

April 2019

Volume 36, Issue 10



الخال				
	Chambor	Momhor	Spotlight	7
415	CHambel	MEHIDEL	Spottigrit	_

3

4

5

6

7

Business News

Leadership

Marshalltown Area News

🏥 Ambassador Visits

Chamber News

Business Directory 8-9

Economic Development 10

Convention & Visitors 11
Bureau Tourism News

Chamber News 12



REGIONAL PARTNERSHIP MARSHALLTOWN

Chamber of the Year Award



Executive Director Lynn Olberding accepted the 2018 Iowa Chamber of the Year Award on behalf of the Marshalltown Area Chamber of Commerce during the the Iowa Chamber of Commerce Executives (ICCE) annual meeting recently.

The nomination from fellow Iowa Chamber executives recognized the Chamber's integral role in reaching out to the Marshalltown business community following the July 19 tornado, receiving five-star accreditation accolades from the U.S. Chamber of Commerce, and various programmatic initiatives.

Left: Olberding received the award from ICCE Chair Mike Hofman.

State of the Schools Breakfast

The 6th annual State of the Schools event, hosted by the Marshalltown Area Chamber of Commerce, will be held Wednesday, April 24 at Van Gogh's (129 East Main Street) beginning at 7:30 a.m. This year's breakfast is presented by JBS along with Gold Sponsor Lennox Industries.

Keynote speakers Dr. Theron Schutte, Superintendent, Marshalltown Community School District, and Dr. Robin Shaffer-Lilienthal, Provost, Marshalltown Community College, will share about filling the workforce pipeline.

"This event recognizes education as one of the Chamber's top priorities," says Chamber Executive Director, Lynn Olberding.

To attend, register at marshalltown.org/work. Cost is \$20 per person.

Public relations training: effective crisis communication

Every organization is at risk for a crisis. A quick and calculated response is essential to minimize the serious damage that can occur in a matter of moments. In this timely seminar, Courtney Shaw, Vice President of Communications for Greater Des Moines Partnership, provides public relations tactics and communications best practices to prepare, defend, and promote an organization. See details and register for the April 10 lunch hour training seminar at marshalltown.org/work. Cost is \$25 and includes lunch.



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Marshalltown Area Chamber of Commerce P.O. Box 1000 Marshalltown, IA 50158

Iowa Valley Leadership class spotlights



Andrew Pool

Name: Andrew Pool

Job: Credit Analyst at Pinnacle Bank

What that means: I get to analyze the financial position of customers and underwrite loan requests.

Best part of my job: Every deal presents a different situation, providing opportunities to work with a variety of different people and industries.

Other community involvement: None.

Why I am in IVL: I was looking for an opportunity to learn more about this community and explore new

networking opportunities. **Best part about living/working in Marshalltown:** I have enjoyed getting to know new people and learning more about the community.



Heidi Draisey

Name: Heidi Draisey

Job: Assistant Aquatics Director/ Health & Wellness Coordinator at the Marshalltown YMCA-YWCA What that means: I help plan and implement youth and adult Y pool programming. I also teach Yoga and Enhance Fitness, do member orientations, and instruct the cancer survivor's LIVESTRONG Program. Best part of my job: Getting to know people in our community! The Y has opened many doors for me to get active and involved in the community personally.

Other community involvement: President, Marshalltown Development Foundation; Events Chair, 13th Street District Board; one of the founders of Yoga in the Park on 13th Street; Oktemberfest Board member; Togetherhood program volunteer; Vision Marshalltown 'Social Offerings' focus group member; and, Yoga instructor.

Why I am in IVL: I'm passionate about community involvement, so IVL's goals reflect my personal motives. I appreciate a chance to grow and learn more about this town I love as well as get to know fellow class members. Best part about living/working in Marshalltown: Marshalltown has the best of both worlds when it comes to small town camaraderie meeting big city opportunities! There's always something to do with friends or family!

Iowa Valley Leadership Trivia Night Tuesday, April 9

Fisher Community Center (709 South Center Street) Doors open at 5:30 p.m.; competition begins at 6:00 p.m.

Cost: \$150 per team
On or before April 4, register teams of up to eight members at

marshalltown.org/work/ivltrivia

(After April 4, contact the Chamber office at 641-753-6645.)

