

# theDIGEST

*distinctly different*

## February 2019

### Volume 36, Issue 8

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## Chamber releases legislative positions



The 2019 legislative positions were recently released by the Chamber, covering recommendations in the areas of workforce, housing, economic development, business regulations, transportation infrastructure, and technology.

“The Chamber supports legislative initiatives that benefit our community’s business climate,” says Lynn Olberding, Marshalltown Area Chamber of Commerce Executive Director.

## Manufacturers Appreciation Luncheon

Wednesday, February 13 is the date of the Chamber’s annual Manufacturers Appreciation Luncheon. This year’s event will feature keynote address by Debi Durham, Iowa Economic Development Authority Director.

**Iowa Valley Continuing Education** is Presenting Sponsor of the event, with **Alliant Energy, JBS, and Woodruff Construction** as Gold

Sponsors. Floral Sponsor is **It’s Unique**.

“Each year this event pays tribute to Marshalltown’s rich manufacturing heritage,” says Chamber Executive Director Lynn Olberding.

Those wanting to attend should register online at [marshalltown.org/work](http://marshalltown.org/work) no later than February 1. Cost is \$35 per person or \$180 for a table of six.

## Women in Business Luncheon debuts

New to the Chamber’s event calendar this year is the Women in Business Luncheon, scheduled for March 7. Designed to celebrate the many women in the Marshalltown area community who are working to make it better, the inaugural event will take place at Iowa Valley Continuing Education.

Following lunch, Christina Moffatt will deliver the keynote address. Moffatt is Director of

Small Business Resources for the Greater Des Moines Partnership and founder of Crème Cupcake + Dessert. During the program, one local female business leader will be recognized for her contributions to the Chamber, her business or organization, and the community.

Sponsors are **Emerson** (Presenting); **McGregors** (Awards); **Farmers Savings Bank, Lennox, and Trending Media** (Gold).



**Christina Moffatt**

## Iowa Valley Leadership class spotlights



**Brooke Davis**

**Name:** Brooke Davis

**Job:** Community Relations Coordinator at Glenwood Place Retirement Community

**What that means:** I introduce assisted retirement living to those seeking senior-based living options. Touring, marketing, and representation of Glenwood Place are also my responsibility. I get to network in the community, as well as plan events for residents.

**Best part of my job:** Easily, the relationships I develop with residents. It's like having 80 grandparents at

work with you every day! I also like getting to help whole families as well. **Other community involvement:** Member of St. Mary's Catholic Church and Senior Provider Alliance.

**Why I am in IVL:** To make a positive impact on my hometown and connect with like-minded peers who have a positive view of Marshalltown.

**Best part about living/working in Marshalltown:** Endless career opportunities with great employers who attract wonderfully educated folks as new community assets. Plus, we know how to raise and keep the most talented, caring, and loving people I have ever met. We are a small city full of people with big hearts and minds!



**Kathleen Brown**

**Name:** Kathleen Brown

**Job:** Director of Athletics at Marshalltown Community College (MCC)

**What that means:** I oversee all of the NJCAA sponsored sports and clubs at the college. My major duties include fundraising, budget and facility management, purchasing, compliance, game administration, tracking for academics, retention, and transfer, plus supervising coaches, athletic trainers, and support staff.

**Best part of my job:** Being able to work with our

awesome student-athletes everyday. I look forward day in and day out to being able to learn and grow with them.

**Other community involvement:** Volunteering with the House of Compassion, tornado debris clean up, Parks and Recreation, adopting a family at Christmas, organizing volunteer opportunities/partnerships between student-athletes and the city schools and other community organizations.

**Why I am in IVL:** I would like to learn about the different resources that the community has to offer to myself, the student athletes, and MCC as a whole, particularly in regard to giving back and serving the Marshalltown community and especially in the field of education and recreation.

**Best part about living/working in Marshalltown:** The people! I love working at MCC and the relationships that I have built at the college. I look forward through IVL to expanding community relationships.

## MEMBER SPOTLIGHT

### Clapsaddle-Garber Associates

Clapsaddle-Garber Associates, Inc., commonly referred to as CGA, is celebrating its 60th anniversary



this year. Started in 1959 in Conrad, Iowa, as Clapsaddle Engineering Company, the firm has grown both organically and by acquisition to have offices in five Iowa towns and 60+ employees. CGA provides a full range of quality civil engineering and land surveying services throughout Iowa.

They serve both public and private entities statewide.

