

theDIGEST

distinctly different

June 2018

Volume 35, Issue 12

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Congratulations

Iowa Valley Leadership Class of 2018!



The Iowa Valley Leadership Class of 2018 held graduation at Midnight Ballroom (1700 South Center Street). Tami Lichtenberg of Iowa River Hospice challenged the class to continue engaging in the community. See page 7 for a class project update.



Choose Marshalltown

The Chamber's multi-faceted "Make Marshalltown Home" initiative is designed to encourage both current and potential employees to choose our community as their location of choice for living, working, and playing.

An updated relocation packet, available at the Chamber office, is the capstone of the program. In addition, the Chamber offers personalized community tours to prospective employees. And, once a person or family moves here, the Chamber's Make Marshalltown Home Ambassador, Vonna Hayes, will personally deliver a gift package loaded with free services, coupons, and items from local Chamber members that will aid the settling in process and extend a "we're glad you're here; feel right at home" welcome.

For community tours, contact Lynn Olberding at the Chamber. For a welcome visit, contact Hayes at marshalltowncg@outlook.com.

A local testimony

"Each year I see more and more people I graduated with returning to make their own positive impact on the community. As you see more of the world, it only puts into perspective what an amazing place Marshall County is to grow up in."

*Grant Mattox
Owner/Manager of Calvin Rockett and
2018 Scholastic Banquet speaker*

For more coverage on this year's 49th Scholastic Banquet, see page 12.

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Junior Achievement... a great experience!

Junior Achievement (JA) provides an opportunity for students to connect with and learn from people and professionals from all walks of life. And, I can tell you first hand that the learning goes both ways! I will tell you unequivocally that I had a great experience as a JA volunteer and am ready to sign up again to volunteer in the fall!

I had the pleasure of volunteering in Ms. Katie Towns' 5th grade class at Lenihan Intermediate School; and, what a fun and engaged class it was! We had 24 students in our class; and, it was a great joy to see the students grow and become more confident and engaged in our topics of discussion with each passing week. Students who were barely peering up to make eye contact with me in week one were confidently raising their hands to ask a question, answer a question, or volunteer at the front of the class by our concluding week number five.

I want to give a big shout out to Ms. Katie Towns, for her 5th grade class was very well behaved, attentive, and just a joy to be with! Along with studying our economy via learning about goods and services, entrepreneurship, job clusters, necessary job skills, and leadership, etc., we also discussed everyday challenges and opportunities in our community, state, nation, and world.

My message to you is this: get a hold of Marshalltown School District Superintendent, Dr. Theron Schutte, or Curriculum and Professional Development Leader, Erica Finders, and tell them that you would like to learn more about being a JA volunteer for this coming fall's school year. Believe me, being a JA volunteer is an opportunity that you will not regret. In fact, as I was preparing for my last session with Ms. Towns' 5th grade class, I told my wife and daughters that I had both happy and sad feelings; happy that I had another chance to be in front of the class, and sad that it was going to be my last time in front of this great group of kids.

We ended our last JA class the way we ended our first JA class: "If you want to be a leader, don't leave anyone out. If you see someone in the lunchroom or on the playground by themselves, be a leader and invite them to join you. We are all in this together and need each other. Just like a strong family, we don't leave anyone out."

#MarshalltownVibe
#MarshalltownPride

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

Trending Media, Inc.

News Talk 1230 KFJB and Iowa's Best Country, KIX 101.1 have reason to celebrate: they have 95 and 31 years of on-air service, respectively; 2018 Nielsen ratings show growing listenership for both; and, these heritage radio stations have new ownership: Trending Media, Inc.

Both KIX 101.1 and KFJB have been owned and operated by Marshalltown Broadcasting, Inc. (MBI) since 1986. In 2017 after the passing of majority owner David Nelson, one of Marshalltown Broadcasting's minority owners Bob Holtan, his wife Colleen, and current MBI General Manager and former on-air personality Todd Steinkamp made an offer to purchase both KIX 101.1 and KFJB under the new Trending Media, Inc.

Steinkamp says, "I am excited...to say that KIX 101.1 and KFJB are locally owned and operated! We are not a giant media conglomerate where decisions are made thousands of miles away. Decisions regarding local business, events, and the overall community are made right here in my office. The music playlist everyone hears on KIX 101.1 is locally generated. Our promotions are local and involve local companies. We are proud to be...located in Marshalltown!"