MEMBER SPOTLIGHT

Wells Fargo Bank

Wells Fargo Bank is celebrating its 167th anniversary of providing banking, investment, mortgage, and consumer and commercial financial services at more than 5,500 locations worldwide. But, another Wells Fargo passion is giving back to the communities that house their branch offices and the people who live in those towns. Wells Fargo does that through efforts such as making monetary donations, empower-

WELLS FARGO

ing employees to volunteer, and providing free financial education.

Nonprofit donations. Corporately in 2017, Wells Fargo Bank invested \$286.5 million in nonprofit organizations worldwide. The local portion of those donations benefitted Marshalltown area organizations and programs such as Valentines for Vets, local food drives, Stuff the Bus, Animal Rescue League, Homeless Vets, and the women's homeless shelter.

Volunteer support. Also during 2017, Wells Fargo employees world-wide volunteered more than two million hours. For Marshalltown branch employees, that meant serving on boards and/or volunteering for Big Brothers Big Sisters, Salvation Army, Habitat for Humanity, United Way Day of Caring, Chamber Ambassadors, Marshalltown Rotary, St. Mary's Catholic Church, Noon Lions Club, Cleaniac, Pilgrim Heights Camp & Retreat Center, Juvenile Diabetes Research Foundation, and Principal Charity Pro-Am, as well as recent tornado relief efforts.

Free financial education. "Wells Fargo Marshalltown has supported



Above: Wells Fargo Marshalltown staff. Inset: Branch Manager Stacey Peters.

the community for over four years now by going to businesses and providing free financial education whether it be about credit, ID theft, retirement savings, investing, etc.," says Branch Manager Stacey Peters. "We have dedicated, trained team members who love doing this. They present an average of 20 of these seminars per month."







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Chamber to launch annual TRC

The Chamber's annual Total Resource Campaign (TRC) is set to begin on April 8 and will run through May 10. During the five-week sponsorship and membership campaign, Chamber members are able to renew and/or sign up for sponsorships of events and programs as well as marketing opportunities (starting at just \$25).

Chamber members can expect a call, visit, or email from a volunteer or staff member to review current sponsorships and share about new opportunities. They'll also be contacting prospective Chamber members to encourage joining. Chamber memberships are typically tax deductible.

Community Shred Day

Community members will once again be able to protect sensitive documents at this year's Community Shred Day. Co-sponsored by United Bank & Trust (UBT) and



the Marshalltown Area Chamber of Commerce, the event will take place in the bank's 2101 South Center Street parking lot from 9:00 to 11:00 a.m. on Saturday, April 27.

The public is invited to bring confidential documents containing personal information to be shredded by Shred-it. There is no cost for the service, but there is a five-box limit.

"This is our 10th year of hosting Shred Day," says UBT Senior Vice President Jennifer Hass. "Properly destroying items with personal information will help reduce the chance of identity theft occurring."

Chamber Executive Director Lynn Olberding says, "We appreciate partnering with UBT to provide this valuable service to the Marshalltown community over the past decade."

Suggested items to dispose of during Shred Day include: bank statements, tax records, canceled checks, pay stubs, medical records, and other paperwork containing personal data such as account numbers or social security numbers.

For questions or further information, contact UBT at 641-753-5900 or info@ubtna.com.

Chamber Bucks make great gifts!





AREA CHAMBER OF COMMERCE MARSHALLTOWN

















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Dr. Robin Shaffer-Lilienthal, MCC



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Kevin Meyer, At-Large
Dan Moellers, Chamber
Dave Thompson, County
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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, April 11, 2019
BeMobile Verizon
(3109 South Center Street, Suite 101)
4:30 to 6:00 p.m.

Thursday, May 9, 2019 SportsPlus Sports Medicine & Physical Therapy Center

(32 East Main Street) 5:00 to 7:00 p.m.

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

Partnership offices and Fisher Community Center will be closed Friday, April 19.

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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MARSHALLTOWNNEWS

(we just have to brag a little)

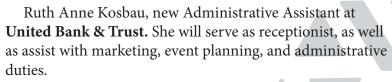


Welcome to...

American Legion #46 Golf Course new Pro-Shop Manager/Golf Pro, Curtis Klein and new Course Superintendent, Chad Plaehn.

Grant Carnahan who has joined SportsPlus Sports Medicine & Physical Therapy as PEAK Performance Program Director. He also serves as a Strength Coach/Personal Trainer.

Carol Barlow, ARNP who has joined the Family Medicine department of McFarland Clinic and sees patients at the 312 East Main Street location.



Tina Dutton who has been named the new Operations Processor at Pinnacle Bank.