President and CEO Matt Garber explains the six-decade transformation. "The way we engineer today is definitely not the same as 60 years ago," he says. "One example of our industry's technological leaps in recent years is that the majority of our projects are in 3D. We develop 3D digital terrain models of the existing conditions with our survey data, then our designers develop a 3D model of the design, which in turn is provided to contractors who construct the sites using the 3D model and GPS controlled equipment. These same innovations have

also allowed us to expand our services and locations—we have doubled in size since celebrating our 50th anniversary only ten years ago."

#### What We Value



**CGA has recently adopted the set of core values shown above. Their employees are encouraged to live by these daily, as well as to be active in the community.**

#### CGA IS LOCAL

**Not only is CGA based from the City Centre building at 16 East Main in downtown Marshalltown, but they are also very professionally active in helping develop and grow the community.**

**Some local projects CGA has been involved with include:**

- Alliant's Marshalltown Generating Station
- Glenwood Place Retirement Community's expansion
- MARSHALLTOWN Company's expansion
- MHS Roundhouse renovation and additions
- TIG site development
- The Willows of Marshalltown
- Thompson's True Value





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## Thank You Reinvesting Chamber Members

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

Animal Rescue League	11	Jiffy Convenience Store	27
BeMobile Verizon	9	Luethje Auto Sales	7
<b>Binford House</b>	<b>15</b>	Marshalltown Senior Res.	4
Boliver Law Firm	37	<b>QPS Employment Group</b>	<b>5</b>
Center Associates	27	Randall's Guitar School	7
Central Iowa Machine	14	Re/Max Partners Realty	2
Country Pine Mowers	22	<b>Ritchie Industries</b>	<b>5</b>
Energy 106.7 FM	24	<b>Schendel Pest Control</b>	<b>25</b>
<b>Hellberg's Jewelers</b>	<b>25</b>	Scott Manufacturing	34
Ingold Group	1	<b>Stucky's Vacuum Store</b>	<b>5</b>
Jack's Pho' House	4		



**Bridal** <sup>2019</sup> **Expo**  
Sunday, February 17th  
Noon - 3 PM at the  
Marshalltown Best Western Regency Inn

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## AREA CHAMBER OF COMMERCE MARSHALLTOWN



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Niko Aguirre  
Jill Lutes  
Kristin Polley  
Gary Schaudt  
Todd Steinkamp  
Lisa Tharpe  
Gabriela Vargas

### Ex-Officio

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

## ECONOMIC DEVELOPMENT MARSHALL



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Mayor Joel Greer  
Miguel Gutierrez  
Steven Shupp  
Dave Thompson  
Mary Wertzberger

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

## CONVENTION & VISITORS BUREAU MARSHALLTOWN



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Shelley Lechnir, MCVB  
Jerrod 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, February 28, 2019**  
**Animal Clinic - The Vet**  
(507 West High Street)  
5:00 to 7:00 p.m.

**Thursday, March 7, 2019**  
**Clapsaddle-Garber Associates**  
(16 East Main Street)  
4:30 to 6:00 p.m.

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

**Partnership offices and  
Fisher Community  
Center will be closed  
Monday, February 18  
in observance of  
Presidents' Day.**

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...



**Senator Edler**  
receives award.

The **Marshalltown Public Library** on celebrating their 10th anniversary in their current location.

**Senator Jeff Edler** of rural State Center on being selected as a recipient of the 2018 GOLD STAR Awards, as given by the Iowa State Sheriffs' and Deputies' Association (ISSDA) for excellence in leadership on public safety and law enforcement issues in Iowa.

**Marshalltown Community College** on being named fourth best online Iowa community college by thebestcolleges.org.

**Marshalltown Hy-Vee** store director Ric Anderson who received the Chairman's Above & Beyond Award for exceptional job performance in 2018. He was also named to the Hy-Vee Board of Directors for a one-year term.

**Marshalltown Hy-Vee Drugstore** on receiving the 2018 Customer Experience Award from Hy-Vee Corporate out of all similar-sized stores across eight states. It recognizes customer service excellence as rated on multiple visits by trained customer experience analysts ranking store condition, employee image, customer satisfaction, etc.



**Anderson**

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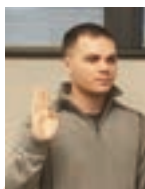
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## Welcome to...



**Baldazo**

**Marshalltown Police Department's** newest member, Officer Anthony Baldazo, who was recently sworn in to start his law enforcement training. He is from the Marshalltown area.

