Highway 14 corridor and suggested improvements from the Iowa River Bridge to Anson Street. This area is slated for Iowa DOT resurfacing in 2019. To participate in the survey, visit:

English: [surveymonkey.com/r/highway14study](http://surveymonkey.com/r/highway14study)  
Spanish: [surveymonkey.com/r/highway14study-sp](http://surveymonkey.com/r/highway14study-sp)

### Community garden

The City of Marshalltown's Neighborhood Revitalization Program is partnering with the House of Compassion to create a community garden. An organizational kick-off meeting will be held Tuesday, February 27 at 11:30 a.m. at the Marshalltown Public Library (105 West Boone Street).

## Annual Banquet set

The Marshalltown Regional Partnership Annual Banquet, including the 120th Annual Meeting of the Marshalltown Area Chamber of Commerce, has been set for Thursday, June 7, 2018. Further details such as keynote speaker, location, and registration details will be available soon at [www.marshalltown.org](http://www.marshalltown.org). Be sure to save the date!

## Community Shred Day planned

Again this year, as a service to the community, United Bank & Trust (UB&T) and the Marshalltown Area Chamber of Commerce are co-sponsoring Community Shred Day. It is planned for Saturday, April 14 from 9:00 to 11:00 a.m. in UB&T's parking lot at 2101 South Center Street. Further details will be forthcoming in the April issue of The Digest.

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## Small Business Development Center = Asset!

Marshalltown has always had a small business/entrepreneurial spirit about it; that spirit has played an important role in our community's growth. Small business growth and development continues to play an important role in Marshalltown today as we continuously work to enhance our community's economic base.

Marshalltown Regional Partnership (MRP) is happy to provide our community a great resource in small business development through the services of the Small Business Development Center (SBDC). The SBDC provides many consultative services for small businesses, whether they are already in existence, or whether they are still in the dream mode. SBDC consultative services can run the gamut from developing a business or marketing plan to working budgets or making financial presentations to financial service providers, etc. And the nice thing is, all these SBDC services are free (gratis)!

SBDC Regional Director, Brian Tapp, holds regularly scheduled office hours at the Marshalltown Regional Partnership offices in the Fisher Community Center. Those office hours are the second and third Wednesdays of each month.

Marshall Economic Development Executive Director, Tom Deimerly, has done a great job of developing an SBDC presence here in Marshalltown for our Marshalltown small businesses; and, that relationship continues to pay big dividends in every corner of our community. I've seen Brian provide valuable small business services which have come in many different forms. Whether Brian is able to help develop that first successful business plan, or help determine that there is more research and work to be done before a business is prepared to launch, those are both significant victories in our eyes, and thus a valuable resource for all of our community.

So, as you're contemplating your next growth move for your small business or contemplating whether you are prepared to launch your small business, stop into the Fisher Community Center or give our Marshalltown Regional Partnership Offices a call, 641-753-6645, to schedule your free consultative appointment with Brian. The SBDC is an asset for Marshalltown and can be an asset for your business if you give their services a try!

#MarshalltownVibe  
#MarshalltownPride

Sincerely,  
David Barajas, Jr. CEO



CEO'S CORNER

## MEMBER SPOTLIGHT

### Animal Rescue League

Mission with impact describes the Animal Rescue League of Marshalltown (ARL) which is celebrating its 70th anniversary this year. Originally started as a safe haven for lost and homeless dogs and cats in Marshall County, the organization has expanded to also take in any domesticated animal that is legal to own in the community. "Recently, we took in hedgehogs for the first time," said Executive Director, Shelly Deal. "They have already been adopted out."



Besides providing pet homes and adoption services, ARL also offers private cremation and a pet cemetery. "We are currently working to replace broken and missing markers at this cemetery," Deal said.

Reflecting on the organization's impact, Deal says, "During 2017, we adopted out over 500 animals and returned almost 200 lost pets to their owners. We also took in 15 Hurricane Irma rescues last September. Six of the dogs were positive for heartworm and brought contagious upper respiratory ailments with them also. The community answered my plea for help very quickly, as heartworm treatments are expensive. It was a stressful and emotional time, but also very rewarding."

As a private non-profit organization, ARL funding comes from donations. "Our adoption fees do not fully cover the costs of everything done for an animal before it is adopted," Deal says. "This includes neutering, medical treatments, vaccinations, grooming, microchips, etc. So, ARL is fortunate to have a generous community that supports us throughout the year. We would not exist without them."

