

March 2020

Volume 37, Issue 9



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AREA CHAMBER OF COMMERCE MARSHALLTOWN



Women in Business Luncheon

On Thursday, March 26, the Marshalltown Area Chamber of Commerce will host the 2nd Annual Women in Business Luncheon presented by Emerson. 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 outstanding Woman in Business will also be presented by McGregor's Furniture and Mattress.

This year's keynote speaker will be Miriam Erickson Brown. Brown is the President and CEO of Anderson Erickson 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 Brown's 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.

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.



Miriam Erickson Brown 2020 Women in Business keynote speaker

Thursday, March 26 Iowa Valley's Dejardin Hall Doors open at 11:30 a.m. Program begins at noon.

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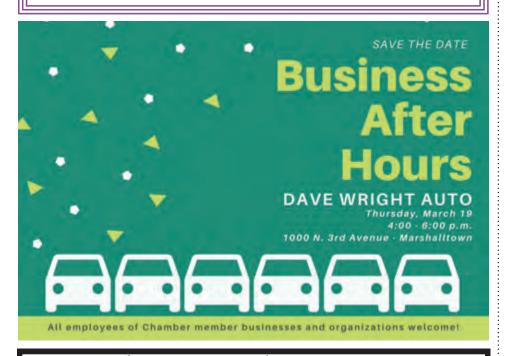
Monthly Membership Hacks

Post Job Openings for Free

Did you know that as a Chamber member you can post job openings for your business or organization for free on our website? CareerBuilder charges \$199 for a single post and Monster.com charges \$375, but you can post as many job openings as you want on our website for free!

Our website gets over 10,000 hits each month. This is a great way for you to not only advertise your job openings, but also your business. This is just one of the many benefits of being a member of the Chamber. To post a job, simply email Sarah Marckres at smarckres@marshalltown.org

Get the most out of your membership!





MEMBER SPOTLIGHT

Animal Rescue League of Marshalltown

The Animal Rescue League of Marshalltown is a private, non-profit organization and adopts 500-600 pets into new homes each year, as well as reuniting around 200 lost pets with their owners. The ARL has been in operation since 1948 providing pet adoption and cremation services. They are known as the animal 'safe haven' of Marshall County and because of the housing additions made over the years they have plenty of space for all of the animals. The adoptable animals stay with the ARL until they find their "fur-ever" homes.

Corey's Puppy Park is new to the ARL and is a play area for dogs outside of the adoption area. It was constructed through memorial donations directed to the ARL by the family of Corey Brown. The park consists of six separate play areas with doggy playground equipment. Executive Director of the ARL, Shelly Nodland, says "The space provides exercise and enrichment for the pups and is an excellent opportunity for adopters to interact with the animals. Through this park, Corey's life is celebrated every day at the ARL. The ARL and the community are so grateful for this

There are a variety of opportunities to volunteer at the Animal Rescue League including working one-on-one with animals providing pet therapy in the community, fostering, gardening, painting,

gift."



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fundraising, community outreach, and helping with special projects to improve the quality of the shelter for the lives of the animals. The organization does not receive government assistance, so a majority of their funding comes from volunteering and donations.

Mark your calendars for the 9th Annual "Whiskers, Wine and Something Divine" dinner which will be held on Thursday, April 2, 2020 at the Midnight Ballroom. This is ARL's largest fundraiser and consists of dinner, wine/craft beer tasting, and a silent and live auction.

For more information, visit the ARL at 1921 Taylor Ave. in Marshall-town or online at www.arlmarshalltown.com









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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.

	_		
Boliver Law Firm	38	Mediacom/OnMedia	32
Enterprise Rent A Car	4	Randall's Guitar School	8
Fiddle & Whistle	8		

Marshalltown Chamber redesigns website events calendar

A new, updated calendar of events page is now live on the Marshalltown Area Chamber of Commerce website at www. marshalltown.org. The calendar has two options - Community Events and Visitors Events. It also is more visually-appealing as it allows for photos spotlighting upcoming events.

To submit an item for consideration on the calendar, email Sarah in the Chamber office at smarckres@marshalltown.org.

Marshalltown Chamber Tourism Director Andrew Potter also provides a weekly email newsletter to those interested with many event listings and other community information.

To sign up for the weekly events newsletter known as "This Week in Marshalltown," email apotter@marshalltown.org.

For more information, call the Chamber office at

For more information, call the Chamber office at 641-753-6645.

THIS WEEK IN MARSHALLTOWN







AREA CHAMBER OF COMMERCE MARSHALLTOWN



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Andrew Potter

Director of Tourism

Keri Morris

Director of Membership

Sarah Marckres

Office Assistant

Olberding to serve as Vice Chair

Chamber President & CEO Lynn Olberding was formally named Vice Chair of the U.S. Chamber's Winter Institute Board of Regents on February 4 during a meeting of the U.S. Chamber Foundation Board of Directors. Olberding is a 2011 graduate of the Winter Institute program, served as a class advisor in 2017, and joined the Board of Regents in 2018. Since that time, she has worked to promote the program to colleagues across the state

of Iowa, assisted with the week-long program at the University of Arizona in Tucson, and assisted U.S. Chamber staff with planning and logistics.