Serving public interest is the focal point of the business. Steinkamp explains, "We entertain and inform listeners with news, weather, local sports and more, while at the same time delivering marketing strategies for local business.... It is a great feeling to help local businesses grow!"



**Trending Media, Inc. owners
(L to R) Bob Holtan,
Colleen Holtan, Todd Steinkamp.**

1230 KFJB/KIX 101.1 News Bites

- KFJB is the 17th longest running radio station in the United States.
- Out of 261 rated Iowa radio stations, KIX 101.1 is the 21st most listened to station.
- KFJB is the #1 news talk station in Marshall County.
- KIX 101.1 is the #1 country station in Hardin County and also #1 in Marshall, Poweshiek and Tama counties.
- Former U.S. President Ronald Regan applied for a job at KFJB in the 1930's...and he WASN'T hired. (Oops!)
- KFJB was the first radio station in the country to remotely broadcast high school football. (The station was three blocks from Franklin Field, so staff broadcast by stringing a cable between the two locations.)
- 56,100 people listen weekly to both KIX 101.1 and KFJB--up +9% from 2017!

Thank You Reinvesting Chamber Members

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

Abarrotes La Salud, Inc.	6	Optical Center	20
Ace Precision International	6	Riddle's Jewelers	20
Dr. Joel Beane	21	Rube's Steaks	4
Ethington Heating	25	Sign Creations	18
GNB Bank	6	Simms Construction	6
Great Western Dining	3	Slumberland Furniture	2
H & R Block	11	State Farm - Phyllis Mazour	23
Hearing Unlimited	6	Sub City	18
Hunt Farms	4	Top Notch Tree Service	5
Land Home Financial	1	Van-Wall Equipment, Inc.	2
Marshall Co. ISU Extension	25	Vaughn's Pub	14
Marshalltown Alarm Inc	5	Wild Key Creative	1

Annual Banquet registration closes May 28

The registration deadline for the Marshalltown Regional Partnership Annual Banquet is Monday, May 28. The evening includes the 120th Annual Meeting of the Marshalltown Area Chamber of Commerce and begins with cocktails at 6:00 p.m., dinner at 6:30 p.m., and program including keynote address to follow. The event takes place on Thursday, June 7 in DeJardin Hall on the Iowa Valley campus (3702 South Center Street). Presenting Sponsor is Emerson, and Gold Sponsor is Lennox.

This year's 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. Prior to those stints, he was in marketing for notable corporate names such as Coca-Cola, Swiss Army Products, PGA Tour, and Kraft.

Banquet registration is available online at marshalltown.org/work.

Social Media Do's & Don'ts training seminar



Participants in the Social Media Do's & Don'ts Lunch 'n' Learn session hosted by the Chamber and presented by Wild Key Creative, learned the "what" and "when" of using various social media platforms to promote their businesses and services. Speaker Rheba Yost shared do's and don'ts in four different areas: strategy, content, business brands, and customer service. Notes are available at wildkeycreative.com. There was no charge for Chamber members to attend.

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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

Thursday, June 21, 2018
Packaging Corporation
of America
(1402 South 17th Avenue)
4:30 to 6:00 p.m.


Thursday, July 12, 2018
Marshall County
Conservation Board
(2359 - 233rd Street)
4:00 to 6:00 p.m.

Coffee & Conversation

Tuesday, July 31, 2018
Iowa Wholesale Supply
(3110 South 6th Street)
7:00 to 8:30 a.m.

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


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*)

Welcome to...

Brach Jones, ARNP, and Jackie Fisher, PA-C who joined **McFarland Clinic's** Family Medicine Department at the south office location.

Abigail Pelzer, former **Times-Republican** (TR) managing editor, who has returned as publisher of both TR and Marshalltown Newspaper, LLC.

Hats off to...

Elim Lutheran Church for annually awarding the Zolene Melvin Music Scholarship to a qualified **Marshalltown High School** senior.

Taco John's owner Gary Gimbel who hosted Kate Niedermann's 5th grade class from **Lenihan Intermediate School** for lunch and a tour as part of his involvement with the Junior Achievement program.