Deal notes that, contrary to a sometimes heard rumor, their adoptable animals do not have a time limit. "We do not euthanize for space or time," she says. "Animals are with us until they are adopted."

To help cover the costs of caring for and feeding the animals, ARL holds a fundraiser each April. "This year's Whiskers, Wine & Something Divine will be Thursday, April 12 at Midnight Ballroom beginning at 6:00 p.m.," Deal explains. "It will include both a silent and live auction." Tickets for the event are available at ARL, Animal Clinic - The Vet, and Hy-Vee. They are \$40 in advance or \$45 at the door.

## Ward 2 candidate forum

The Chamber hosted a forum to give the public a chance to hear from the five candidates seeking the open ward 2 city council position. The event was fittingly held in Malloy Hall at the Iowa Veteran's Home.



## Member Appreciation Luncheon



This year's event kicked off celebrating the Chamber's 120th anniversary and



featured a Cookie Challenge. Congrats to Judge's Choice : Bickford's The Memory Maker (left) and People's Choice: Pinnacle Bank's Red Velvet Anniversary Cookies (right). Event Gold Sponsor was JBS.

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## Business Leaders Legislative Luncheon



Local business leaders gathered recently to hear updates from 2017 and predictions for the 2018 legislative season given by Iowa Chamber Alliance Executive Director John Stineman and U.S. Chamber of Commerce Midwest Regional Director John Kirchner. The event was hosted by the Chamber and Gold Sponsor Lennox Industries at the Marshalltown Public Library with lunch by Haley's Deli & Catering.

## Chamburrrrr Scurry 5K



Perfect weather greeted this year's 5K participants. Supporting the Chamber's healthy way to begin the year was Gold Sponsor Iowa Valley Continuing Education and Awards Sponsor JBS.

## Thank You Reinvesting Chamber Members

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

<b>Anderson Funeral Homes</b>	<b>5</b>	<b>Kimball &amp; Beecher</b>	<b>40</b>
Binford House	14	Kwik Star #607	24
Center Associates	26	Luethje Auto Sales	6
Central Iowa Machine	13	Martha-Ellen Tye Foun.	17
Farm Credit Services	7	<b>MICA</b>	<b>15</b>
Grandview Heights	22	Midland Concrete Products	18
Hobby Lobby	3	<b>River Oaks</b>	<b>20</b>
Jack's Pho' House	3	Wells Fargo Bank	54
KCRM Radio 96.7 FM	14		

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Bill Patten, Marshall County  
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Jessica Kinser, City Administrator  
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Kevin Meyer, At-Large  
Gary Schaudt, Chamber  
Julie Thomas, MCVB  
Dave Thompson, County  
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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

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

**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.

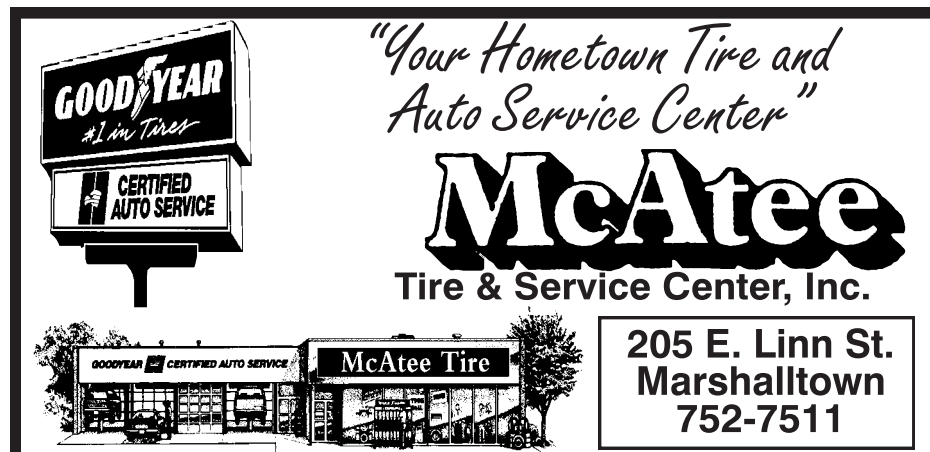
## 2018 Chamber Experience Trips!