New **Marshalltown Parks & Recreation** director, Geoff Hubbard, who begins January 28.

Dr. Joseph Toulouse, MD, who has joined **UnityPoint Health - Marshalltown's** Emergency Department. He has worked in emergency medicine for 16 years.



**Toulouse**

Dr. MaryBeth Anderson, MD, who joins the **UnityPoint Health - Marshalltown Women's Care Clinic** effective January 28. She began her career in medicine practicing Obstetrics and Gynecology in 2003.



**Hubbard**



**Anderson**

## Announcing...



**Marquess**

Attorney Michael Marquess has joined the law firm of **Cartwright, Druker, & Ryden** in the general practice and litigation areas of law. Marquess has practiced general litigation since 2003 after graduating from Drake Law School with honors. The firm is the fourth oldest law firm in Iowa.

**First Baptist Church's** re-branding as **Journey Church**.

**MEMBERS1st Community Credit Union's** expansion with the acquisition of ETS Credit Union in Eldora as of February 1.

## Hats off to...

**Shoe Sensation** for collecting approximately 150 pairs of socks during their recent Socks for Troops campaign. Donations were delivered to the **Iowa Veterans Home**, as well as sent to troops overseas. Additionally, the shoe store collected 26 sets of hats and mittens for local children in need.

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# CHAMBER | AMBASSADORS VISITS



On December 11, Chamber Ambassadors and Executive Director Lynne Carroll cut the ribbon on **Big Brothers Big Sisters** new post-tornado office space (31 South 1st Street).



Chamber Ambassadors with the staff and members of Grace Church (3111 South 6th Street--formerly Evangelical Free Church) cut the ribbon on December 11, celebrating the re-branding and new church name.



Chamber Ambassadors visited with Greg Miller, Branch Manager of **Superior Welding Supply Co.** (600 May Street) during a courtesy call on January 8.



On January 8, Chamber Ambassadors hosted a courtesy call with Rhetta Wenk of **State Street Trading Company** (35 West State Street) to celebrate and thank her for re-opening following the July 19 tornado.

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

## Thank You Ambassadors!

AREA CHAMBER  
OF COMMERCE  
**MARSHALLTOWN**





## 2019 Chamber Experience Trips

Find details on both trips at [marshalltown.org/work](http://marshalltown.org/work)



### Great Trains & Grand Canyons

The 2019 domestic trip departs April 7. Based from a picturesque resort-style property in the Sedona area, travelers will embark on two train journeys--one to the

Grand Canyon and the other to the Verde Canyon.

Throughout the six-day trip, participants will experience such sights as Grand Canyon National Park, Oak Creek Canyon, the Chapel of the Holy Cross, Montezuma Castle, and the Spanish-Mexican village of Tlaquepaque plus enjoy a Chuckwagon Supper and Show.

A few seats remain on this exciting tour.

### Classical Greece Explorer

The 2019 international trip departs November 5 and features destinations of Athens, Olympia, Delphi, and Kalambaka. Highlights of the nine-day trip include exploring historic Corinth, a tour of ancient Olympia (including the Olympic Stadium), tastings of locally produced wines and olive oil, and an Athens city tour--home of the Acropolis and the incredible Parthenon. All trip long, travelers can enjoy sampling authentic Greek cuisine.

Early bird discount expires on March 31.



## Did you know?

- **Hy-Vee** dietitians host nutrition tours every week. The store tours are free and discuss nutritional solutions for topics such as diabetes, hypertension, and high cholesterol. Stop by customer service or call Marshalltown Dietitian Jennifer Scales for details or to sign up.
- **In Stitches** offers a line of personalizable stuffed animals.

## Mid-Iowa Workshops (MIW)

Mid-Iowa Workshops, Inc. (MIW) leads the industry in providing training and employment opportunities for adults with disabilities. As a private, non-profit, they serve more than 100 clients through programs either at MIW's 55,000-square-foot facility or at businesses within the community.

### Services offered

MIW offers adults with disabilities:

- Training and support in order to gain confidence in work abilities and become successful in employment
- Help in exploring, preparing for, and finding jobs in the community.

### Community partnerships

MIW partners with businesses for whom they perform jobs, employers who hire people

**Did you know?**  
All recyclables generated in the Marshalltown area are processed at MIW.

- Plastics, tin, and paper products are sorted, baled, and sold to be reused again.
- Glass is stored loose in a roll-off container.

