

February 2020

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AREA CHAMBER OF COMMERCE MARSHALLTOWN Iowa Valley Leadership in full swing

Each year, the Chamber co-sponsors the Iowa Valley Leadership (IVL) program with Iowa Valley Continuing Education. The program, designed to give participants a broad view of the community, runs from September through May.

The IVL class of 2019/2020 started their program in September with a two-day retreat, which included team building exercises and participating in the Iowa Valley Adventures Challenge Course. In October, their journey continued with a tour of the Marshall County Courthouse and an afternoon of self-reflection and discovery as part of a CliftonStrenghts© training.

"We do a lot of 'getting to know you' activities early in the program year," said IVL Facilitator Lynn Olberding. "This helps the class members feel comfortable with their peers and remove barriers so participants can get the most out of the nine month-long experience."

November's session focused on the History of Marshalltown and featured tours of the Binford House, Susie Sower House, Taylor School #4, and the Fisher Impressionist collection.

In December, the class members participated in a poverty simulation which broke the class members into "families" and tasked them with living through a variety of challenges, including unemployment, transportation problems, food and housing costs, and health issues. The class also held a hygiene product drive during the first two weeks of December and collected enough personal hygiene products to make donations to each of the Marshalltown Community School District buildings.

The latest IVL session was focused on health and wellness. Highlights included a tour of the updates from the hospital, McFarland Clinic, Marshalltown Public Library, along with various activities at the Marshalltown YMCA.

Classes will continue through May 2020, with topics including Education, Workforce and Economic Development, Emergency Services and Government, and Agriculture. The class has selected beautification of the Susie Sower House as their class project.



"The class was motivated after the November session to do something with the Marshall County Historical Society," said Olberding. "They are fundraising for a fence and plantings at the Susie Sower House and hope to complete the work this spring and summer."

The IVL class invites the public to participate in their first fundraising activity, a Trivia Night, on Tuesday, February 18, beginning at 6:30 p.m. Details can be found on Page 12 of the Chamber Digest.

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SPOTLIGH

Heart of Iowa Big Brothers Big Sisters The mission of the Heart of Iowa Big Brothers Big Sisters (BBBS) program

is to "provide children facing adversity with strong and enduring, professionally supported, one-to-one relationships that ignite the power and promise of youth." The program began in 1972 when members of the Marshalltown community noticed a need for boys to have a relationship with an older adult, who was a positive role model in the community. In 1975, girls were included to the program thus adding to the name of Big Brothers Big Sisters and becoming one organization The program has grown and is now present in school systems. Marshalltown, Grinnell, West Marshall, and Grundy Center school districts have adopted BBBS into their school programs as well.

The program targets youth from 6 years old through graduation of high school in Marshall County and Kindergarten through 7th grade in Grinnell. Big Brothers Big Sisters works closely with parents, teachers, and other school personnel to match every child with the right Big Brother or Big Sister. Lynne Carroll, Executive Director of the Heart of Iowa Big Brothers Big Sisters program, says that high aspirations, greater confidence, avoid-



ance of risky behaviors, and educational and relational takeaways from the program. She goes on to say "We served 144 Marshall County youth in 2019. Our outcomes prove the value and impact of men-

toring as 89% demonstrated educational success, 94% avoided risky behaviors, and 100% showed growth in socio-emotional competence! Kids with a mentor are more likely to graduate from high school and continue to college or trade school."

How does one become a volunteer? Contact the BBBS office and they will interview, screen, and train folks who are willing to be matched with youth for a minimum of twelve months. Professional Big Brother Big Sister staff also provide monthly match support to ensure a safe relationship that can grow in friendship and inspire potential. There is potential to provide assistance through donations by stopping in or giving online at www.heartofiowabigs.org/donate

Heart of Iowa Big Brothers Big Sisters' largest fundraising event is "Bowl for Kid's Sake" which is scheduled for March 21 and March 28 at Wayward Social. Providing a monetary donation, creating a team and bowling, or becoming a sponsor supports children and volunteers for the coming year. For more information, contact Heart of Iowa Big Brother Big Sister at heartofiowamentoring@gmail.com, call 641-753-6370, or check out their website: www.heartofiowabigs.org/BFKS.