Plaehn

Arment



Kosbau



Congratulations to...

These United Bank & Trust employees on their promotions: Chris Arment who is now Loan Processing Supervisor and, Amy Haney who was promoted to Branch Manager of the downtown bank location.



UnityPoint Health - Marshalltown Wound Healing Center on being recognized with the Robert A. Warriner III, MD Center of Excellence Award for achieving outstanding clinical outcomes. The award was given by Healogics, the nation's leading and largest wound care management company, of which the Marshalltown center is a network member.

> Beth Miller, CPA, managing partner and owner of the accounting firm, Bowman & Miller, P.C., on her appointment to the Board of Directors of Pinnacle Bank.

William Parker of the Marshall County Sheriff's Office on recognition for 20 years of service to the department.

Marshalltown Central Business District on receiving a 2019 Main Street Iowa Leadership Award recognizing inspirational leadership and volunteers Deb Hippler and Alushia Fitzgerald for making significant contributions to the local Main Street program.

Nicole Critchfield, career development and STEM coordinator at Marshalltown Learning Academy, on becoming a BizInnovator (an entrepreneurship curriculum) and STEM Innovator certified teacher.



Glenwood Place Retirement Community for ranking ninth nationally as the "Most Fit Live 2 B Healthy Community." Live 2 B Healthy is a nationwide fitness program for senior communities.

Hats off to...

McDonald's of Marshalltown on their expansion and complete remodel that is well underway and expected to be complete in May.

Marshalltown Fire Department Fire Marshall Josh Warnell and Fire Fighter Patrick Cornwell for helping resuscitate a cardiac arrest victim while attending a recent training session.

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.

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CHAMBER | AMBASSADORS**VISITS**



Left: On March 12, Chamber Ambassadors and owners Matt and Cassandra Gerstandt celebrated the opening of the renovated Black Tire Bike Company (117 West Main Street) with a ribbon cutting.

Right: Chamber Ambassadors hosted a courtesy call with owners and staff of **Bergman CPA Tax & Accounting** (126 West Main Street) on March 12.





Left: On February 26, Chamber Ambassadors hosted a courtesy call with Jonathan Bizios, owner of **MinuteMan** (101 South 1st Street).

Right: Chamber Ambassadors hosted a courtesy call with Shelli Lovell, CEO/General Manager of **Marshalltown Water Works** (205 East State Street) on Feburary 26.





Left: Captain Pam Kasten, Salvation Army staff, and Chamber Ambassadors celebrated the grand opening of Sal's Cupboard (107 West State Street) with a ribbon cutting on February 26.

2019 Chamber Experience Trip to Greece

Departs November 5 for 9 days

Find details at marshalltown.org/work

- Explore historic Corinth
- Tour ancient Olympia and the Olympic Stadium
- Taste locally produced wines and olive oils
- Trek Athens' incredible Acropolis and Parthenon
- Sample Greek cuisine



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

Thank You Ambassadors!

AREA CHAMBER OF COMMERCE MARSHALLTOWN







Thank You Reinvesting **Chamber Members**

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

Ambellish Salon	4	Mass Mutual - McCoy	30
Grandview Heights	23	Midnight Ballroom	1
Happy Tails Pet Grooming	5	MinuteMan, Inc.	23
Vonna Hayes	6	Slumberland Furniture	3
Kwik Star #607	25	Storey Kenworthy	9
Man's Best Friend	31	Wayward Social	2

Chamber Chat - Sundays 6:30 a.m. on 99.5 KDAO FM 7:30 a.m. on 1190 KDAO AM



Kids Bring your Parents!

- Visit the Easter Bunny! Parents bring your camera.
- Plant a Plant to take home (Thank you ISLE OF GREEN)
- Visit Marshalltown Police Dept. about bike safety
- Enter Coloring contest -Win Prizes
- Other Fun to be announced!

PAINTERS!

REMAKE YOUR

UPDATE YOUR KITCHEN!

LEARN ABOUT SOLAR!

WATERPROOF YOUR **BASEMENT! PURCHASE**

BUILD A DECK!

> GET CELL PHONE **ADVICE!**

CHAT WITH A **REALTOR!**

INSULATE YOUR

Watch the Times-Republican for more details!

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.

Goodwill of Central Iowa

Teresa Burke, Store Manager

100 Lafrentz Drive, Marshalltown, Iowa 50158 641-752-2431 *Improving the quality of life for all individuals by providing skills training* and helping people find jobs. Also helping reduce what ends up in landfills.