Recycling at MIW diverts tonnage from the landfill and provides job training for people in the programs.



Currently MIW serves 70 individuals in their vocational training program and 32 in the supported employment program.

MIW performs the following jobs for more than 25 central Iowa production partners:

- packaging • kitting
- small assembly
- cutting • labeling
- pick and pack
- inventory control
- weighing
- inspection
- sealing • sewing

through the supported employment program, and other agencies to help support people served.

Rich Byers, MIW President/CEO, says, "We are thankful for these partnerships. Area businesses have been outstanding to work with by providing opportunities for individuals we serve. Success at MIW is the result of the efforts of our partners in the community."

MIW has been nationally accredited since 1983 and continues to maintain the maximum level of accreditation.





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## www.marshalltown.org Statistics

	Dec '18	Avg/Month	YTD Total
Unique Visitors	6,543	7,749	92,982
Number of Visits	11,275	11,678	140,139
Page Views	62,171	111,784	1,341,402
Hits	199,872	289,724	3,476,686

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.

**JOB POSTING**

**Find Marshalltown Area Jobs**  
[www.marshalltown.org/jobs](http://www.marshalltown.org/jobs)

## NURSING HOMES

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## Workplace wellness tip

**Move it, move it, move it! Using a wireless headset while taking a call or listening to a webinar frees you to pace and rack up activity steps.**

*This Workplace Wellness Tip is brought to you by  
RACOM Corporation.*

# Meet the new Small Business Development Center Regional Director

By Tom Deimerly, Executive Director, Marshall Economic Development



Dave Biedenbach

Marshall Economic Development is pleased to introduce the new Regional Director for the Iowa State University Small Business Development Center (SBDC) in Ames, Dave Biedenbach. In his position, he will be advising and training entrepreneurs and existing business owners in Marshalltown and the Marshall County area. Biedenbach plans to keep regular office hours (currently every other Wednesday) at the offices of Marshall Economic

Development (MED) to meet with those wanting his assistance. There is no charge for his consultation.

Deimerly's endorsement is Lisa Shimkat, SBDC State Director. "America's SBDC Iowa is pleased to add Dave Biedenbach to our team of professional, experienced, and knowledgeable business advisors," she says. "He brings years of financial expertise and counseling experience to our organization. He will build stronger connections with area resource part-

ners and encourage new business growth in the central Iowa region which is his service area."

Biedenbach has more than 25 years of finance and accounting experience, working for both private businesses and public organizations. He recently was employed with a successful small business in West Des Moines, serving as their General Manager. Prior to that, he served the President of Iowa State University as the Assistant Vice President for Financial Planning and Budgets. Dave received his Bachelors of Business Administration, specializing in Finance, as well as his Masters of Accounting degree, from Iowa State University. He and his wife are both Iowa natives and have lived in the Ames community since 2002.

Services that Biedenbach offers include: assistance with feasibility studies; financial analyses; assistance in advising entrepreneurs and existing business owners through start up, expansion, and acquisition service; succession planning; and, more.

Contact the MED office at 641-753-6645 for more information or to schedule an appointment.

## Economic Statistics

Employment – Marshall County - November	2018	2017
(Source: Iowa Workforce Development)		
Labor force	17,790	18,520
Unemployed	500	630
Percent unemployed	2.8	3.4
Total employment	17,300	17,890
Marshall County Construction - December	2018	2017
(Source: Marshalltown Building Department)		
Building permits	50	3
New Residential Construction	\$4,430,000	\$227,000
Residential Addition/Remodeling	\$93,000	\$0
New Commercial/Industrial Const.	\$550,000	\$0
Commercial/Industrial Remodeling	\$261,000	\$7,000
Housing Sales Data - December	2018	2017
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	27	31
Average sale price	\$145,951	\$103,726
Median sale price	\$124,000	\$92,000

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

Since program inception in 1981,  
the SBDC has helped  
Iowa businesses  
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professional business counseling  
and practical, affordable  
training workshops.





# CONVENTION & VISITORS BUREAU

## Marshall County maple syrup!



Marshall County Conservation's celebration of maple sugaring season takes place on March 30 with their annual pancake fundraiser. "Trees to Table Pancake Feed," held from 7:00 to 10:00 a.m. at the Grimes Farm & Conservation Center, will include a chance to learn about how maple syrup is made, as well as to enjoy real maple syrup from the trees at Grammer Grove

on a stack of steaming hot flap jacks.