Trusted







Thank You Reinvesting Chamber Members

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

Accura Healthcare	24	Jack's Pho' House	5
Bergman CPA Tax & Acct.	11	Jiffy Convenience Store	28
Comfort Keepers	13	Tremont	26
F & J Racing	13	UnityPoint Health	94
Hellberg's Jewelers	26	Van-Wall Equipment	4
Hunting the Moon	2	Wayward Social	3

Women in Business Luncheon Speaker Announced

On Thursday, March 26, the Marshalltown Area Chamber of Commerce will be hosting the 2nd Annual Women in Business Luncheon. The luncheon is a time for Chamber members to network, enjoy lunch, and be inspired by a female leader's story. An award for an out-

standing Woman in Business will also be presented.

This year, the keynote speaker will be Miriam Erickson Brown. Brown is the President and CEO of AE Dairy, a third generation, family-owned dairy based in Des Moines. AE offers more than 300 varieties of fresh dairy products, including milk, cottage cheese, dip, yogurt and sour cream. Through her leadership, AE continues its long-standing commitment to providing customers the tastiest dairy products, innovating with new forms and flavors and impacting the communities it serves.



Miriam Erickson Brown

Cost of the luncheon is \$35/person or \$180 for a table of 6 and reservations are required. To reserve your spot please go to our website at Marshalltown.org/womeninbusiness and click on the 'RSVP here' link.

LEADERSHIP

AREA CHAMBER OF COMMERCE



Board of Directors John Dawley, Chair Jill Lutes, Vice Chair Curt Hoff, Treasurer Dan Moellers, Past Chair

Niko Aguirre Paul Beals Joe Carter Mike Fitzgerald Carol Hibbs Jessica Kinser Abigail Pelzer Jeff Rasmussen Todd Steinkamp Dave Thompson Deb Wollam

Ex-Officio Dr. Theron Schutte, MCSD Dr. Robin Shaffer-Lilienthal, MCC

Staff:

Lynn Olberding President & CEO Tom Deimerly Director of Economic Development Andrew Potter Director of Tourism Keri Morris Director of Membership Sarah Marckres Office Assistant

Economic Forecast Breakfast

The Chamber invites its members to a breakfast on Friday, February 14, beginning at 7:30 a.m. Attendees will hear from Joe Murphy, Executive Director of the Iowa Business Council (IBC), about Iowa's Competitive Dashboard, a nonpartisan, data-driven review of the state's economic climate. The dashboard measures Iowa's progress in five categories relative to other states and serves as a tool to policymakers and business leaders in determining policies and priorities that will elevate Iowa's economy.

IBC's 2020 Dashboard in rolled out in January, and Murphy will present its findings with Chamber members. In addition to the data, there will be a conversation about the barriers our community faces and the solutions you have used to address these challenges.

The Iowa Business Council represents the 23 largest employeers across the state of Iowa. IBC members work together to identify ways to strengthen Iowa's workforce and economy.

Register online: www.marshalltown.org/work. Cost to attend is \$20 per person (includes a hot breakfast). Registration deadline is February 7.

YOUR FINANCIAL FUTURE IS OUR #1 PRIORITY!

We have a wide variety of products and services available to construct a portfolio consistent with your financial goals and objectives.

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Joe Murphy

Listen to... Chamber Chat

Sunday mornings

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM



WWW.MARSHALLTOWN.ORG

(we just have to brag a little)

Pinnacle Bank is pleased to announce the promotion of **Tammy Kalinay to Branch Manager.** Kalinay joined the staff of Pinnacle Bank in March of 2012 as Personal Banker and Consumer Lender, and has 14 years of banking experience. In March 2018, she was promoted to Assistant Vice President. In addition to her current duties as Consumer Lender, Kalinay will oversee the Toledo branch, including the training and development of the Toledo retail staff.





