

theDIGEST

distinctly different

October 2018

Volume 36, Issue 4

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Iowa Valley Leadership class kick-off

The 2019 Iowa Valley Leadership class kicked off with a two-day retreat in mid-September. Course facilitator and Chamber Executive Director, Lynn Olberding, said, "The retreat is designed to be a team-building time as participants get acquainted and establish working relationships that will benefit them through the nine-month community-focused course, including the class project. For instance, on day one, class members support each other as they climb the Iowa Valley Challenge Course."

The class is co-sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education. It is designed to acquaint participants with Marshalltown history, influence positive change, and develop leadership. Participants selected for this year's course reflect a cross-section of the community and include:

Jordan Anderson	MHS Junior
Kathleen Brown	MCC
Vivian Ceron	Independent Insurance
Austin Chadderdon	Eyecare Associates



The Iowa Valley Leadership class of 2019 as they prepare to climb the Iowa Valley Challenge Course.

Brooke Davis	Glenwood Place
Heidi Draisey	YMCA-YWCA
Isaac Droessler	Stover Controls
Denna Dungan	McFarland Clinic
Katie Fink	Marshalltown Public Library
Ricardo Galindo	Lennox Industries
Nyapukah Gatwech	MHS Junior
Benjamin Groen	Clapsaddle-Garber Associates
Amanda Hoffman	MHS Junior
Michelle Illum	Emerson
Teresa Ingold	Ingold Group
Bridget Itzen	Consumers Energy
Mark Lee	MCSD - Fisher Elementary
Rob Meloy	Emerson
Alicia Patten	MCSD - Fisher Elementary
Andrew Pool	Pinnacle Bank
Stephen Sheets	Marshalltown Police Dept.
Joel Thronson	Grimes Law Firm
Sam Upah	United Bank & Trust
Gabe Wyant	MHS Junior

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Olberding earns elite certification

Lynn Olberding, Marshalltown Area Chamber of Commerce Executive Director, has been designated as a Certified Chamber Executive (CCE) by the Association of Chamber of Commerce Executives (ACCE), a membership association representing nearly 10,000 professionals working for and with more than 1,300 chambers of commerce around the world.



Lynn Olberding was recognized as a Certified Chamber Executive during the 2018 ACCE Annual Convention. Shown with her from left are: Jay Chesshir, ACCE Board Chair; Olberding; Sheree Anne Kelly, ACCE CEO; and Bob Quick, CCE Commission Chair.

“We are pleased that our Marshalltown Chamber is not only 4-star accredited, but also now led by a CCE,” says Dan Moellers, Chair of the Chamber Board of Directors. “This continues to place our local Chamber in a

distinctive group, as only the top three percent of chambers in the United States carry the accreditation, let alone are led by a CCE.”

CCE commission chairman, Bob Quick, CCE, who is also president and CEO of Commerce Lexington Inc., says, “The CCE program assesses and tests the applicant’s knowledge of core chamber management areas—management, planning and development, membership and communication, and operations. Chamber professionals who are designated CCEs have rightfully earned this outstanding recognition through hard work, countless hours of dedication to their field, and leadership of their chamber to achieve the chamber’s goals.” Olberding is one of 11 chamber professionals from across the U.S. to earn the CCE designation in 2018. Approximately 500 professionals hold the certification.

Olberding joined the local Chamber in 2007 as Director of Membership and Marketing. She was named Executive Director in 2013. She holds a B.A. from Buena Vista University, a M.B.A. from University of Iowa, and an Institute of Organization Management designation from the U.S. Chamber of Commerce in addition to this new certification. She is Past Chair of the Iowa Chamber of Commerce Executives and is currently one of 18 Board of Regents members for the U.S Chamber’s Winter Institute for Organization Management. Additionally, Olberding serves in a multitude of leadership capacities throughout Marshalltown, including Cub Scouts of America, Team Franklin PTO, and Assistance League of Marshalltown. Olberding is her fourth year of managing and facilitating the Iowa Valley Leadership program, a nine-month-long issues-based leadership program for community members.

