

theDIGEST

distinctly different

May 2019

Volume 36, Issue 11

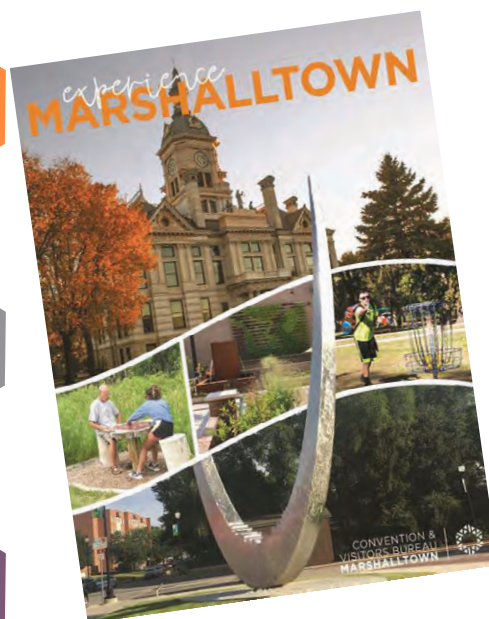


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UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



REGIONAL PARTNERSHIP MARSHALLTOWN



Welcome to May tourism month!

A great time to get out and about...

*(Take a sneak peek at the new
Marshalltown Travel Guide, too.)*

"We celebrate the month of May as travel month because travel holds great value for the economy, businesses, and also personal well-being," says Val Ruff, Marshalltown Convention & Visitors Bureau Executive Director.

"This year's theme, 'Travel Matters,' recognizes the many ways travel enriches lives and strengthens communities," Ruff adds.

LEFT: The new Marshalltown Travel Guide is planned to be released in May.

**NATIONAL
TRAVEL &
TOURISM
WEEK** MAY 5-11, 2019

WHY TRAVEL MATTERS

- Supports jobs
- Gives new experiences
- Lets people unwind
- Makes memories
- Boosts the economy

Annual Banquet plans

The 2019 Annual Banquet celebrating the Chamber's 121st anniversary will be held on Thursday, June 6 at DeJardin Hall on the Iowa Valley Campus (3702 South Center Street).

The event begins with cocktails at 6:00 p.m., followed by dinner at 6:30 p.m. The evening's program will feature organizational updates, presentation of this year's Community Impact Award, and keynote address by Dr. Bill Withers. A past profes-

sor and Leadership Fellow at Wartburg College, he is currently serving on the executive leadership team for Lutheran Church of Hope. He specializes in public relations, customer service, organizational change, and leadership. His topic will be, "We're Better Together: It's All About Relationships."

Event registration is available at marshalltown.org/work. Cost is \$70 per person or \$400 for a table of six.



Dr. Bill Withers will speak on "The Relationship Era."

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Iowa Valley Leadership class spotlights



**Austin
Chadderdon**

Name: Austin B. Chadderdon, ABOC

Job: Certified Optician, Optical Manager, Business Manager at Eyecare Associates

What that means: I provide the best optical options for every patient and verify quality in our lab, as well as educate team members on optics, ANSI standards, and ordering processes. I'm also responsible for accounting, marketing, technologies integration, staff training and education, and patient communications.

Best part of my job: I love being out in the community and seeing people in glasses I recognize. I feel a

large responsibility to those to whom I provide service. I want to improve lives through sight and also build a lasting relationship based off of that.

Other community involvement: Restore Church member where I am in the worship band and play on the basketball team. Part of Marshalltown's "Men of Faith in Action." On the Opticians Association of Iowa board.

Why I am in IVL: I was raised in Marshalltown and have great childhood memories. I want to ensure today's youth have those same memories.

Best part about living/working in Marshalltown: Good and faithful people who--even with diverse backgrounds and political views--will help others and ask for nothing in return.



Denna Dungan

Name: Denna Dungan

Job: Business Services Supervisor at McFarland Clinic

What that means: I oversee Check-In/Registration, Data/Editing, and the Financial Services departments within Business Services at McFarland Clinic's Marshalltown location. I am involved with management at the Marshalltown level and Business Services organization level.

Best part of my job: Working with caring individuals who provide Extraordinary Care, Every Day. Getting

to know our patients and being able to make their healthcare experience a great one.