The school age children and staff at **Elim Children's Center** who raised \$200 for Marshalltown's "Vests for the Best" at a root beer float stand.

Announcing...

New members of **United Bank & Trust's** Board of Directors: Doug Beals, attorney with **Moore, McKibben, Goodman and Lorenz**, and Marty Mitchell, owner of **Mitchell Family Funeral Services**.

Congratulations to...

Dann Larmore, administrator of **Grandview Heights**, on receiving the 2018 Eli Pick Facility Leadership Award from the American College of Health Care Administrators.

Lowe's Flowers on receiving a 2017 Teleflora TOP 1000 florist award.

Marshalltown Police Department Detective Sadie Weekley on her promotion to Patrol Sergeant, and Crime Scene Technician Cortney Watson on being selected by her peers as 2018 Employee of the Year.

Zeno's for being named as #2 Best Pizza in Iowa by KCCI News 8.

Beth Burkemper, **Midwest Frame and Gallery**, on five years as owner.

Marshall County Conservation Board on the grand opening of the Leonard Grimes Amphitheater at GrimesFarm and Conservation Center.

Marshalltown Central Business District for being recognized by Main Street Iowa as a \$50 Million Dollar District for their outstanding renovation projects in the downtown district.

Erin McGregor, **McGregors Furniture and Mattress**, who, along with John Payne received the 2018 Leadership Award from Main Street Iowa.

Kris and Shannon Naughton, **ServiceMaster of Marshalltown**, for receiving ServiceMaster's Achiever Award for the second consecutive year.

Taylor's Maid-Rite for being named the number one loose meat sandwich in Iowa by onlyinyourstate.com.

UnityPoint Health - Marshalltown's Wound Healing Center for receiving the 2017 Healogics President's Circle of Center Excellence award.

YSS of Marshall County for receiving maximum accreditation from Commission on the Accreditation of Rehabilitation Facilities (CARF).

Mike Schlesinger, **Times-Republican** publisher, on his upcoming retirement on June 30 after nearly 33 years at the helm.

Andrew Potter, **Marshalltown Community School District** Communications Director, on being named Communicator of the Year by the Iowa School Public Relations Association.

Times-Republican

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CHAMBER | AMBASSADORS VISITS



On April 24, Chamber Ambassadors hosted a courtesy call with **Pentz Appliance & TV** (13 South Center Street), visiting with one of the new owners, Tim Price, and staff.



Chamber Ambassadors met with Dave Thompson and Paul Thompson of **Thompson True Value Hardware** (109 South Center Street) during a courtesy call on April 24.



The management and staff of **Packaging Corporation of America** (1402 South 17th Avenue) visited with Chamber Ambassadors during a May 8 courtesy call.



On May 8, Chamber Ambassadors learned about the operations of **Scott Manufacturing** (1702 East Anson) during a courtesy call with the company's staff.

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

Thank You Ambassadors!

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Iowa Valley Leadership 2018 class project update

The Iowa Valley Leadership Class of 2018 has raised the funds needed to complete their class project: GrimesFarm enhancements which includes building a pergola for additional shade/shelter near the playscape area and providing wayfinding signage for the seven trails.

One of the project's coordinators, Heather Thomas, says, "We hope Marshall County's 40,000 residents as well as visitors alike will enjoy all the amenities available at this public recreation area conveniently located on the west side of Marshalltown and accessible from both 233rd Street and the Linn Creek Greenbelt Recreation Trail."

The class plans to host a public ribbon cutting upon project completion in order to thank all those in the community who have supported the project. Class members wish to acknowledge the following who helped close out fundraising efforts, allowing the project to come to fruition:



This illustrates the pergola structure coming to the Nature Playscape area at GrimesFarm & Conservation Center. Construction is planned to begin in June.




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www.marshalltown.org Statistics

	Apr '18	Avg/Month	YTD Total
Unique Visitors	9,535	7,180	28,719
Number of Visits	13,497	10,461	41,845
Page Views	58,498	56,692	226,766
Hits	246,891	203,482	813,928

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.

Travel with the Chamber...

Experience Iceland September 19-25

Limited number of seats still available.

Contact the Chamber office for more information or to register.

HOLIDAY CLOSINGS:

**Marshalltown Regional Partnership offices
and Fisher Community Center (FCC)
will be closed Monday, May 28.
FCC will also be closed Sunday, June 17.**

Local economic development efforts featured at regional conference



Tom Deimerly, MED Executive Director, spoke on Workforce Housing.