MEMBER SPOTLIGHT

Inner Peace Health Coach Services

“Small shifts in our daily life lead to big results,” says Jody Wunsch, owner of Inner Peace Health Coach Services. “So often we are looking for those big bangs while it’s the little steps that move us forward.” That firm belief forms the basis for the help and support she provides clients.



Wunsch explains, “I offer programs and work with clients to personalize health/life plans, whether it’s losing weight, being more heart healthy, gaining energy, reducing medications, or changing habits so they better serve a person.”

She began as a weight loss teacher/counselor. “Then, in July 2016, I took a course to become a Certified Health Coach,” Wunsch shares. “That changed my direction of teaching and coaching. I’ve learned many new tools to share with people as they work toward a healthier lifestyle and achieving what they want.” Additionally, she is certified in Social Work and as an Advance Transformation Coach. She will complete her Mastery Transformation Method Coaching in November.

“As I meet with my clients, I am committed to reducing lifestyle diseases (i.e. obesity, diabetes, heart disease, strokes, cancer, etc.) by supporting people’s aliveness through habit change,” Wunsch says. “I can empower people to take inspired action in the direction of their desires.”

She concludes, “I gain satisfaction from implementing my ideas while helping others discover their own intuition for a healthier lifestyle.”



“I help people by helping them improve their lives.”

-Jody Wunsch

Candidate Forum Hosted by the Chamber

Date: Tuesday, October 23, 2018

Time: 5:30 p.m.

Location: Fisher Community Center Auditorium
(709 South Center Street)

Free and open to the public.

All Chamber and community members are invited to hear from candidates who will be on the November ballot.



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2019 Chamber Experience Trips



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Explorer
(international trip)

Departs November 5

Attend an informational meeting:
October 22 at 5:30 p.m.

October 23 at 8:00 a.m. or Noon
at Fisher Community Center (709 South Center)



Thank You Reinvesting Chamber Members

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

aSPArations Salon	5	Fauna Nord & Kelli Thurston	1
Bantz Chiropractic Center	8	Hahn Roofing	18
Bjelland Plumbing	24	Terry Kluck	5
Casey's General Stores	27	Mitchell Family Funeral	14
Chef King	6	SagePoint Financial	28
Clemons Inc. Chevrolet	43	The UPS Store	14
Con-Struct, Inc.	45	Wandering Creek Golf	10

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.

7 Rayos Liquor Store

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Mike Fitzgerald, Past Chair
Paul Beals, Econ. Dev. Chair
Niko Aguirre
Jill Lutes
Kristin Polley
Gary Schaudt
Todd Steinkamp
Lisa Tharpe
Gabriela Vargas

Ex-Officio

Jenny Etter, MCBDB
Mayor Joel Greer
Bill Patten, Marshall County
Dr. Theron Schutte, MCSD
Dr. Robin Shaffer-Lilienthal, MCC

ECONOMIC
DEVELOPMENT
MARSHALL



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Steve Valbracht, Vice Chair
Secretary
Curt Hoff, Treasurer
Matt Garber, Past Chair
Dan Moellers, Chamber Chair
Bryan Amundson
Ellen Bergman
Mayor Joel Greer
Miguel Gutierrez
Steven Shupp
Dave Thompson
Mary Wertzberger

Ex-Officio:

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

CONVENTION &
VISITORS BUREAU
MARSHALLTOWN



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Bob Untiedt, Secretary
Jon Pierce, Treasurer
Al Hoop
Samuel Ibarra
Rachael Koehler
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Grant Mattox
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Miguel Gutierrez, Chair
Joe Carter, At-Large
John Dawley, Chamber
Heidi Drager, MCVB
Matt Garber, Econ. Dev.
Sharon Greer, At-Large
Jessica Kinser, City
Shelley Lechnir, MCVB
Jerrold Leffler, At-Large
Kevin Meyer, At-Large
Dan Moellers, Chamber
Dave Thompson, County
Steve Valbracht, Econ. Dev.