Pinnacle Bank is pleased to announce the addition of **Robin Clayton to its staff as Customer Service Representative** at the Toledo branch. Clayton graduated from South Tama High School, and most recently worked for Big T Maid-Rite as a cook/waitress for the past 35 years. Clayton and her husband, Lyle, reside in Chelsea and have four children, Skyler, Drew, Erin, and Austin. She also has one grandchild, Oaklee.

Pinnacle Bank is pleased to announce the addition of **Erin Krough to its staff as Personal Banker/Customer Service Representative**. Krough graduated from Buena Vista University with a Bachelor of Arts degree in Psychology and Human Services. She has 10-years of banking experience, previously working for Bank of the West as a Customer Service Manager. Krough and her husband, Mark, are relocating to Marshalltown from Fremont, Iowa.



If you have Marshalltown area news to brag about, submit it to The Digest via email to lolberding@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; it is not an endorsement by the Chamber.



Pinnacle Bank is pleased to announce the promotion of **Andrew Pool to Vice President/Credit Officer.** Pool joined the staff of Pinnacle Bank, in September 2017, as Credit Analyst. With this promotion, Pool will become a voting member of loan committee and will gain lending authority in addition to other credit, regulatory, audit, strategic planning, and mentoring responsibilities contributing to Pinnacle Bank's growth and development.

PCA Named One of "America's Most Responsible Companies" by Newsweek Magazine

PCA has been named to Newsweek magazine's 2020 list of "America's Most Responsible Companies" — one of only 300 companies to make the list.

According to Michael Manney, PCA's Corporate Sustainability Manager: "This recognition is really an acknowledgement of the hard work of PCA's 15,000 employees. We all share in our company's vision of doing the right things, utilizing the power of strong collaborative relationships and delivering innovative packaging solutions and an outstanding service experience. Our sustainability strategy is no different than our business strategy: People, Customers, Trust."

Mark Kowlzan, PCA's Chairman and CEO said: "We've always felt we have a great story to tell, and I'm proud that our people have been recognized for the value they create — doing well by doing good. Our approach to social, environmental and economic responsibility begins with our commitment to serving our customers and our employees and extends to the communities in which we do business."

Chamber Bucks make great gifts!

New Members

The following businesses/organizations have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support them with your patronage.

Oliver Beene Designs Lora Braudis - Owner Rhonda Braudis - Owner 1714 S. Center St. Suite B2, Marshalltown, IA 50158 641-751-8998 Oliver Beene Designs specilaizes in customized silk arragnements, gnomes, and more.

JOIN THE CONVERSATION ON FACEBOOK

CHAMBER AMBASSADORS VISITS



Ambassador visits occur the 2nd & 4th Tuesday of each month. If you are interested, contact the Chamber office 641-753-6645 to schedule a visit with Chamber Ambassadors.

Thank you Chamber Ambassadors!

Each month, this group of volunteers visits Chamber member businesses and organizations to say "thank you". We'd like to take this opportunity to thank them!

Doug Beals Cindy Brodin Joe Demonte Heidi Drager Dean Fogarty Dennis Grabenbauer Pat Gulbranson Joe Hannam Denny Hass Andrea Jordan Kari Kilstrom Terry Kluck Joe Leonard Tom Mack Deanna McGowan Dan Moellers Kris Naughton Mark Osmundson Jon Pierce Reed Riskedahl Mary Rund Gary Schaudt Roger Schoell Andy Schwandt Kevin Vaughn Tom Wahl

Travel with the Chamber in 2020 New Destination Announced

Chamber members and the public have the opportunity to travel with the Chamber later this year. In May, travelers can enjoy Washington, D.C. and Williamsburg. This 7-day trip includes a Washington, D.C. city tour, Arlington National Cemetery, Smithsonian Institute visits, memorials, monuments and museums, as well as the U.S. Naval Academy, Mt. Vernon, Jamestown, Yorktown, Richmond, and Colonial Williamsburg. Cost is \$3055 per person (double occupancy) and includes roundtrip airfare (Des Moines), 6 nights accommodations, 9 meals, tour director, motorcoach transportation, hotel transfers, admissions and sightseeing, as well as motorcoach transportation from Marshalltown to the Des Moines International Airport.