Advanced tickets are \$6 (\$7 at the door if still available), and can be purchased at the Conservation Center, Board of Supervisors office (in Great Western Bank), or the Chamber of Commerce office (in Fisher Community Center).

## FOOT Orpheum fundraiser

The Orpheum Theater Center has taken two big hits this year: the first when the July 19 tornado seriously damaged the facility and the second when revenue dipped due to loss of patrons at events and decreased facility rentals. To help offset lost revenue, Friends Of the Orpheum Theater (FOOT) Advisory Committee is hosting a fundraiser on Saturday, February 2, from 7:00 to 10:00 p.m. at Dejardin Hall on the Iowa Valley campus (3702 South Center Street). Featured performers include The Awful Purdies plus Ben Driscoll & The Posthumous Cowboys. Tickets are \$20 and are available at the door. Or, call 641-844-5921 to reserve them ahead.

## Live entertainment!



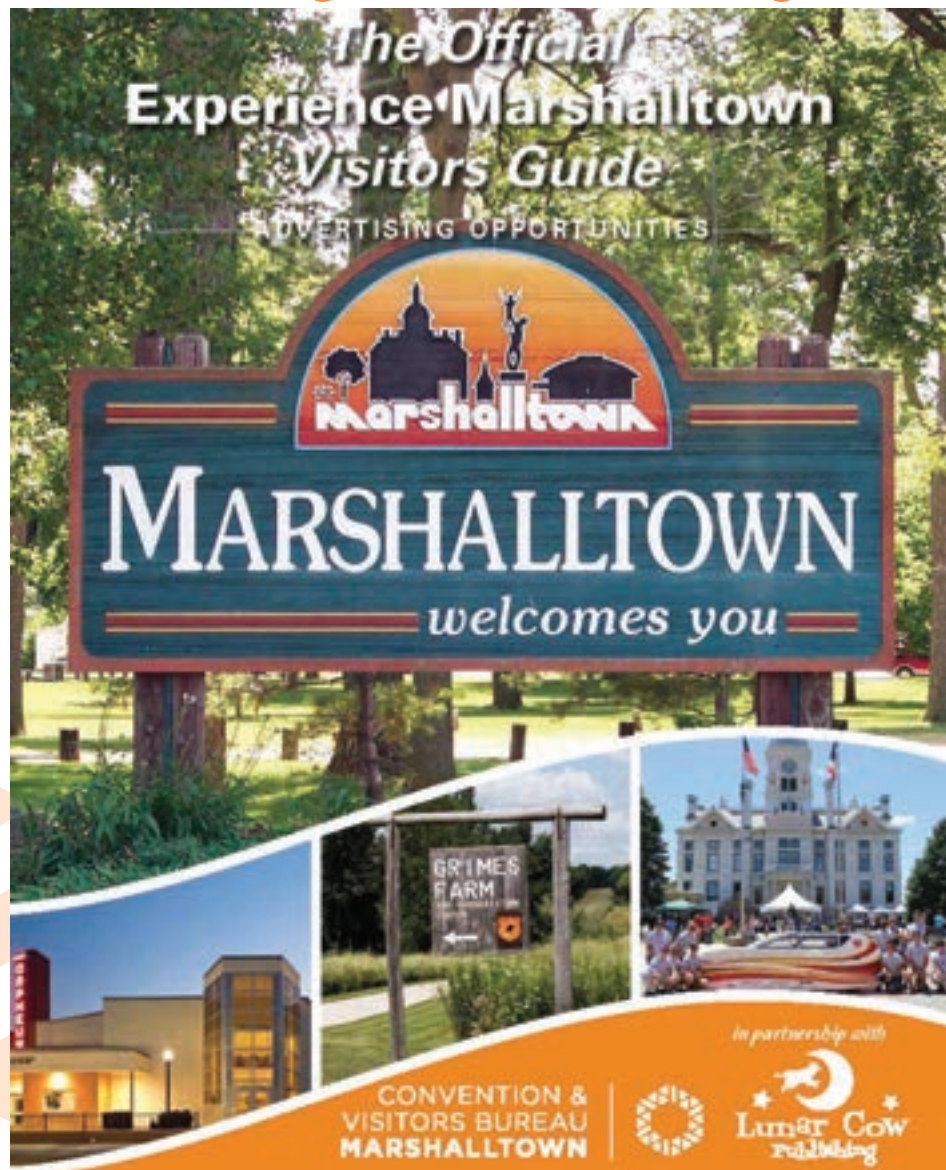
Assistance League of Marshalltown presents **The Missoula Children's Theatre** production of SNOW WHITE & THE Seven Dwarfs on Saturday, February 9 at 1:00 p.m. at the MHS/Community Auditorium (1602 South 2nd Avenue).