Other community involvement: None currently, but that was part of my motivation to be in IVL to see what is available and where I can help the most.

Why I am in IVL: I am not originally from Marshalltown so I wanted to understand what is available to help our patients, either through resources, volunteering, or other community projects. Getting to work with a team of peers also sounded like a great opportunity.

Best part about living/working in Marshalltown: There are many opportunities for employment and a rich diverse culture. Marshalltown has a small town feel, but with big city options.

MEMBER SPOTLIGHT

Ingold Group, LLC

Ingold Group's mission is to teach people how to understand their financial situation and make choices that are right for them, now and in the future. While the group was incorporated in July 2016, their advisors were hard at work in their fields of expertise long before, having over 130 years combined experience as Financial Advisors, Educators, and Attorneys.

"Most of what we do for our clients is financial education," says President and Co-Founder, Teresa Ingold. "Our passion to help people stems from personal experience. After helping both family and friends deal with the loss of pensions and retirement security, we discovered a disconnect

"During the past 2½ years, we have helped more than 500 participants learn how to get the most from their Social Security benefits through 35+ free classes."

*Leon Hiracheta
Vice President and Co-Founder*



Ingold Group is a member of SOFA and upholds SOFA's #1 goal: to assist individuals to take charge of their personal finances.

between what people know about their Social Security benefits, Medicare supplements, pensions, 401(k), etc. and the options they actually have."

Ingold continues, "We have found that Social Security claiming is an area that many advisors

and insurance agents don't understand well enough to give good advice. Others in Iowa charge clients for the same advice that we offer for free."

The organization offers Social Security education classes because, as Ingold explains, "We believe everybody has the right to receive the highest Social Security benefit they're entitled to." In addition to those classes, the specialists at Ingold Group offer a wide variety of investments and insurance both guaranteed and non-guaranteed. "We also work in estate planning, wills, and trusts," she adds. "We do this because offering financial education allows people to understand their own situation and empowers them to take control of their finances." Their offices are in Fisher Community Center (709 South Center Street); phone 641-691-3787.

Presentation topics available

Ingold Group offers speakers for meetings of service clubs, churches, businesses, etc. without charge. Topics include:

Social Security optimization College planning Getting fit fiscally
Workplace retirement education (satisfies Department of Labor 404(C) requirements)
Financial basics for women Legal lessons for life Taking control of your cash
You and your credit score ...and, many more



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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.

Accu-Tax	19	Hanke Refrigeration	6
Ace Precision International	7	Hunt Farms	5
Dr. Joel Beane	22	In Stitches	4
Bergman CPA Tax	10	Marshalltown Alarm Inc	6
Bickford of Marshalltown	22	Marshalltown Christian School	13
Big Brothers/Big Sisters	17	Marshalltown Sewing Center	27
Brian's Collision Clinic	5	Midwest Merchant Processing	6
Buzzed Bee Meadery	2	New Horizons Realty	20
The Cabinet Shoppe	15	Optical Center	21
Calvin Rockett	7	Pentz Appliance & TV	7
Chase Insurance Services	32	Planet Fitness	1
D & S Facilities Services Inc	7	Reed Riskedahl	1
Downey & Gantz DDS PC	17	Simms Construction	7
Fareway Stores, Inc.	55	State Farm - Phyllis Mazour	24
Farm Credit Services	8	Steiner & Associates PC	15
Freedom Financial	1	Sub City	19
GNB Bank	7	Superior Welding Supply Co.	11
Great Western Dining	4	Top Notch Tree Service	6
Pat Gulbranson	7	Trinity Evangelical Lutheran	14
H & R Block	12	Vaughn's Pub	15
Haley's Deli, BBQ, & Catering	7	Wells Fargo Bank Iowa, N.A.	55

New Chamber Members

Please support the following businesses who have invested in the community by joining the Marshalltown Area Chamber of Commerce.

BMJ Insurance - Jodi Eygabroad Agent

13 West Main Street, Suite 103, Marshalltown IA 50158 641-691-4935
An independent agency that helps find the best value on auto, life, home, and health insurance and more. Offering free, competitive quotes.