Kibbey Lofts

Barb Hagstrand and Jeff Mitchell, Owners 127 East Main Street, Marshalltown, Iowa 50158 641-485-5362 Offering downtown loft-style living with beautifully renovated apartments in an historic Main Street building.

Redeemer Lutheran Church

Alex Post, Pastor

1600 South Center Street, Marshalltown, Iowa 50158 641-753-9565 A Lutheran Church – Missouri Synod member, the congregation preaches *Martin Luther's Biblical teachings: Grace alone. Faith alone. Scripture alone.*

Van Gogh's

Barb Hagstrand and Jeff Mitchell, Owners 127 East Main Street, Marshalltown, Iowa 50158 641-485-5362 Full of historic, artistic flair, let this for-rent venue make business meetings, parties, special occasions, and celebrations a masterpiece.

Save the date!

2019 Annual Banquet

celebrating the 121st anniversary of the Chamber Thursday, June 6

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www.marshalltown.org Statistics

	Feb '19	Avg/Month	YTD Total
Unique Visitors	5,955	6,012	12,023
Number of Visits	12,342	12,413	24,826
Page Views	100,067	97,517	195,033
Hits	260,953	261,320	522,640

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

NURSING HOMES



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752-4581

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Workplace Wellness Tip

Practice lifestyle hacks:

For a break, take a lap around the building (inside or out). When you return, try standing at your desk.

This Workplace Wellness Tip is brought to you by **Sign Creations.**





ECONOMICDEVELOPMENT

Disaster loan fund set to close April 15

By Tom Deimerly, Executive Director, Marshall Economic Development

The disaster loan fund will discontinue accepting applications on April 15. The fund has been up and running for six months. In that time, the loan administrator and staff has worked with a number of applicants, having received approval on 18 loans totaling close to \$170,000 in funded projects. Eligible businesses and building owners are those who sustained impacts from the July 19, 2018 storm and have a definitive plan for continuing business operations.

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

One recipient was Black Tire Bike Company. "The micro loan has been an asset to us to give us cash flow to bridge the gap of being relocated for six months," says company owner Matt Gerstandt. "The application process was simple and we were guided through the entire process. This loan has an "Old School" feel and has been wonderful for Black Tire Bike Company."

The loans are made possible through the partnership of Consumers Energy Cooperative, Heart of Iowa Communications Cooperative, and Marshall Economic Development (MED). The funds being used are part



Black Tire Bike's new showroom at their 117 West Main Street location opened the beginning of March after extensive renovation.

Need an employee? Looking for an employer? www.marshalltown.org/jobs.



The new customer service desk at Black Tire Bike Company, a loan recipient.

of the cooperatives' Revolving Loan Fund (RLF) through the United States Department of Agriculture. (Grants were provided to the cooperatives to establish RLFs while MED's funds were raised from private local sources.) Loans are made from the RLFs to projects that create or retain local jobs. Working in partnership, each entity set aside funding for this special working capital program as follows: Consumers Energy \$200,000, Heart of Iowa \$100,000, and MED \$40,000. The loans are being serviced through a donation of services by Farmers Savings Bank.

Interested applicants are encouraged to contact the MED office at 641-753-6645 by April 15. Applications in process by this date will still be considered with a loan closing by the end of April.

Economic Statistics

Employment – Marshall County - January	2019	2018
(Source: Iowa Workforce Development)		
Labor force	18,050	18,150
Unemployed	1230	1240
Percent unemployed	6.8	6.8
Total employment	16,820	16,910
Marshall County Construction - February	2019	2018
(Source: Marshalltown Building Department)		
Building permits	10	7
New Residential Construction	\$12,000	\$785,000
Residential Addition/Remodeling	\$0	\$14,000
New Commercial/Industrial Const.	\$0	\$88,000
Commercial/Industrial Remodeling	\$3,120,000	\$835,000
Housing Sales Data - February	2019	2018
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	19	25
Average sale price	\$137,116	\$103,114
Median sale price	\$129,900	\$99,645





CONVENTION&VISITORSBUREAU

Volunteers need for upcoming **2019 Central Area Spring Games**





The 2019 Central Area Spring Games of Special Olympics are being held at Marshalltown High School (1602 South 2nd Avenue) on Saturday, April 13. Competition will take place in

swimming as well as track & field events (including softball throw, mini jav/shot put/tennis ball throw, standing and running long jump, and running events). Volunteers are needed with registration beginning at 8:30 a.m., followed by training at 9:00 a.m.. Opening ceremonies are at 9:15 a.m. and the games begin at 10:00 a.m. Sign up online at:

https://goo.gl/forms/UAReIZnYcUcyqeBW2

To find more great ideas of what to do, check out the Community Calendar at marshalltown.org/events.