**Live on Stage** presents Cellisimo on Wednesday, February 20, at 7:00 p.m. at the MHS/Community Auditorium (1602 South 2nd Avenue). Dynamic masters of the cello, Ruslan Biryukov and Anne Suda perform works by Bach, Vivaldi, Paganini, and Piazzola. Their performance speaks to a range of audiences by creating multi-genre performances and interactive experiences.



**Marshalltown Community Theater** presents **MURDER ON THE NILE** February 22-24 and March 1-3. Friday and Saturday performances are at 7:30 p.m. while Sundays are at 2:00 p.m. all at the Martha-Ellen Tye Playhouse (709 South Center Street).

## MCVB begins new visitors guide



MCVB is pleased to announce their partnership with Lunar Cow Publishing, a firm specializing in destination marketing, to create the new "Experience Marshalltown" official visitors guide. This premiere promotional piece is the first resource visitors use when looking for attractions and planning trips to Marshalltown.

Participating in the guide has great advantages. Not only do advertisers receive recognition in the printed publication, but also gain the benefit of being included in the electronic digital GoGuide®, which will be available on the MCVB website. Advertisers (half page size or larger) will have a direct link from the digital guide to the advertiser's website for an entire year. Also included for those advertisers is a complete analytics reporting package to track website traffic. Contact the MCVB office for more information. March 1 is the deadline to be included in the publication.



## Chamber assists with employee recruitment

With Marshall County's unemployment rate hovering at 2.8%, and Iowa's rate even lower (1.9%), employers are challenged to hire and retain qualified talent. The Chamber offers services to help.

### Marshalltown Job Posting

This online job posting service, located on the Chamber's website at [marshalltown.org/jobs](http://marshalltown.org/jobs) is a benefit of Chamber membership. Using a standard template, the postings run for 14 days and are renewable if the application process remains open.

### Relocation Packets

"Marshalltown Welcome Home" packets contain information important to those relocating to or considering a move our community. Available from the Chamber office, each contains a map and informative material, including lists of vital services and contact information transferees likely need.

### Community Tours

As an added service to local recruiting employers, the Chamber offers community tours. Lasting from 60 to 90 minutes, Chamber staff escort prospects on a tour of Marshalltown, pointing out highlights and answering questions. Tours can be customized according to stage of life and interests. To schedule, email [lolberding@marshalltown.org](mailto:lolberding@marshalltown.org).

### Make Marshalltown Home Ambassador

Once a move occurs, the Chamber's Make Marshalltown Home Ambassador can personally deliver a gift bag filled with free services, discounts, and samples designed to aid in "settling in" and extend a "we're glad you're here; feel right at home" welcome. Request this at [marshalltowncg@outlook.com](mailto:marshalltowncg@outlook.com).

These services are designed to support employers and encourage employees to choose our community.

## FEBRUARY/MARCH

**February 13:** Chamber's Manufacturers Appreciation Luncheon

**February 18:** Partnership offices & Fisher Community Center closed for Presidents' Day

**February 28:** Business After Hours at Animal Clinic - The Vet

**March 7:** Inaugural Women in Business Luncheon

**March 7:** Business After Hours at Clapsaddle-Garber Associates

## upcoming EVENTS



Nick Diers  
Agent



Pat Hageman  
Agent



Maria Mitchell-Butler  
Agent-CSA



Lance Horbach  
Agent



Paul Beale  
Agent



Tyler Skagle  
Agent



Mark Kohde  
Agent



Don Mead  
Agent  
Claims Administration



Rich Mahon  
Agent



Doug Joslin  
Agent



Bonnie Ohl  
Processor



Robin Angstrom  
Agent-CSA



Dana Rowley  
Agent-CSA



Cora Nordstrom  
Agent-CSA



Kathy Minkel  
Administrative  
Assistant



Jasmin Cisneros  
Administrative  
Assistant



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Matt Roeborg  
Information Systems



Kristi Carlson  
Office Manager



Vivian Leran  
Agent-CSA



Heather Harus  
Agent-CSA



Samantha Garrison  
Agent-CSA



LeAndria Abel  
Administrative  
Assistant