Marshalltown Regional Partnership (MRP) and Marshall Economic Development (MED) professionals participated in break-out panels at Iowa's signature economic development event, the SMART Economic Development Conference. The three-day event is designed for economic developers, city staff, and elected officials from a 13-state region, including Iowa. It is hosted by the Iowa Utility Association, along with partners Mid-America Economic Development Council (MAEDC) and Professional Developers of Iowa.

MRP and MED staff participated in sessions highlighting community and organizational housing efforts and business/education partnerships.

Workforce Housing Panel Discussion

Tom Deimerly, MED Executive Director, presented community and organizational initiatives related to local efforts to promote workforce and new housing opportunities for area employees. He also shared about the importance of housing availability as a business retention and recruitment

strategy for economic development. Other panelists included Eric Burmeister, Polk County Housing Trust Fund; Frank Liebl, Newton Development Corporation; and, Glenn Lyons, Polson Developments LLC.

Blending Education and Workforce

David Barajas, Jr., CEO of MRP, was able to tout Marshalltown's business-education model, Marshalltown Business Education Alliance, along with Marshalltown's Work Based Learning and Teacher Externship Academy initiatives. Other panelists included in the discussion were Teri Vos, Community Relations and Outreach Manager for Vermeer Corporation; Kelli Diemer, ACTE Business Education Division Vice President for the Iowa Department of Education; and, Michelle Hill, Aspiring Professional Experience Director for the Waukee Community School District.



Housing study recommendation:

"...additional rental and for-sale housing is needed to satisfy demand projected over the next three years."

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

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

Economic Statistics

Employment – Marshall County - March (Source: Iowa Workforce Development)	2018	2017
Labor force	18,100	19,080
Unemployed	1,010	1,060
Percent unemployed	5.6	5.6
Total employment	17,100	18,020
Marshall County Construction - April (Source: Marshalltown Building Department)	2018	2017
Building permits	10	12
New Residential Construction	\$0	\$20,000
Residential Addition/Remodeling	\$36,000	\$10,000
New Commercial/Industrial Const.	\$600,000	\$693,000
Commercial/Industrial Remodeling	\$2,414,000	\$491,000
Housing Sales Data - April (Source: Mid-Iowa Regional Board of Realtors)	2018	2017
Single family home sales	41	33
Average sale price	\$126,005	\$119,564
Median sale price	\$109,100	\$99,000



FREE workshop for restauranteurs



Main Street Iowa's Restaurant Week is a great chance to get extra traffic into local eateries. This year, the Convention & Visitors Bureau, Central Business District, and Chamber are collaborating to encourage ALL area restaurants to participate in this special promotion.

A workshop full of ideas to generate additional business during Restaurant Week is planned for Wednesday, June 13 at 2:00 p.m. at Fisher Community Center (709 South Center Street). There is no charge to attend the workshop, but registration is requested. Sign up online at surveymonkey.com/r/restaurantworkshops or register by calling 641-753-6645.

Workshop speakers include Terry Poe Buschkamp, Promotions Specialist – Main Street Iowa, and Jessica Dunker, Director of the Iowa Restaurant Association. They will share the tools needed for owners and managers to create and roll out a successful Restaurant Week promotion, as well as ideas for local “foodie related” events. Additional discussion will focus on options for regional media collaboration.

FREE fishing weekend

Be sure to take advantage of Iowa's Free Fishing weekend, June 1-3. Iowa residents may fish without a license or trout fee; all other regulations remain in place.

Check out the eight fishing locations in Marshall County online at: co.marshall.ia.us/departments/conservation/fishing.



Congratulations Marshalltown!

The City of Marshalltown will receive a \$25,000 National Endowment for the Arts Our Town grant to create a master plan for including public art, wayfinding, and placemaking along the Iowa River Trail. The City, in partnership with Marshall County Arts & Culture Alliance; Marshalltown Public Art Committee; TRAILS, Inc.; Hardin County Trail Commission; and, a consultant will develop a comprehensive plan for the 34-mile stretch from Marshalltown to Steamboat Rock. The process will prioritize placemaking and public engagement. MCVB looks forward to the great tourism boost this trail project will bring to our area!