**June:**  
**Explore the Pacific Coast**

**September:**  
**Travel Iceland**

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

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



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# MARSHALLTOWN NEWS

(we just have to *brag a little*)

## Congratulations to...

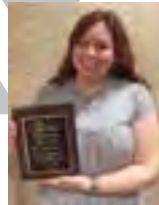
**Franklin Elementary School** Title I reading teacher Cheri Bolar for winning the “Make Someone Smile” contest through **Kimball & Beecher Family Dentistry** and **Energy 106.7**. Bolar was nominated for her selfless nature by fellow Franklin Title I reading teacher, Jacque Kopsa.



Stacy Huffman, yoga instructor at **Nourish Healthy Weight & Wellness Center**, on graduating from Yogafit Teacher Training Systems with a 200-hour certification.

Norm Bach who was recently appointed Executive Vice President at **Farmers Savings Bank**.

**Bach** The **Times-Republican** staff on earning three state newspaper awards. Sara Jordan-Heintz was one of three journalists statewide to win the Genevieve Mauck Stoufer Outstanding Young Iowa Journalist award. She along with Editor Jeff Hutton, reporters Mike Donahey and Adam Soddors, and two other contributors earned a second-place award in the community service category for their “In Service to Our Country” veteran series. Finally, Donahey earned third-place honors for his breaking news coverage of the Villager Apartment fire.



**Jordan-Heintz and award**

Andy Schwandt for being named a **Mediacom/OnMedia** 2017 Shining Star as a top Account Executive who reached 111% of his goal.

**Iowa Valley Community College District** whose LPN program was ranked #2 in Iowa by Topnursing.org.



Alyssa McCarthy who was promoted to Assistant Vice President at **Pinnacle Bank**.

**Child Abuse Prevention Services** leadership, Jana Enfield, on her retirement as Executive Director, and Linda Havelka who will be assuming that role.



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**Farmers Savings Bank Management Team**  
Jay Lynch, Suzanne Mead, Norm Bach, Nancy Harris, Jerrod Leffler

The four members of the **Marshalltown Police Department** who received the department’s highest honor, the Lifesaving Award: Officers Dawn Blahnik, Vern Jefferson, Brad Mauseth, and Sergeant Melinda Ruopp.

**UnityPoint Health - Marshalltown Foundation’s** Lights and Sirens Campaign that exceeded its \$400,000 fund-raising goal for two new ambulances. Hats off to all those in the community who contributed.

Rhonda Spellman, CLT, AAP, new owner of **Nourish Healthy Weight & Wellness Center**.

## Welcome to...

Dr. Vinay Kantamneni, a specialist in nephrology (kidney medicine and diseases), who is offering services every other Thursday afternoon at the **UnityPoint Health – Marshalltown clinic** (405 East Main Street).



Frank Kopcinski, new attorney with **Trey Sucher Law**.

**Kopcinski**

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.

## 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.

### Bankers Advertising

Steve Niedermann

1912 Gethmann Lane, Marshalltown, IA 50158 641-691-3221

*Helping customers grow and achieve marketing goals with the use of exceptional promotional products, committed service, and innovative solutions.*

### Marshalltown Moms

Laura McIntosh, Owner

300 East Linn Street #1887, Marshalltown, IA 50158 587-341-7048

*Helping moms make Marshalltown home, this website and social media community offers positive ways to connect and find area resources and activities.*

# CHAMBER | AMBASSADORS VISITS



McFarland Clinic staff and Chamber Ambassadors celebrated the opening of the new **McFarland Express Care** location inside Hy-Vee (802 South Center Street) with a ribbon cutting on January 23.



Chamber Ambassadors visited Bruce Wirin and his staff at their **Edward Jones Investments** (16 East Main Street) office during a courtesy call on January 23.



On February 13, Chamber Ambassadors hosted a courtesy call with the staff of **Jimmy John's** (1702 South Center Street).



Chamber Ambassadors hosted a February 13 courtesy call with Luisa Ortega, owner of **Midnight Ballroom** (1700 South Center Street).

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

## Thank You Ambassadors!

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## Iowa Valley Leadership class spotlights



**Abigail Schrock**

**Name:** Abigail Schrock

**Job:** Junior Ag and Business Banker at Great Western Bank

**What that means:** I am currently training and learning all about the ag and commercial lending world.

**Best part of my job:** Without a doubt, the people that I get to work with. My coworkers have so much to share with many years of experience under their belts. Everyone has made me feel right at home.

**Other community involvement:** I plan to use this class to branch out and get more involved in the community.

**Why I am in IVL:** A couple of coworkers who are alumni spoke highly of the class and encouraged me to apply. I hope to gain community connections and meet area young professionals. I'd like to learn about Marshalltown's opportunities, so this class is a perfect fit and I'm excited to be part!