Later in the year, those interested in international travel can visit Spain for 9 days, departing on November 3. This newly-announced destination includes overnight stays in Barcelona, Valencia, Granada, Seville, and Madrid. Highlights include city tours, the Sagrada Familia Basilica, a tradition-



al flamenco show and dinner, the Seville Cathedral, and the Prado Museum. Cost is \$4299 per person (double occupancy) and includes roundtrip airfare (Des Moines), 7 nights accommodations, 10 meals, tour director, motorcoach transportation, hotel transfers, admissions and sightseeing, as well as motorcoach transportation from Marshalltown to the Des Moines International Airport.

Informational meetings about both trips will be offered on Tuesday, February 25 at 5:30 p.m. and Wednesday, February 26 at 8:00 a.m. at the Fisher Community Center (709 South Center Street). There is no cost or obligation to attend an informational meeting.





Find Member Spotlight Monday at the beginning of each work week on the Chamber's Facebook page. If your business or organization is interested in participating free of charge please contact Sarah at the Chamber office 641-753-6645 or smarckres@marshalltown.org

Iowa Valley Leadership class of 2019 donates to Anson Park project

The Iowa Valley Leadership class of 2018/2019 presented Marshalltown Parks & Rec director Geoff Hubbard a check for \$43,000 to go towards purchase and installation of inclusive playground equipment at Anson Park.

The equipment was installed this fall and the class spent the better part of 2019 fundraising to the unique pieces that now adorn Anson Park.



Iowa Valley Leadership Class of 2018/2019 members Alicia Patten, Heidi Draisey, Andrew Pool, Denna Dungan, Teresa Ingold, and Kathleen Brown present Geoff Hubbard (centered) with a check for \$43,000 for Anson Park upgrades.

Volunteer opportunity: Membership Committee

The Marshalltown Area Chamber of Commerce is seeking volunteers interested in becoming active on the Chamber's Membership Committee. Commitments include quarterly meetings, assisting to identify new members in the community, and providing important feedback on ways to grow the Chamber membership and retain current members. This is a great way to be involved with such an important aspect of the Chamber and provide valued input without having to commit a lot of time. If you are interested in being part of this committee, please contact Keri Morris, Director of Membership, by February 15 at kmorris@marshalltown.org or call at 641-753-6645.

Marshalltown Pictures Wanted

The Chamber is looking for pictures of various Marshalltown locations. If you have pictures that could be used, please send them to info@marshalltown.org



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ADVERTISING SPECIALITIES	ATTORNEYS AT LAW	COMMERCIAL CONSTRUCTION	HEATING & COOLING
MARSHALLTOWN TIMES-REPUBLICAN 135 W. Main Marshalltown 753-6611	PEGLOW, O'HARE & SEE 118 East Main Street Marshalltown 752-8800	WOODRUFF CONSTRUCTION, LLC info@woodruffcompanies.com www.woodruffcompanies.com 515-232-4535	KAPAUN & BROWN 1002 W. LINCOLNWAY MARSHALLTOWN 641-753-3563
APARTMENTS			INSURANCE
SOUTHERN HILLS APARTMENTS 753-4533 BOULDER PROPERTIES 1 & 2 Bedroom Apartments 641-752-7767 www.venturellc.com	AUTOMOTIVE ARNOLD MOTOR SUPPLY 116 E. Anson St. Marshalltown	CREDIT UNIONS	CHASE INSURANCE SERVICES 105 A. Westwood Dr. Marshalltown 752-5733
ATTORNEYS AT LAW MOORE, McKIBBEN, GOODMAN, & LORENZ, LLP Larry E. McKibben James L. Goodman	753-5533	1004 E. Main Street • Marshalltown, IA 50158 641-754-4501	INDEPENDENT INSURANCE SERVICES 11 E. Church Street Marshalltown
William J. Lorenz Douglas W. Beals	BUILDING SUPPLIES	ENGINEERING & LAND SURVEYING	752-4618
Michael R. Horn Norma J. Meade Sean K. Heitmann Brandon W. Ruopp Brandon J. Buck Raymond J. Starks 26 S. 1st Avenue Suite 302 Marshalltown	SPAHN & ROSE LUMBER CO. 110 W. Madison St. Marshalltown 752-1541	CLAPSADDLE-GARBER ASSOCIATES, INC. 16 E. Main St. Marshalltown 752-6701	SHOMO-MADSEN INSURANCE 22 E Main St. Marshalltown 753-6691
641-752-4271 www.marshalltownlaw.com			
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BUSINESS DIRECTORY