Cartwright Downtown Farmer's Market - Trisha Wilder, Market Manager

108 North 2nd Avenue, Marshalltown IA 50158 641-351-9181
With a rich, 43-year history, this market located in the heart of Marshalltown offers fresh produce, baked goods, art, and more--all from local producers.

Hardon's, Inc. - Marty Hardon, President

114 West 4th Street, Tama IA 52339 641-484-3222
Serving the plumbing, heating, air conditioning, and electrical needs of residential, commercial, industrial, and agricultural customers in Central Iowa.

Whitmore's Riverbottom Farms - Doug and Kerry Whitmore

2222 Yates Avenue, Marshalltown IA 50158 641-750-4440
A small, local, family-run business that produces "all natural" fruits, vegetables, meats, and eggs.

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Kristin Polley
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Todd Steinkamp
Lisa Tharpe
Gabriela Vargas

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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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Bryan Amundson
Ellen Bergman
Mayor Joel Greer
Miguel Gutierrez
Steven Shupp
Dave Thompson
Mary Wertzberger

Ex-Officio:

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

CONVENTION & VISITORS BUREAU MARSHALLTOWN



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Bob Untiedt, Secretary
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Samuel Ibarra
Rachael Koehler
Kyle Leger
Grant Mattox
Mark Shaffer

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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, May 9, 2019
**SportsPlus Sports Medicine
& Physical Therapy Center**
(32 East Main Street)
5:00 to 7:00 p.m.

Thursday, June 13, 2019
Hampton Inn & Suites
(20 Iowa Avenue West)
4:30 to 6:30 p.m.

Thursday, July 23, 2019
Premier Office Equipment
(1510 East Olive Street)
4:00 to 6:00 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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MARSHALLTOWN NEWS

(we just have to *brag a little*)

Hats off to...



Senator Jeff Edler

Senator Jeff Edler, recipient of a 2018-2019 Champions for Children Award, presented annually by The Coalition for Family and Children's Services in Iowa to honor legislators who have been advocates for Iowa's children and families.

The mammography department at **UnityPoint Health – Marshalltown** (UPH-M) for being ranked among the top 14 hospitals nationwide for performance by Press Ganey Associates' 2018 Outpatient Services Report. Press Ganey, which specializes in understanding and improving patient experience in health care, reported UPH-M mammography ranked in the 99th percentile of 1,468 hospitals nationally. Of the 216 patient responses, 211 rated UPH-M as "very good" for test and treatment in the mammography department.

Trending Media (KFJB/KIX) on receiving two first place awards (Excellence in Weather Coverage and Spot News categories) from Iowa Broadcast News Association for detailed tornado coverage.

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Congratulations to...

City of Marshalltown Water Pollution Control Plant operator, Randy Daniel, who was recently recognized for 40 years of service.



Greer

Sharon Soorholtz Greer of **Cartwright, Druker, & Ryden** law firm, who was selected at Vice President of the Iowa Academy of Trial Lawyers at their General Meeting.

Michele Frost, Marketing Coordinator for **Iowa Valley Community College District**, who received a coveted Silver Paragon Award at the National Council for Marketing & Public Relations annual conference. These awards recognize outstanding achievement in design and communication at community and technical colleges across the United States and Canada.

Jane Chizek, new Decorator at **Strand's**.



Isgrig

Welcome to...

Ryan Isgrig who has been named the new athletic and activities director for **Marshalltown High School**.

Dr. Kristie Fisher, chosen as new Chancellor of **Iowa Valley Community College District**.



Frost



Fisher

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 Experience Greece Trip

Departs November 5

Find details at marshalltown.org/work

Holiday closings

- Fisher Community Center will be closed May 12 and 27.
- Chamber offices will be closed May 27.



CHAMBER | AMBASSADORS VISITS



Left: On March 23, Chamber Ambassadors along with management and staff of GNC Live Well celebrated the grand opening of the new store (50 La Frenz Lane) with a ribbon cutting.

Right: Chamber Ambassadors hosted a courtesy call with the manager of the **Salvation Army Family Store** (232 North 13th Street) on March 26.



Left: On March 26, Chamber Ambassadors hosted a courtesy call with Dr. John Hermanson and his staff of **Hermanson Orthodontics, P.C.** (233 North 13th Street).