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, October 18, 2018
Great Western Bank
(11 North 1st Avenue)
4:30 to 6:00 p.m.

Thursday, November 8, 2018
Business to Business Showcase
presented by Hy-Vee
(at Elmwood Country Club -
1734 Country Club Lane)
5:00 to 6:30 p.m.

Thursday, November 15, 2018
Hellberg's Jewelers
(13 West Main Street)
4:30 to 6:30 p.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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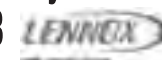
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MARSHALLTOWN NEWS

(we just have to *brag a little*)

Congratulations to...



Presenter Mayor Greer with the Swartzes

recipients of the Ryden Service Award. Recipient Kevin Swartz is the CEO of **Wolfe Clinic**. Recipient David Clark, DDS, operates **Clark Dentistry**.

Marshalltown YMCA-YWCA Heritage Club 2018 award recipients: Kevin and Kim Swartz, recipients of the Martha-Ellen Tye Friend Award; and also, David and Valerie Clark, this year's



Presenter Mike Bloom with the Clarks

Amber Danielson, Executive Director of **Marshall County Arts & Culture Alliance**, who was appointed by Governor Kim Reynolds to serve on the Iowa Arts Council State Board of Directors.

Hellberg's Jewelers on celebrating their 120th year of business in our community.

Taylor's Maid-Rite on their 90th year of business.

Godfrey Motors on their 46th year of business.

Iowa River Hospice 2018 Volunteer of the Year, Mary Bartine.

Consumers Energy on their 80th anniversary.

Clapsaddle-Garber Associates who exhibited at the recent 2018 Iowa League of Cities Conference.

The Willows of Marshalltown on their grand opening.

Stover Controls on being awarded Emerson Impact Partner status by **Emerson**. This represents the company's highest level of customer support and recognizes Stover Controls' proven solution capabilities, local accessibility, and consistent engineering practices that produce measurable business results.



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Peggy Hannam, new Sales Representative with **Bankers Advertising** who helps customers grow and achieve marketing goals through promotional products.

Dr. Laura Andersen, new Veterinarian at **Animal Clinic - The Vet**.

Shannon Appel, ARNP and Tayler Murray, PA-C who have joined **McFarland Clinic Family Medicine's** Main Street and Southside locations, respectively.

New Executive Director of **The Willows of Marshalltown**, Liz Zuercher.

Ryan Olson, new Officer with the **Marshalltown Police Department**.

UnityPoint Health - Marshalltown Women's Care (407 East Main) and the following providers joining that clinic opening October 1: Drs. Bilal Kaaki, Publio Ortiz, Brett Richman, and Gwen Fang.



Andersen



Kaaki



Ortiz



Appel



Murray



Richman



Fang

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.

Educator Appreciation Breakfast



The Chamber thanks **Independent Insurance Services** for its Presenting Sponsorship of the 26th annual school kick-off.





CHAMBER | AMBASSADORS VISITS



On August 28, Chamber Ambassadors hosted a courtesy call with **Select Physical Therapy** (55 Central Iowa Drive), visiting with Site Supervisor Aaron Budweg and staff.



Chamber Ambassadors and the staff of **Kimball & Beecher Family Dentistry** celebrated the opening of the new facility (105 West Merle Hibbs Blvd.) with a ribbon cutting on August 28.



Financial Associate Laurie Gowdy and Chamber Ambassadors celebrated the opening of **Thrivent Financial** (127 East Main Street) with a ribbon cutting on September 11.



On September 11, Chamber Ambassadors along with co-owners Barb Hagstrand and Jeff Mitchell cut the ribbon on **Van Gogh's** (129 East Main Street) located in the renovated main level of the Kibbey Building.

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

Thank You Ambassadors!