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SALVATION ARMY 107 W. State St., Marshalltown 753-5236 MUSIC INSTRUCTION & SALES	PLUMBING & ELECTRIC SUPPLY OF MARSHALLTOWN 1008 S. 12th Ave. Marshalltown 752-4672	ACCU-TAX 1302 W. Main St. Marshalltown 752-6033	Facebook SHOUT OUT! www.facebook.com/mownekariter
guitar school & music shop Lessons On Guitar • Bass & Piano Guitars • Amps & Accessories Repairs • School Band Supplies 1008 Summit Street Marshalltown • 752 • 8876 www.randallsguitarschoolandmusicshop.com	HARTWIG PLUMBING & HEATING INC. 1002 W. Lincolnway Marshalltown 752-5707	Dec '19 Unique Visitors 8,148 Number of Visits 22,990 Page Views 161,798 Hits 440,622 The Marshalltown Area Chamber of The website includes information government affairs/advocacy, econ workforce, membership service Be sure to check it for business new	Avg/MonthYTD Total16,07096,41834,582207,489357,7572,146,540886,7215,320,325Commerce's website traffic is strong.about the Chamber's departments:nomic development, education ands, and quality of life and tourism.ws, legislative updates, event photos,gs, and the Community Calendar.
NURS	Itown.org/jobs	2020 Chamban Tring	Fisher Community
HOM Accura Of Marshalltown "Partners in Care, Family for Life" 2401 S. 2nd St. Marshalltown 641-752-1553	GRANDVIEW HEIGHTS Rehab & Healthcare 910 E. Olive St. Marshalltown 752-4581 Where Our Family Takes Care of Yours!	2020 Chamber Trips For more information on upcoming Chamber trips contact Lynn at the Chamber office. (lolberding@marshalltown.org or 641-753-6645)	Center and the Chamber office will be closed February 17. The Chamber will be closed January 31.



ECONOMIC DEVELOPMENT Exit strategies and succession plans are important at every stage of the business life cycle

Today, most business brokers and advisors recommend incorporating a thorough exit strategy into the business plan from the very start. While it may seem counterintuitive to plan on starting or buying a business and simultaneously plan how you're going to sell or remove yourself from it, this really is the smartest plan in today's fast-moving economy. Exit and succession planning can provide guidance for success, inform long-term decision making, enhance and define the value proposition of the business and give a template for the unknowns we all face in life and business.

Provides a blueprint for success - If you don't know where you're going, you'll never know when you get there. An exit strategy helps define success and provides a timetable for charting your progress.

Informs strategic decision making - With no planned end game, it's easy for business owners to get caught up more in the "job" they've given themselves rather than the long-term strategy behind running the business itself. An exit strategy keeps that endgame in view and can make day-to-day decisions more strategic in nature.

Enhances the value of the business - "Value" is a relative term, so this doesn't necessarily mean having an exit strategy will make a business worth more when it's finally acquired or sold. Rather, having an exit strategy enhances the company's value to the current owner since they will be guiding it toward their own predetermined preferred conclusion.