Right: Chamber Ambassadors, MCSD Superintendent Theron Schutte, School Board members, and alumni cut the ribbon on the **MHS Roundhouse Phase 2** (1602 South 2nd Avenue) on March 30.



Left: On April 9, Chamber Ambassadors hosted a courtesy call with **Colene Grecian, D.D.S.** and staff at her 110 North 1st Street dentistry practice.

Right: The owners and staff of **Sub City** (8 East Main Street) and Chamber Ambassadors celebrated the re-opening of the renovated restaurant with a ribbon cutting on April 9.



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

Thank You Ambassadors!

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OF COMMERCE
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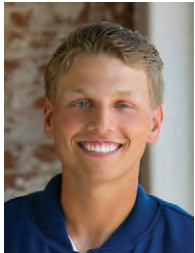


WWW.MARSHALLTOWN.ORG

50th Annual Scholastic Banquet

In conjunction with presenting sponsor, **Lennox Industries**, the Chamber is pleased to announce the 50th Annual Scholastic Banquet on May 1. This event will honor the top 5% of graduating seniors from East Marshall, GMG, Marshalltown, and West Marshall High Schools.

Marshalltown High School



Wade Canaday



Hunter Davenport



Dru Dobbins



Shakira Herrera



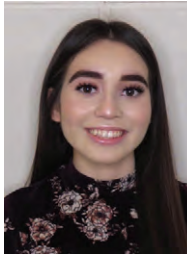
Luke McKibben



Emily Miller



Hay Oo



Fatima Perez Negrete



Brenna Porsch



Jane Ragland



Marina Rosalez



Stella
Roseburrough-Borras



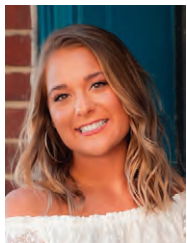
Jocelin Sharfnejda



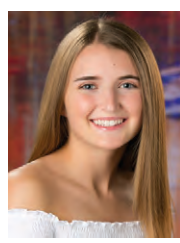
Jacob Smith



Olivia Stone



Samantha Trowbridge



Sloan Vry

Keynote speaker for the event will be Scott Carnahan who is a graduate of SEMCO High School and owner of **SportsPlus Sports Medicine & Physical Therapy**.

Those area students to be honored at the event include the following:

East Marshall High School



Amanda Caraballo



Maria Rasmusson



Karissa Young

Green Mountain-Garwin (GMG) High School



Connor Casto



Kyla Krier

West Marshall High School



Whitney Edler



Grace Girard



Macy Landt

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www.marshalltown.org Statistics

	Mar '19	Avg/Month	YTD Total
Unique Visitors	7,806	6,610	19,829
Number of Visits	17,179	14,002	42,005
Page Views	188,352	127,795	383,385
Hits	433,985	318,875	956,625

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.



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www.marshalltown.org/jobs

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Workplace Wellness Tip

Be innovative: schedule a "walking meeting."

When planned ahead (so participants have appropriate attire) and conducted in small groups, walking meetings are found to enhance clarity, decrease distractions (no phones or screens!), and increase creativity.

*This Workplace Wellness Tip is brought to you by
Shomo-Madsen Insurance.*

Marshall Economic Development hosts first Lunch & Learn in series

By Tom Deimerly, Executive Director, Marshall Economic Development

Marshall Economic Development (MED) in partnership with United Bank & Trust hosted 32 participants the first-in-a-series of Lunch & Learn events focused specifically on economic development tools available for local business and industry assistance. Session topics were New Market Tax Credits (NMTC) and Opportunity Zones (OZ).

Dan Robeson, President of Iowa Business Growth (IBG) provided an overview of the NMTC program. IBG's various programs, including the SBA 504 loan program, the Wellmark Small Business Loan program, and the NMTC program, are all meant to enhance lending in partnership with local banks. The goal of NMTC is to spur revitalization efforts of low-income and impoverished communities across the United States and territories. The program provides tax credit incentives to investors for equity investments in certified Community Development Entities. The local JBS Distribution Center is an example that used the program. NMTC is unique with a "pay-it-forward" model