**Best part about living/working in Marshalltown:** The chance to bring a bright, positive perspective to those unfamiliar with Marshalltown.



**Kim Jass-Ramirez**

**Name:** Kim Jass-Ramirez

**Job:** Financial Development Director at the Marshalltown YMCA-YWCA

**What that means:** I connect people and organizations to the Y's cause. I oversee our Annual Campaign, Heritage Club, Marketing and Lifelong Learning Programs and occasionally teach EnhanceFitness.

**Best part of my job:** I witness and tell others about the good things our Y does in the community. I wear many hats, so there's always variety in my day. It's

great to work for an organization whose primary goal is to help people!  
**Other community involvement:** Marshall County Arts & Culture Alliance board member, as well as a member of Marshalltown Rotary, Not In Our Town, and the Community Response Coalition.

**Why I am in IVL:** Being newer to town, it's a great opportunity to learn about Marshalltown and to meet other community leaders.

**Best part about living/working in Marshalltown:** The mix of rural and urban, plus the diversity of people, businesses and restaurants.

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

	Jan '18	Avg/Month	YTD Total
Unique Visitors	3,813	3,813	3,813
Number of Visits	5,520	5,520	5,520
Page Views	27,904	27,904	27,904
Hits	104,504	104,504	104,504

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.



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](http://www.marshalltown.org/facebook) and fill out the online form.

## Chamber Bucks make great gifts!

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Redeemable at any Chamber member.



## A recap of the Housing Study results

By Tom Deimerly, Executive Director, Marshall Economic Development

It's an exciting time for future community housing efforts. On February 7, Marshall Economic Development (MED) was pleased to host more than 30 community leaders with interest in the results of the 2018 Housing Study update completed by Real Property Research Group of Atlanta, Georgia. The original group, comprised of over 45 business, government, and social service leaders, participated in the focus groups during the data collection and onsite community visit portion of the study process.

Next steps in the housing effort will be to convene brainstorming sessions with a cross section of housing stakeholders to generate three to five overarching initiatives that will be then be embraced by the Vision Marshalltown Housing Committee and worked on over the next three to four years. The committee planning these brainstorming sessions is comprised of leaders of MED, the City of Marshalltown, Vision Marshalltown, and Marshalltown Central Business District.

The initiatives generated by participants in the brainstorming sessions may include creating opportunities for new single and multi-family con-

struction, as well as second story rehabilitation, buyer incentive programs, and existing neighborhood revitalization.

A full copy of the updated housing study results along with an executive summary and other community economic data can be found on MED's website at: [marshalltown.org/build/economic-data/](http://marshalltown.org/build/economic-data/).

### Housing study prediction:

*"Based on net demand estimates, the Marshalltown Market Area is projected to have demand for roughly 120 to 160 general occupancy rental units and 39 independent senior rental units over the next three years."*

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

### Economic Statistics

Employment - Marshall County - December	2017	2016
<small>(Source: Iowa Workforce Development)</small>		
Labor force	18,700	19,140
Unemployed	990	1,140
Percent unemployed	5.3	5.9
Total employment	17,710	18,000
Marshall County Construction - January	2018	2017
<small>(Source: Marshalltown Building Department)</small>		
Building permits	3	3
New Residential Construction	\$185,000	\$14,000
Residential Addition/Remodeling	\$10,000	\$0
New Commercial/Industrial Const.	\$0	\$42,000
Commercial/Industrial Remodeling	\$10,000	\$58,000
Housing Sales Data - January	2018	2017
<small>(Source: Mid-Iowa Regional Board of Realtors)</small>		
Single family home sales	15	30
Average sale price	\$120,252	\$102,374
Median sale price	\$119,900	\$88,800

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

Times-Republican  
**HOME & GARDEN SHOW 2018**

**SAVE THE DATE!**

**Sat., April 7th (10 AM - 3 PM)**  
**Marshalltown Mall**

**Are you a Home or Garden Professional, Home Based Business, Crafter or do you Refurbish or Repurpose?**

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[ddavis@timesrepublican.com](mailto:ddavis@timesrepublican.com)

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## MCVB awards grant



MCVB congratulates Marshalltown Little League as the first quarter grant recipient.

According to Executive Director Val Ruff, "We are happy to again fund the Marshalltown Little League for their tournament season that runs from mid-March to mid-June. Every weekend they host a different tournament that brings in a multitude of both in-state and out-of-state visitors."