Provides a flexible template - While the initial exit strategy will likely need to be adjusted over time as circumstances change, if it's there from the start, it provides guidance and benchmarks to use should unexpected events occur. For instance, a sudden death, divorce, major health problem, or required relocation can cause an unexpected early departure from the business. If the exit strategy is already in place, a business owner or estate can more quickly and efficiently move forward without losing tremendous value.

Confidential business succession and exit strategy planning assistance is available at no charge at the Marshalltown Area Chamber of Commerce through a strategic partnership with the Iowa State University Small Business Development Center (SBDC). Local appointments can be scheduled by going to https://counselorsbdc-marshalltown.youcanbook.me, contacting SBDC Regional Director Dave Biedenbach at 515-296-7828 or the Chamber office at 641-753-6645.

Economic Statistics

Employment – Marshall County - November	2019	2018
(Source: Iowa Workforce Development)		
Labor force	18,110	17,790
Unemployed	570	500
Percent unemployed	3.1	2.8
Total employment	17,540	17,300
Marshall County Construction - December	2019	2018
(Source: Marshalltown Building Department)		
Building permits	N/A	50
New Residential Construction	N/A	\$4,430,000
Residential Addition/Remodeling	N/A	\$93,000
New Commercial/Industrial Const.	N/A	\$550,000
Commercial/Industrial Remodeling	N/A	\$261,000
Housing Sales Data - December	2019	2018
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	32	27
Average sale price	\$126,488	\$145,951
Median sale price	\$118,000	\$124,000



Weekly event newsletter launches

Marshalltown Area Chamber of Commerce Tourism is taking over the reins of the weekly Marshalltown events calendar newsletter from the Marshall County Arts & Culture Alliance.

This emailed events listing will work in tandem with our online calendar of events to provide more attention to area events and help spread the word more effectively. With many community calendars out there in the past, we are hoping this can be a one-stop shop for community events.

To submit an area event for the calendar, visit the online calendar at www.marshall-town.org/events.

To subscribe to the weekly email known as "This Week in Marshalltown," send an email to Andrew Potter at apotter@marshalltown.org.



Iowa state parks system celebrates 100 years this year

The year 2020 marks the 100th anniversary of the Iowa state parks system. Iowa will host a yearlong celebration to commemorate the centennial with special events, promotions, historical and cultural connections and much more!

Parks 2020 centennial goals:

- Celebrate the importance of state parks to Iowa's history, culture and quality of life;
- Connect Iowans to natural resources in a personal and passionate way; and
- Inspire a high level of appreciation and stewardship of the Iowa state park system for the future.

Look for more information in the future and on the following website from the Iowa Department of Natural Resources: www.iowadnr.gov/Places-to-Go/Parks-2020





Stay connected to events & activities in Marshalltown and the surrounding areas. - Like us on Facebook - Community Events Calendar www.marshalltown.org/events 641-753-6645

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CHAMBER**NEWS**

Iowa Valley Leadership Class of 2020 Trivia Night



Are you full of useless knowledge? Do you know random facts about sports, music, and other topics? Then get a team together for IVL's Trivia Night on Tuesday, February 18 at the Fisher Community Center.

Up to 20 teams will be allowed to compete in this 6-round trivia night. Each team can have up to 8 players and each round will cover different trivia topics. All proceeds benefit the IVL class of 2019/2020's class project: Beautification at the Susie Sower House.

Cost to participate is \$150/team. Mulligans will be for sale and a silent auction will be held. Doors open at 6:00 p.m. Trivia begins at 6:30 p.m. KJFB morning host Kyle Martin will serve as emcee of the event.

Cash prizes will be awarded to the first and second place teams. Bring your own snacks and beverages (Non-alcoholic beverages, beer, and wine acceptable. No hard liquor). Identification will be checked at the door. Have some fun for a good cause!

FEBRUARY/MARCH

Jan 31: Chamber office closed Feb 17: FCC & Chamber office closed-President's Day. Feb 28: Legislative Forum March: 26: Women in Business Luncheon March 27: Legislative Forum

We are currently looking for Business After Hours hosts for 2020!

upcoming EVENTS