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www.marshalltown.org Statistics

	Aug '18	Avg/Month	YTD Total
Unique Visitors	6,672	8,050	64,397
Number of Visits	10,622	11,747	93,974
Page Views	60,032	62,274	498,193
Hits	260,051	240,249	1,921,994

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.

Workplace wellness tip Small choices can add up to big benefits:

- choose steps over elevators
- park farther away from the door
- use the restroom farthest from your workspace
- make multiple trips to the printer
- stand up often (even if it is to just sit back down)

This Workplace Wellness Tip is brought to you by SportsPlus Sports Medicine & Physical Therapy Center, Inc.

Interest-free loans available for tornado-impacted businesses

By Tom Deimerly, Executive Director, Marshall Economic Development

Established Marshalltown businesses impacted by the July 19 tornado are eligible to apply for interest-free, deferred-payment micro-loans through the Marshall Economic Development (MED) office.

Loan administrator, Jim Lowrance, says there are a number of businesses considering taking advantage of this opportunity. "We've reached out and made quite a few contacts to explain this incredible opportunity," Lowrance says. "There are applications in process, too."

While complete details are available via a brochure or from Lowrance himself, loans of \$5,000 to \$10,000 are available at 0% interest to commercial businesses who were in existence prior to the storm, were affected by the storm, and are working to rebuild.

"We are trying to keep most of the loans in the \$5,000 range simply so we can help the most businesses," explains Lowrance.

The loans are made possible through the partnership of Consumers Energy Cooperative, Heart of Iowa Communications Cooperative, and MED. The funds being used are part of each entities' Revolving Loan

Fund (RLF) through the USDA. Grants were provided to these local organizations which use the funding to establish revolving loan funds. Loans are made from this fund to projects that will create or retain local jobs. Working in partnership, each entity has set aside funding for this special working capital program; Consumers Energy set aside \$200,000; Heart of Iowa \$100,000; MED \$40,000.

For further details, questions, or to apply for funding, please contact Lowrance at 641-351-8690 or lowrance@marshalltown.org. This disaster response program will exist for six months from the time of board approvals or until the funding approved for the program has been fully utilized.

There are a number of businesses considering taking advantage of this opportunity.

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Economic Statistics

Employment - Marshall County - July (Source: Iowa Workforce Development)	2018	2017
Labor force	18,370	19,040
Unemployed	610	690
Percent unemployed	3.3	3.6
Total employment	17,760	18,350
Marshall County Construction - August (Source: Marshalltown Building Department)	2018	2017
Building permits	99	10
New Residential Construction	\$264,000	\$383,000
Residential Addition/Remodeling	\$256,000	\$16,000
New Commercial/Industrial Const.	\$4,579,000	\$38,000
Commercial/Industrial Remodeling	\$7,554,000	\$110,000
Housing Sales Data - August (Source: Mid-Iowa Regional Board of Realtors)	2018	2017
Single family home sales	26	47
Average sale price	\$128,792	\$126,878
Median sale price	\$127,500	\$127,400

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



Local director appointed to state council

Marshall County Arts & Culture Alliance Executive Director, Amber Danielson, has been appointed by Governor Kim Reynolds to serve on the Iowa Arts Council State Board of Directors.

President of the Alliance Board, Amanda Accola, says, "Amber has been an incredible asset to our organization, and we are very proud to have her serve on the Iowa Arts Council. Marshalltown is continuing to make the arts a priority in our community and this appointment will only strengthen the relationship between the state, Marshalltown and the arts."

The Iowa Arts Council is a department of the Iowa Department of Cultural Affairs, which is a state agency within the Executive Branch of Iowa's state government. The mission of the Iowa Arts Council is to empower Iowans to build and sustain culturally vibrant communities by connecting Iowans to the people, places, and points of pride that define our state.

"I am excited and honored to represent Marshalltown and serve on a board that is making a significant impact in arts and culture around the state", said Danielson.



