

theDIGEST

distinctly different

July 2018

Volume 36, Issue 1

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



Community Impact Award



Marshalltown YMCA-YWCA CEO Carol Hibbs receives the 2018 Community Impact Award on behalf of her organization.

received by Marshalltown YMCA-YWCA CEO Carol Hibbs. Olberding commended the Y for their leadership in promoting wellness while tirelessly serving both community and families.

The Marshalltown YMCA-YWCA is the 2018 recipient of the Community Impact Award. Presented annually since 2008, the award recognizes outstanding individuals, businesses, or organizations whose work has changed the landscape of the Marshalltown community.

The honor was presented by Marshalltown Area Chamber of Commerce Executive Director Lynn Olberding during the 2018 Marshalltown Regional Partnership Annual Banquet and was

Fireworks, festivals, fairs, fabulous music

“There is some outstanding musical talent coming to town this July,” says an enthusiastic Val Ruff, Executive Director of the Marshalltown Convention & Visitors Bureau.

“Country music artist, Jason Pritchett, will perform at the Central Iowa Fair on July 14 with AC Jones from Nashville as a opening act.”

“Then,” she continues, “the Brazilian Twins will headline at the Marshalltown Art Festival to be held downtown on July 21.”

Many other quality groups will also perform at these and similar events. “And, incredible as it is,” Ruff says, “these are FREE and open to the community.”



Jason Pritchett



Brazilian Twins

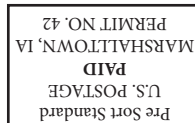
Find numerous other events on page 11. Great weekends begin right here in Marshalltown!

Iowa Valley Leadership class take-aways

- *Marshalltown is good.*
- *There are tons of positive things happening.*
- *Our community is full of leaders.*
- *Leadership comes in many styles.*

as shared by Emily Miller, IVL 2018 High School participant

Applications for the 2019 class are now available. See page 3 for details.



Marshalltown, IA 50158
P.O. Box 1000

Marshalltown Area Chamber of Commerce

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.

Inflexion Solutions

Aleks Thomas

4416 Ingersoll Avenue, Des Moines, IA 50312 (641) 751-1213

Offering remodeling, repair, and improvement services for both homes and businesses. 13 years of experience.

Inner Peace Health Coach Services

Jody Wunsch

1 North 4th Street, Marshalltown, IA 50158 (641) 751-1637

Creating custom-tailored plans to achieve weight loss, medication reduction, inner mindfulness, heart health, and similar "better you" goals.

Preferred Cartage Service, Inc.

Jarrett McGraw, President

802 Marion Street, Marshalltown, IA 50158 (888) 569-6925

Committed to excellent customer service by providing transportation and distribution for all types of products and equipment.

Zamora Fresh Market

Jose Zaragoza

4 East Main Street, Marshalltown, IA 50158 (641) 753-8522

Offering fresh Mexican cuisine and groceries, including excellent tacos, burritos, tamales, handmade corn tortillas, and more.

Thank you outgoing Board Chairs

Chris Brodin

Marshalltown Regional Partnership

Mike Fitzgerald

Marshalltown Area Chamber of Commerce

Matt Garber

Marshall Economic Development

Ken Huge

Marshalltown Convention & Visitors Bureau

Did you know?

- **Woodruff Construction, LLC** helps businesses with remodels, expansions, and new locations.
- Besides providing top-quality collision repair on all makes and models of vehicles, **Brian's Collision Clinic** also refinishes entry doors for customers wanting a unique, one-of-a-kind color.

MEMBER SPOTLIGHT

Frank Lewis Glick Post #46 American Legion and Memorial Golf Course

100 years ago the first Marshalltown boy was killed in action in WWI. 99 years ago, both the American Legion organization and the local Marshalltown Post were founded, the latter named for that

first local casualty, Marine First Sergeant Frank Lewis Glick. Today, the Post is home to more than 500 members, an 18-hole golf course, Marshall County's Freedom Rock, the F4 Jet All Veterans Memorial, two banquet/meeting rooms, full-service lounge, and patio with grill house.