MCVB Executive Director to attend leadership institute

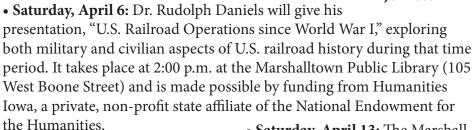
Val Ruff, Executive Director of Marshalltown Convention & Visitors Bureau (MCVB), will attend the Iowa Tourism Leadership Institute in April. This is her third year in the program's series of three.

Designed for Iowa tourism professionals, the institute provides an opportunity for participants to expand their leadership knowledge and skills. The two-day training highlights core courses in marketing and branding, board/staff partnerships, strategic planning, leading in times of change, creativity, and leadership influence. Available electives include such topics as social media, facilitation skills, public speaking, networking, and communication. Institute speakers are professionals with expertise in leadership and other tourism-related disciplines.

The Iowa Tourism Leadership Institute is made possible through special project funding from the Iowa Tourism Office/Iowa Economic Development Authority. The Central Iowa Tourism Region and Eastern Iowa Tourism Association also partner to co-host the Institute.

Happening in April!

- Thursday, April 4: New York Times bestselling author Tim Johnston will visit the Marshalltown Public Library (105 West Boone Street) at 6:00 p.m. for a book talk and signing. Johnston will speak about writing his novels, including his most recent release, The Current.
- Friday, April 5: The 2019 IMCA Racing Frostbuster will be held at the Marshalltown Speedway (1308 East Olive Street) at 5:00 p.m.





Marshalltown Men's Chorus

• Saturday, April 13: The Marshalltown Men's Chorus will present their 64th Annual Concert, "American Bandstand Reverie!" featuring music of the 1950s and 1960s. Held at the Marshalltown High School/ Community Auditorium (1602 South 2nd Avenue), the concert will begin at 6:30 p.m. For ticket information, call 641-753-7275.

Johnston

• Saturday, April 27: 'Experience the Adventure' at Iowa Valley Adventures during this chance to stop by and climb the 50-foot tower, participate in the 'swing by choice', and join in on the spider web. Available to ages 8 and up from 11:00 a.m. to 3:00 p.m. For more information, visit IowaValleyAdventures.com.

Welcome April visitors!

Weekend	Meeting or Tournament	Visitors
April 6-7	Marshalltown Little League	1,000
April 13	Special Olympics Spring Games	550
April 12-13	GFWC/Iowa State Convention	100
April 13-14	Marshalltown Little League	1,000
April 20-21	Marshalltown Little League	1,000
April 20-21	Hispanic Rodeo	700
April 27-28	Marshalltown Little League	1,000
April 27-28	Heart of Iowa Kennel Club Dog Show	450





Celebrating Women in Business



Ellen Bergman of **Bergman CPA Tax** & Accounting is Business. Erin Mc-

A energetic atmosphere of comradery prevailed at the first-ever Women in Business Luncheon held on March 8, International Women's Day. A theme of supporting each other and celebrating successes was promoted by inspirational speaker Christina Moffett who openly the 2019 Woman in shared of her own challenges and victories as she founded her award-winning Gregor, McGregors dessert bar: Crème Cupcake + Dessert Furniture, made the in Des Moines. She urged attendees to award presentation. work cooperatively and think local first.

A room full of women (and also a number of men) attended the inaugural event that recognized the contributions businesswomen have made to the Marshalltown area.

Hosted by the Chamber, this new event was made possible by the support of the following sponsors:

Emerson (Presenting) McGregors Furniture (Awards) Farmers Savings Bank, Lennox, and Trending Media (Gold) Bruin Manufacturing and Iowa Valley **Continuing Education** (Silver) Bowman & Miller, Mitchell Family Funeral Services, and TIG Distributing (Supporting)

APRIL

April 7: Great Trains & Grand Canyons Chamber Experience Trip **April 9:** Iowa Valley Leadership Trivia Night

April 10: Public Relations Training April 11: Business After Hours at

BeMobile Verizon

April 19: Partnership offices and Fisher Community Center closed for holiday

April 24: State of the Schools Breakfast

































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