Danielson

Marshalltown Strong day

In the spirit of celebrating and supporting local businesses, MCVB, the Chamber, and Marshalltown Central Business District (MCBD) are collaborating to sponsor Marshalltown Strong Day. On Saturday, October 13, all community members and visitors are encouraged to shop local, dine in one of the more than 60 area eateries, and support the post-tornado rejuvenation.

Past MCBD Chair, Fauna Nord, says, "This is a great chance to support those businesses that experienced interruption by the storm."



More October happenings

Saturday, October 13

3rd Annual Blues & BBQ - 6:00 to 9:30 p.m. in DeJardin Hall on the IVCCD campus. A barbecue meal plus concert by The Blue Dog and The Limestone (a band featuring Bob Dorr). Tickets \$30.

Thursday, October 18

Art Stroll Under One Roof - 4:00 to 8:00 p.m. indoors at 13 West Main sponsored by Hellberg's Jewelers, Art & Frame on Main, and Marble Arches Hair Care. Two dozen artists; live music and refreshments.

Downtown Memories- 4:30 to 6:00 p.m. at 11 North 1st Avenue. Join The Historical Society of Marshall County and Great Western Bank for Chamber Business After Hours featuring historic downtown memorabilia.

Sunday, October 21

Live on Stage Vocal Trash - 2:00 p.m. at the Marshalltown High School/Community Auditorium. An urban-themed Broadway style production performed on custom instruments made from recycled materials. Limited individual tickets are available at losmarshalltown.org.

Saturday, October 27

Live at the Iowa River Brewery - 6:30 to 10:30 p.m., the Mary Runyan Band will be playing original music, 70-80s covers, and classic Rock.

For more information on any of the above, visit the Community Calendar at marshalltown.org/events.

Time to hit the trail!

Maps available at the MCVB office in the Fisher Community Center (709 South Center)

Find more details at: [facebook.com/BackRoadsJunkItTrail](https://www.facebook.com/BackRoadsJunkItTrail)



Figge Day Tour

Save the date of November 8

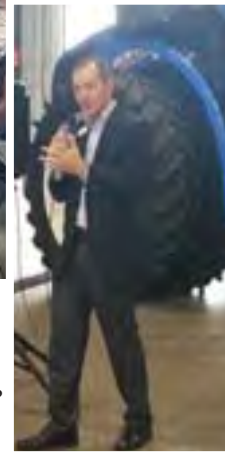
Take a day trip to see the French Modern art on display at the Figge Art Museum in Davenport, Iowa. Spend the morning viewing the exhibition of 60 priceless masterworks of Monet to Matisse, 1850 to 1950, organized by the Brooklyn Museum. After lunch of your choosing, join the group tour of the Isabelle Bloom Studio and Showroom.

To participate, sign up at the Marshalltown Public Library or MCVB office (Fisher Community Center, 709 South Center Street). Cost of \$50 covers transportation, driver gratuity, and museum admission.

Rural-Urban Breakfast



Participants at this year's Rural-Urban Breakfast heard an update from Iowa Secretary of Agriculture Mike Naig (right). Co-sponsored annually by the Marshalltown Area Chamber of Commerce, the **Marshall County Farm Bureau**, and Marshalltown Rotary, this year's event was held at **Central Iowa Farm Store**.



OCTOBER/NOVEMBER

October 18: Business After Hours at Great Western Bank

October 22 & 23: 2019 Chamber Experience Trips informational meetings

October 23: Candidate Forum hosted by the Chamber

November 8: Business to Business Showcase presented by Hy-Vee

November 15: Business After Hours at Hellberg Jeweler's

upcoming EVENTS



Nick Diers
Agent



Pat Hageman
Agent



Maria Mitchell-Butler
Agent-CSA



Lance Harbach
Agent



Paul Becht
Agent



Mark Kohde
Agent



Dan Mead
Agent
Claims Administration



Elch Mahon
Agent



Doug Joslin
Agent



Bonnie Gint
Processor



Katin Angstrom
Agent-CSA



Matt Roebig
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Kristi Corbin
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Dorey Rowley
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Carla Nordstrom
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