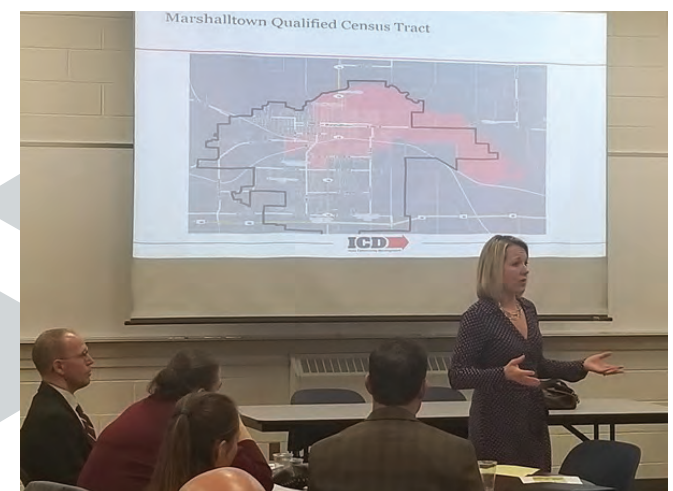
where portions of the incentives are driven to community-based projects. In this case, funding was provided to Marshalltown Education Partnership and MED's education promotion fund which ultimately helped seed fund Project Lead the Way and STMath in the Marshalltown Community School District. Other notable projects in the state include the Hotel Julien in Dubuque and the Frank Lloyd Wright Park Inn Hotel in Mason City.

Nicole Hansen, Team Leader of the Community Investment Team, provided an overview of the OZ program--the latest tool added to the economic development toolbox. She provided background on the benefits, the process of establishing zones, and the state's initiative to drive investment in qualifying zones. The OZ incentive was established in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide. OZs provide a tax incentive for investors to re-invest their unrealized capital gains into dedicated Opportunity Funds.

The Lunch & Learn series is geared towards business and industry plus frontline business service providers in finance and real estate. There will be future sessions on other relevant topics.



Left: Iowa Business Growth's Dan Robeson presented the New Market Tax Credit program. Below: Nicole Hansen, Team Leader of the Community Investment Team, gave an overview of the Opportunity Zone program.



Economic Statistics

Employment – Marshall County - February (Source: Iowa Workforce Development)	2019	2018
Labor force	18,030	18,190
Unemployed	1,060	1,160
Percent unemployed	5.9	6.4
Total employment	16,970	17,040
Marshall County Construction - March (Source: Marshalltown Building Department)	2019	2018
Building permits	38	13
New Residential Construction	\$398,000	\$77,000
Residential Addition/Remodeling	\$81,000	\$45,000
New Commercial/Industrial Const.	\$0	\$0
Commercial/Industrial Remodeling	\$4,698,000	\$149,000
Housing Sales Data - March (Source: Mid-Iowa Regional Board of Realtors)	2019	2018
Single family home sales	26	30
Average sale price	\$121,485	\$101,408
Median sale price	\$116,750	\$90,000

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CONVENTION & VISITORS BUREAU

Marshalltown hosts regional tourism town hall



State of Iowa Tourism staff presented to the group.

Marshalltown was chosen to host the Central Iowa Tourism Region (CITR) Town Hall meeting at the Best Western Regency Inn recently. More than 50 tourism leaders from the Central Iowa area met to receive tourism updates from State of Iowa Tourism staff.

“This was a real feather in Marshalltown’s cap to host these influential tourism colleagues,” said Val Ruff, Marshalltown Convention & Visitors Bureau Executive Director. “We made sure we put our best foot forward and extended a warm Marshalltown welcome.”

Happening in May!

- **May 1:** Marketplace at the Marshalltown Mall begins and runs every Wednesday from 4:00 to 6:30 p.m.
- **May 3-5:** Marshalltown Community Theatre presents “The Charitable Sisterhood of the Second Trinity Victory Church.”
- **May 4:** The Iowa Valley Challenge Course will be open to ages 8 and up to ‘Experience the Adventure.’ See details at iowavalleyadventures.com.
- **May 4:** “Revival Through Life’s Storms” with Mandy Sullivan who will share personal stories. Iowa Valley Continuing Education-DeJardin Hall.
- **May 4:** Cartwright Downtown Farmer’s Market begins and runs every Wednesday (4:00 to 7:00 p.m.) and Saturday (9:00 a.m. to 12:00 noon).
- **May 10-12:** Back Roads Junk It Trail (maps available at MCVB)
- **May 11:** Blessing of the Bikes
- **May 18:** Music on deck at Iowa River Brewery
- **May 18:** Marshmallo bike ride

Free event promotion!