While membership in the Post is open to all veterans (must have served U.S. Armed Forces active duty during a war era and have been honorably discharged or are still serving), Post facilities and amenities are all open to the public. "For instance, everyone is invited to play our golf course or visit our full-service lounge," says Post Commander Randy Kessler. "And, both of our banquet rooms are available to rent for parties or meetings."



Book a tee time or tournament on the 18-hole public golf course at 641-752-1834.

He explains, "Although we are primarily an organization to support veterans and veteran causes, we are also members of the Marshalltown community. Over the past few years our Post has tried to be more involved in community events and causes. Belonging to the Chamber is one way to support our community." Likewise, Kessler says the community has been very supportive of the Post's fundraising events for various causes. "Marshalltown is a great place to do business," he exclaims.

Daily operations are overseen by Golf Course/Pro Shop Manager Josh Hoglan, Grounds Superintendent Bill Benda, and Post Home/Lounge Manager Pam Klinefelter. Membership applications are available at Post #46 headquarters (1301 South 6th Street).



Post headquarters offers two banquet/meeting rooms for rent. Call 641-752-3612.



Post grounds are home to Marshall County's Freedom Rock.

Thank You Reinvesting Chamber Members

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

Arnold Motor Supply	25	Meskwaki Inc	2
Assistance League	1	Moler Sanitation	6
Barr Asset Management	19	Nikkel & Associates, Inc.	14
Concept by Iowa Hearing	10	Old Timer Tavern	6
First Congregational Church	14	Pinnacle Bank	22
First United Methodist	20	S & S Autobody & Frame	4
Glenwood Place Retirement	19	Shoe Sensation	3
Manatts, Inc.	1	Stone Sanitation	13
Marshalltown Com.Theatre	20	Don Turbiville-Forward Ven.	3
Mass Mutual Financial	29	Woodruff Construction, LLC	1
Maxim Advertising	11		

2019 Iowa Valley Leadership class applications available

Applications for the 2019 class of Iowa Valley Leadership (IVL) are being accepted now through August 10. Up to 30 class members, representing a cross-section of the community, will be selected to participate in the nine-month program designed to empower individuals to become active community leaders and influence positive change. The course is co-sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education.

IVL Facilitator and Chamber Executive Director Lynn Olberding says, "Classes meet once a month from September to May on a variety of topics relevant to the Marshalltown community including history, education, poverty, healthcare, law enforcement, manufacturing, and government. Participants are privileged to meet with local leaders, as well as get an inside look at a number of businesses and organizations throughout Marshall County."

For the schedule, session topics, details, and registration form, visit marshalltown.org/ivl.

"I have been through similar programs in the past, so I thought this would be a repeat. It was not. The content was fresh and relevant to Marshalltown."

*A graduate of
Iowa Valley Leadership Class of 2018*

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"I thought it [IVL] would be great for learning new techniques for leadership... Instead, it was an outstanding networking opportunity. Seeing all the great things the community does well was ... invaluable. I would encourage you to enroll in IVL. It will open your eyes."

*Christopher Cross
Deputy Chief, Marshalltown Fire Department and
Iowa Valley Leadership Class of 2018*

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Kevin Meyer, At-Large
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Dave Thompson, County

Staff:

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

Wednesday, August 15, 2018
The Orpheum Theater Center
(220 East Main Street)
4:30 to 6:30 p.m.

Coffee & Conversation

Tuesday, July 31, 2018
Iowa Wholesale Supply Co.
(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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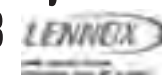
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MARSHALLTOWN NEWS

(we just have to *brag a little*)

Hats off to...

The following Chamber members who came alongside CIRSI to support their purchase of a wheel chair accessible van: **Fareway, Hy-Vee, and Taco John's.**

Chamber members **Emerson, MEMBERS1st Community Credit Union, News Talk 1230 KFJB, and Van Wall Equipment** who offer scholarships/sponsorships to area students pursuing post-secondary training and/or education.

Announcing...

New members of **Farmers Savings Bank's** Marshalltown Board: **Dr. David J. Clark** and Janelle A. Carter.