Ruff continues, "This is a prime example of local sporting organizations that work to bring visitors to our community which, in turn, produces a positive economic impact. We appreciate all the work they do and want to assist them in any way we can. Awarding this grant is just one of those ways."

**The next CVB grant deadline is April 2.**

*Grant applications are available online at [marshalltown.org/visit/planners](http://marshalltown.org/visit/planners).*

## Iowa Travel Guide now available

The new edition of Travel Iowa (Iowa Travel Guide) is now available at MCVB offices (709 South Center Street) or from the Iowa Tourism office via [traveliowa.com](http://traveliowa.com). Check out the many Marshalltown area attractions listed and featured article on Buzzed Bee Meadery.

## Post upcoming events on Marshalltown's Community Calendar!

Marshalltown Convention & Visitors Bureau's (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 Hy-Vee parking lot. Posting events, activities, performances, or festivals open to the public is simple:

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

Posting events is FREE! NO passwords are needed. All events must be open to the public.

## New MCVB Board Vice Chair

Marshalltown Convention & Visitors Bureau (MCVB) is pleased to announce Shelley Lechnir as the new Vice Chair of the MCVB Board. Lechnir fills a vacancy created by a job change of the previous Vice Chair.



**Lechnir**

"I am pleased to be able to serve the community in this manner," says Lechnir. "We have incredible volunteer and hospitality ratings. And, I see opportunity to continue building on that reputation. I am also very excited about the opportunity to help bring in more sporting events to Marshalltown through our work on the CVB. I look forward to building new relationships and continuing to grow existing ones with the amazing people in Marshalltown."

## Congratulations Zeno's!

Congratulations to Zeno's for being featured as Marshall County's restaurant in the Iowa Tourism office's 99 Restaurants promotion. The list includes one restaurant from every county and covers a wide range of dining options and specialty dishes. View the entire list at: [traveliowa.com/99restaurants](http://traveliowa.com/99restaurants).

Hats off to Marshalltown's iconic pizzeria!



## WHY MILLENNIAL FAMILIES SHOULD BE ON YOUR RADAR

Millennial families are targeted as a great opportunity to stimulate travel spending in 2018 because more parents believe that travel and adventure are key to raising well-rounded children.

- Millennial families represent 16% of all active travelers and account for around 9.5 million households in the U.S.
- Millennials average 2.6 trips per person each year and among them, families travel much more than couples or singles.
- Vacation spending is predicted to jump 19% among millennial families, and 8% among millennial households overall.



## Friday Forums begin



The Chamber hosted the first Friday Forum of the current legislative session on February 16. Senator Jeff Edler and Representatives Dean Fisher and Mark Smith updated attendees on activity and legislation underway at the State Capitol.

## Senator Grassley visits with Chamber members



On February 1, Senator Grassley visited Marshalltown to talk with local leaders about current key legislative issues.

## MARCH

**March 1:** 22nd annual Des Moines Summit and Legislative Day

**March 9:** Friday Legislative Forum

**March 22:** Business After Hours at BeMobile Verizon

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

upcoming  
**EVENTS**

 Nick Diem Agent	 Pat Hogeman Agent	 Martha Mitchell-Buller Agent-CSA	 Lance Horbach Agent	 Paul Beati Agent	 Mark Rohde Agent	 Dan Mead Agent Claims Administration	 Jae Gornowaty Agent-CSA	 Rich Mahon Agent	 Doug Joslin Agent
 Jannet Orlt Processor	 Robin Angstrom Agent-CSA	  				 Matt Roebgard Information Systems	 Ernst Corban Office Manager		
 Doris Rowley Agent-CSA	 Samantha Garrison Agent-CSA					 Megan Webb Agent-CSA	 Heather Harris Agent-CSA		
 Kathy Mirval Administrative Assistant	 Jasmin Caruso Administrative Assistant	<p><b>THE POWER OF CHOICE!</b></p> <p>11 EAST CHURCH STREET - MARSHALLTOWN, IA (641) 752-4618</p> <p>AUTO - HOME - BUSINESS - FARM PROPERTY &amp; LIABILITY - CROP/HAIL - LIFE HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES</p> <p>LOCAL CLAIMS SERVICE <a href="http://www.InsureCentralIowa.com">www.InsureCentralIowa.com</a></p>				 Lisandra Abel Administrative Assistant			