Events entered on the Community Events Calendar are also promoted by MCVB on social media and the electronic sign at Hy-Vee (where applicable).

Be sure to add upcoming events to the self-posting calendar at marshalltown.org/events.

2019 Annual Events

MAY

May 10-12, 2019 | Back Roads Junk-It Trail

May 11, 2019 | Blessing of the Bikes

JUNE

June 7-8, 2019 | Black Dirt Days

June 13-16, 2019 | State Center Rose Festival

June 20-23, 2019 | Gladbrook Corn Carnival

JULY

July 4, 2019 | Fourth of July Independence Day

July 10-13, 2019 | Central Iowa Fair

July 20, 2019 | Marshalltown Art Festival

AUGUST

August 2-4, 2019 | Mid-Iowa Antique Power Show

August 8-11, 2019 | Meskwaki Powwow

SEPTEMBER

September 13, 2019 | 13th Street District Harvest Market

September 26-29, 2019 | Oktoberfest

OCTOBER

October 4-6, 2019 | Back Roads Junk-It Trail

NOVEMBER

November 23, 2019 | Holiday Stroll & Festival of Trees

Welcome May visitors!

Weekend	Meeting or Tournament	Visitors
May 4-5	Marshalltown Little League	1,000
May 11-12	Marshalltown Little League	1,000
May 11-12	Iowa High School & Jr High Rodeo	550
May 18-19	Marshalltown Little League	1,000
May 18-19	Cowboys in the Sky Rodeo	300
May 25-26	Marshalltown Little League	1,000
May 25-27	Iowa High School & Jr. High Rodeo	550
May 28-29	IGHSAU Class 1A State Golf Tournament	75
May 31-June 2	Clincher Classic 16” Softball Tournament	1,500

Chamber trip review



During early April, a group of 11 Marshalltown travelers embarked from town to enjoy the beautiful and

breath-taking scenery of the Sedona, Arizona area during the Chamber's domestic Experience Trip, "Great Trains & Grand Canyons."

One participant described the tour and guide as "absolutely incredible!" The Chamber partnered with Chamber Explorations for the trip.

Iowa Valley Leadership

The Iowa Valley Leadership Class of 2019 has had a "...unique experience," in the words of Course Facilitator Lynn Olberding. "While tornado damage limited some of the traditional activities, it also opened new doors like previewing courthouse renovation. The class also gained early entry to the Roundhouse Phase 2 as well as the new Fire and Police Station."

Besides learning about Marshalltown, the class has been busy fundraising for their project: wheelchair accessible playground equipment at Anson Park. "They had a very successful Trivia Night," says Olberding. "They also were awarded an Ann C. Keyser Charitable Trust grant, in addition to receiving funds from Community Foundation of Marshall County."

Applications for the the 2019-2020 class will be available in June at the Chamber who co-sponsors the course with Iowa Valley Continuing Education.

MAY

May 1: 50th Annual Scholastic Banquet

May 9: Business After Hours at SportsPlus Sports Medicine & Physical Therapy

May 12: Fisher Community Center closed for Mother's Day

May 23: Iowa Valley Leadership Class of 2019 graduation

May 27: Chamber offices and Fisher Community Center closed for Memorial Day

upcoming EVENTS



Nick Diers
Agent



Pat Hageman
Agent



Marna Mitchell-Butler
Agent-CSA



Lance Horbach
Agent



Paul Beals
Agent



Tyler Slagle
Agent



Mark Rohde
Agent



Dan Mead
Agent
Claims Administration



Rich Mohon
Agent



Doug Joslin
Agent



Bonnie Ohrt
Processor



Robin Angstman
Agent-CSA



Darla Rowley
Agent-CSA



Carla Nordstrom
Agent-CSA



Kathy Minkel
Administrative
Assistant



Jasmin Cisneros
Administrative
Assistant



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Matt Roelsgard
Information Systems



Kristi Carlson
Office Manager



Vivian Ceron
Agent-CSA



Heather Hanus
Agent-CSA



Samantha Garrison
Agent-CSA



LeAndrea Abel
Administrative
Assistant