Collin Northcutt as General Manager and Karla Durnil as Banquet and Front Desk Manager, both at the **Best Western Regency Inn.**

Sam Upham has joined **United Bank & Trust** as a Commercial Lender.



Clark

Congratulations to...

Matthew Karjalahti, Broker/Owner of **RE/MAX Partners Realty**, on receiving the Diamond Individual Achievement Award from the Iowa Association of Realtors®. This is the organization's highest achievement award and represents over 10 million dollars' worth of sales, leases, and/or listings closed and commissions earned during 2017.



Karjalahti

Marshalltown's **JCPenney** on 102 years of business in our town. Join them July 7 as they celebrate from 11:00 a.m. to 2:00 p.m. at their **Marshalltown Mall** store location (2500 South Center Street).



Currie

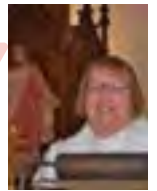
The following **Marshalltown Community School District** employees who received "Employees of the Quarter" awards: Hector Campos from **Marshalltown High School**, Ashley Chyma from **Anson Elementary**, and Joanna Ruddick from **Woodbury Elementary.**

Bethany Currie of **Peglow, O'Hare, & See PLC** on being appointed by Governor Kim Reynolds as district court judge in Judicial District 2B.



Olberding

Pastor Karen Cluts as she retires from **Elim Lutheran Church.**



Cluts

Lynn Olberding, Executive Director, **Marshalltown Area Chamber of Commerce**, who will be awarded the Certified Chamber Executive designation by the American Chamber of Commerce Executives at their national convention July 17-20 in Des Moines.

News Talk 1230 KFJB on celebrating its 95th anniversary on the air. **Lennox** on the 31st year of sponsoring the Lennox/Quakerdale Invitational Pro-Am Golf Tournament at **Elmwood Country Club.**

Times-Republican

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 To be a part of this contact us for information about our booth and advertising packages!

Times-Republican

641-753-6611 or Email Deanna Davis-McGowan ddavis@timesrepublican.com

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.

**Chamber Bucks make great gifts
and are a perfect way to
THINK LOCAL FIRST!**



CHAMBER | AMBASSADORS VISITS



On May 22, Chamber Ambassadors hosted a courtesy call with **Hammer Medical Supply** (219 East Main Street), visiting with Manager Peg Moler and staff.



Chamber Ambassadors met with Dave Adland, owner of **Adland Engraving & Screen Print** (307 Riverside Street), during a courtesy call held on May 22.



Marshall County Conservation Board Director, Mike Stegmann, Grimes family members, and Chamber Ambassadors cut the ribbon on Leonard Grimes Memorial Amphitheater (2359-233rd Street) May 24.



On June 12, Chamber Ambassadors visited with General Manager Todd Steinkamp and staff of **News Talk 1230 KFJB** (123 West Main Street) during a courtesy call to celebrate the station's 95th on-air anniversary.

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

Thank You Ambassadors!

AREA CHAMBER
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MARSHALLTOWN



Creating a positive business culture

At a recent five-year anniversary celebration, aSPArations' owner, Tasha Schnathorst, shared some of the ways she has created a positive environment as the salon has expanded. Here are a few of her strategies.

Invest in staff. "We have an Associate Program where I spend time with an employee personalizing their training on various procedures," says Schnathorst. "While all service providers are already licensed, we equate our Associate Program to receiving the equivalent of a Master's Degree. More than simply observing or assisting during the appointment, the associate is also using his/her skills to add value to the guest's experience."

"This method further benefits our guests in building a level of trust with another service provider," Schnathorst continues. "With a busy schedule, I'm not always able to perform that additional service; but now, I have an extra set of hands and the trust from my guests that I can leave them with my Associate to complete the treatment. It also provides someone they feel comfortable with should they not be able to get in with me."

Reward progress. "We have developed a defined career path, which is rare in most salon companies," Schnathorst explains. "Our employees have opportunities for promotions based upon meeting defined criteria that are centered on guest retention rather than based on experience. This method allows someone who is skilled and motivated to earn promotions quickly rather than holding someone back because they haven't been with us for a certain duration of time."