Marshalltown's June Visitors

Date	Group	Location
June 1-3	Marshalltown Little League	Little League Park
June 1-3	The Clincher Classic	6th St. Softball Complex
June 4	4H Horse Show	Central IA Fairgrounds
June 4	Central Rivers AEA Cedar Falls	IVCCD Challenge Course
June 7	Optimist Junior Golf	Am. Legion & Elmwood
June 8	IA Conservation Consortium	Orpheum Theater
June 8-10	Marshalltown Little League	Little League Park
June 9	21st Century Rehab Nevada	IVCCD Challenge Course
June 11	Charmasson Show Lamb Clinic	Central IA Fairgrounds
June 11-13	Iowa High School Rodeo	Central IA Fairgrounds
June 15-17	Marshalltown Little League	Little League Park
June 15-16	IA Association of the Death	Riverview Park
June 18	ISU Young Engineers/Scientists	IVCCD Challenge Course
June 19	ISU Research Experience	IVCCD Challenge Course
June 19	Blue Wave Swim Meet	YMCA-YWCA
June 22-24	ISU Swine Jackpot Series	Central IA Fairgrounds
June 26	Blue Wave Swim Meet	YMCA-YWCA
June 26	ISU Extension Day Camp	Central IA Fairgrounds
June 30	Multiple Sclerosis Seminar	IA Valley Continuing Ed.

June events you don't want to miss!

Blessing of the Bikes - This annual event, started by F & J Racing 23 years ago, will happen this year on June 9, from 10:00 a.m. to 4:00 p.m. at the 6th Street Softball Complex (901 South 6th Street). Besides a minister blessing participants for a safe motorcycle riding season, other activities include music, games, food, auctions, etc. Entry fees will benefit local charities. There will be special appearances by Round Guy and Jackie Schmillen. For details, visit Blessing of the Bike's Facebook page.

State Center Rose Festival - Named as one of the top 50 festivals to attend in our state by Travel Iowa, this year's festival will take place June 14 to 17. For an itinerary, visit statecenterrosefestival.org.

Live After 5 - This free outdoor live music series runs Fridays from 5:30 to 7:30 p.m., beginning June 22 through August 24 at the IVCCD Orpheum Theater Center (220 East Main Street). Visit iavalley.edu.

For more details on these and other family-friendly local summer events, check out the Community Calendar at marshalltown.org/events.

49th annual Scholastic Banquet

The top 5% of graduating seniors in Marshall County were honored during the 49th annual Scholastic Banquet hosted by the Chamber at **Elmwood Country Club**. Presenting sponsor was **Lennox Industries**.



2018 Scholastic Banquet honorees represented East Marshall, GMG, Marshalltown, and West Marshall high schools. Each senior was presented a certificate and a book gift. Thanks to book sponsor, Martha-Ellen Tye Foundation.



“Don’t lose touch with where you came from in your rush to tackle the world.”

Advice to seniors from Grant Mattox, Owner/Manager of Calvin Rockett, and banquet speaker

MAY/JUNE

May 28: Partnership offices and Fisher Community Center closed for Memorial Day

June 7: Marshalltown Regional Partnership Annual Banquet and the 120th annual meeting of the Chamber

June 17: Fisher Community Center closed for Father’s Day

June 21: Business After Hours at Packaging Corporation of America

June 21: Chamber Experience trip to Pacific Coast

upcoming EVENTS

 Nick Giers Agent	 Pat Hogeman Agent	 Marna Mitchell-Suler Agent-CSA	 Lance Horbach Agent	 Paul Jedis Agent	 Mark Rohde Agent	 Dan Mead Agent Claims Administration	 Rich Mohan Agent	 Doug Joslin Agent
 Bonnie Orlt Processor	 Eben Angstrom Agent-CSA	  				 Matt Roelsgard Information Systems	 Kelli Carlson Office Manager	
 Carla Rowley Agent-CSA	 Carla Nordstrom Agent-CSA					 Vivian Larson Agent-CSA	 Heather Harsh Agent-CSA	
 Kathy Minkell Administrative Assistant	 Jasmin Cisneros 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</p> <p>www.InsureCentralIowa.com</p>				 Samantha Gattson Agent-CSA	 LeAndra Abel Administrative Assistant	