Mentor soft skills. Relating to customers effectively and positively is very important in a service-based business. "I work with our employees so they know how to approach various topics with guests," Schnathorst shares.

Her methods have shown positive results. aSPArations began with two staff offering primarily massage, tanning, and salon services and has now grown to a multi-faceted business offering the latest in advanced skin treatments and hair removal with a staff of 11 and growing.




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www.marshalltown.org Statistics

	May '18	Avg/Month	YTD Total
Unique Visitors	8,844	7,513	37,563
Number of Visits	13,245	11,018	55,090
Page Views	60,511	57,455	287,277
Hits	250,436	212,873	1,064,364

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 Wednesday, July 4 in observance of Independence Day.

2017/2018 Highlights

By Tom Deimerly, Executive Director, Marshall Economic Development

With Marshall Economic Development's fiscal year coming to a close, it's good to take a look back at the progress made.

Small business development and entrepreneurship activity:

15 active clients

Business retention visits: 46

New industrial prospect RFP responses submitted: 9

New general business prospects hosted: 17

New building construction and rehabilitation

(Data source: City of Marshalltown June 2017 - May 2018)

Residential permits: 63

New residential value: \$4,051,000

New commercial industrial permits: 48

New commercial value: \$27,064,000

Housing study findings:

"...we believe a variety of opportunities exist for housing development in Marshalltown and would be well received in the community. Given the continued pent-up demand for quality housing units in the city, we do not expect any of the recommended new housing communities to have an adverse long-term impact on the existing housing stock."

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

Economic Statistics

Employment – Marshall County - April	2018	2017
(Source: Iowa Workforce Development)		
Labor force	17,870	18,820
Unemployed	760	820
Percent unemployed	4.2	4.4
Total employment	17,120	18,000
Marshall County Construction - May	2018	2017
(Source: Marshalltown Building Department)		
Building permits	N/A	19
New Residential Construction	\$N/A	\$480,000
Residential Addition/Remodeling	\$N/A	\$47,000
New Commercial/Industrial Const.	\$N/A	\$7,520,000
Commercial/Industrial Remodeling	\$N/A	\$230,000
Housing Sales Data - May	2018	2017
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	46	47
Average sale price	\$132,766	\$113,423
Median sale price	\$127,500	\$118,000

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Marshalltown Art Festival

Re-branded, re-located, and re-launched, this year's Marshalltown Art Festival (formerly Linn Creek Arts Festival) will make its debut Saturday, July 21 in Marshalltown's historic downtown.

"We are excited to move the festival to the heart of our community in downtown Marshalltown," says Marshall County Arts and Culture Alliance Executive Director, Amber Danielson. "There are lots of exciting changes and new features but we can guarantee the same high-quality art you have experienced in the past will continue."

From 10:00 a.m. to 5:00 p.m. visitors will be immersed in an all-day experience of one-of-a-kind artists, authors, and musicians while surrounded by incredible food, libations, free shows, and activities for kids and adults alike.

Start the day by meandering amongst the artist tents, buy a raffle ticket, take in a live concert, enjoy lunch in or al fresco, then find the next piece of amazing art work to collect. Completely free and family-friendly, the festival will feature works of 50 artisans in multiple mediums, as well as 11 different live music events (five on the Courthouse lawn main stage and six in the beautiful Gallery Garden).

For more information, visit the Marshalltown Art Festival website at marshalltownartfestival.org.

Thank you for MCVB support!

The following sentiment was recently received by Marshalltown Convention & Visitors Bureau (MCVB).

It was signed by one of the event participants:

Dear Marshalltown Convention & Visitors Bureau,
Thank you for sponsoring the 2018 Iowa Junior High Rodeo State Finals. ...I competed in goats, breakaway, ribbon roping, and team roping.

I qualified for the National Finals this year in the breakaway category.

NOTE: MCVB is privileged to have supported the rodeo event via a grant designed to assist with event marketing.

July can't-miss events

Great music activities happening right here!

July 1	Sacred & Patriotic Organ Concert/Sing-a-Long	St. Paul's Episcopal Church
July 4	4th of July Celebration	Central Iowa Fairgrounds
July 5	Municipal Band Concert	Courthouse Lawn
July 6	Live After 5 – Orquesta Alto Maiz	Orpheum Theater
July 12	Municipal Band Concert	Courthouse Lawn
July 13	Live After 5 – Dixie Slicks	Orpheum Theater
July 14	Central Iowa Fair- Jason Pritchett & A.C. Jones	Central Iowa Fairgrounds
July 18	Live and Local – Bob Dorr Trio + One	GrimesFarm Amphitheater
July 19	Municipal Band Concert	Courthouse Lawn
July 20	Live After 5 – The Kissers	Orpheum Theater
July 25	Swarm the Meadery	Buzzed Bee Meadery
July 26	Municipal Band Concert	Courthouse Lawn
July 27	Live After 5 – Awful Purdies	Orpheum Theater

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

Fireworks fundraiser

Support Marshalltown's July 4 fireworks display and stock up on locally processed pork cuts at the same time during the JBS Truckload Fireworks Fundraiser on Thursday, June 28 from 5:00 to 8:00 p.m. in the parking lot of the Fisher Community Center (709 South Center Street). Cash sales only with savings of almost 50% of retail prices.

Marshalltown's July visitors

Date	Group	Location
July 10	Blue Wave Swim Meet	Marshalltown YMCA-YWCA
July 15-17	Iowa Methodist Women's Missions	IA Valley Continuing Education
July 28	Iowa State Plowing Association	Hall Farm

Welcome RAGBRAI to Marshall County July 25!

Annual Banquet reflections



A special dinner was sponsored by Lennox and catered by Great Western Dining.

“Cultivate a culture that is the heart and soul of a business. If you have high caliber people alongside, you can do anything.”

Advice given by speaker Aaron Kennedy during the 2018 Annual Banquet

The 2018 Marshalltown Regional Partnership Annual Banquet, including the 120th Annual Meeting of the Marshalltown Area Chamber of Commerce was held at DeJardin Hall on the **Iowa Valley** campus. Aaron Kennedy, founder of the “high-quality food fast” restaurant, Noodles & Co., shared his business start-up struggles, re-directs, and successes. He challenged the audience to consider the question: “What makes Marshalltown Marshalltown?”

The evening was sponsored by Presenting sponsor **Emerson**, as well as **Independent Insurance Services**, **JBS**, **Wolfe Clinic**, **It’s Unique**, and **Lowe’s Flowers**.



Speaker Aaron Kennedy

JULY/AUGUST

July 4: Partnership offices and Fisher Community Center closed for Independence Day

July 12: Business After Hours at Marshall County Conservation Board and GrimesFarm

July 31: Coffee & Conversation at Iowa Wholesale Supply Co.

August 2: Chamber Ambassadors Golf Outing

August 15: Business After Hours at The Orpheum Theater Center

upcoming
EVENTS

 Nick Darr Agent	 Pat Hageman Agent	 Marna Wilches-Suher Agent-CSA	 Lance Herbach Agent	 Paul Beas Agent	 Mark Konde Agent	 Don Mead Agent Claims Administration	 Rich Mahon Agent	 Doug Jolin Agent
 Bonnie Ohl Processor	 Sobri Angstman Agent-CSA				 Mull Rowigant Information Systems	 Kelli Carron Office Manager		
 Diana Rowley Agent-CSA	 Carla Nordstrom Agent-CSA		THE POWER OF CHOICE!		 Vivian Carron Agent-CSA	 Heather Hanna Agent-CSA		
 Kathy Minkas Administrative Assistant	 Jocelyn Cameron Administrative Assistant		11 EAST CHURCH STREET - MARSHALLTOWN, IA (641) 752-4618		 Lamarina Gramson Agent-CSA	 LeAndrea Abel Administrative Assistant		
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			LOCAL CLAIMS SERVICE					
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