"It is a real honor to serve in this capacity," Olberding said. "I have had the pleasure of working with some of the greatest chamber and association professionals from across the country in the time that I have been involved in the Institute program. It is an honor to work alongside the U.S. Chamber staff and a team of dedicated volunteers that makes this program so successful."

As part of her duties, Olberding will serve on the Curriculum Committee for the Institute program for the upcoming year and will move into the Chair position in February 2021, serving as Chair of Winter Institute in January 2022.

Institute for Organization Management is a program of the U.S. Chamber of Commerce Foundation and is the premier nonprofit professional development program for association, chamber, and nonprofit professionals, fostering indi-

vidual growth through interactive learning and networking opportunities. There are four sites for this four-year program: Madison, WI; Villanova, PA; Athens, GA; and the largest site in Tucson, AZ.





1002 West Lincolnway 753-3563 **LENNOX**

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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.



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MARSHALLTOWN**NEWS** (we just have to brag a little)

Retirement Party

Primary Health Care (PHC) invites you to join them in saying thank you to Dr. Swinton and Allen Dale for their many years of providing medical care to the Marshalltown community. Thursday, February 27 4:30 - 7:30 p.m. American Legion Post #46

primary health care

1301 6th St.



2020 Travel Meetings

The first trip of 2020 will head to Washington, D.C. and Williamsburg in May. 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.

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 traditional flamenco show and dinner, the Seville Cathedral, and the Pra-

do Museum.

Learn more about these destinations at informational meetings 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).

Assistance League Thrift Sale

Assistance League of Marshalltown invites the public to their Spring Thrift Sale April 3 and 4 at the Salvation Army Citadel (107 W. State Street). The sale will run from 9:30 a.m. – 6:00 p.m. on Friday, April 3 and 9:00 – 11:00 a.m. on Saturday, April 4. On Friday, a silent auction will be held until 1:00 p.m. and promises to feature a variety of unique items. Saturday's sale will be a \$5 bag sale where patrons purchase a large bag for \$5 and leave with whatever they can fit in the bag.

The two-day sale will offer clothing, shoes, toys, books, home goods, and outdoor items.

Profits from the sale benefit projects in and around the Marshalltown area. To date, Assistance League of Marshalltown has donated more than \$1 million to various projects and non-profit organizations, most notably the MHS Roundhouse and Marshalltown Public Library.





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

Congratulations to...

The **Times-Republican** was recognized with three first-place awards by the Iowa Newspaper Association. These include Community Leadership and Best Section for its tornado anniversary coverage. It also earned a first-place award for Best Sports Section and the advertising team earned a Best Advertising Special Section. The awards were presented at the Iowa Newspaper Association's annual convention and banquet in Des Moines.



CHAMBER AMBASSADORS **VISITS**



On January 28, 2020 the Chamber Ambassadors held a ribbon cutting at the Oliver Beene Designs in Meadow Lane mall located at 1714 S. Center St, Marshalltown.



On January 28, 2020 the Chamber Ambassadors held a ribbon cutting at the JBS location welcoming Member 1st Credit Union to the area!



On February 11, 2020 the Chamber Ambassadors held a ribbon cutting at ASPArations located at 112 Nicholas Drive in Marshalltown welcoming this salon and spa to their new location!



On February 11, 2020 the Chamber Ambassadors held a Courtesy Call at GNB Bank and Insurance located at 2504 S. 2nd Street in Marshalltown thanking them for their continued service to the community!

Visit www.marshalltown.org for all the latest Chamber news and upcoming events. Thank You Ambassadors!

AREA CHAMBER OF COMMERCE 1ARSHALLTOWN







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



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.

MvTown2Go-Marshalltown

Dylan Spratt - Owner www.mytown2go.com 515-598-4456

MyTown2Go is a restaurant food delivery marketing service that started in 2016 and is rapidly expanding across the nation. They partner with local restaurants and independent contractors to get hot, fresh, and delicious food quickly and conveniently to customers.

Guiding Star Marshalltown

Mary Mauk - Executive Director Teresa Ingold - Media Director 2501 S. Center Street, Suite Q 641-691-3787

Guiding Star is a non-profit organization that focuses on wholistic healthcare in fertility and family planning, pregnancy and childbirth, breastfeeding and postpartum services and family life services.

Wolfe Ranch/Quakerdale Family Services

Beth Andrew - Director David B. Smith - Ranch Manager 2932 240th Street 641-752-6446

Wolfe Ranch/Quakerdale Family Services is an equine ranch, open to the public. The ranch provides riding lessons, an event venue, and has partnered with Quakerdale Family Services to provide Faith-based Equine Assisted Learning (EAL) and Equine Assisted Psychotherapy (EAP).

Holiday Inn Express & Suites - Marshalltown

Richard Heckner - General Manager Kelly Murphy- Sales Manager 102 Iowa Avenue West 641-854-2900

Holiday Inn Express and Suites is a new 93 unit hotel. They offer a free hot breakfast, pool, and fitness room.

19 Salon & Spa

Shawn Hovel - Owner 19 South 1st Street 19salonandspa.com 641-752-4910

19 Salon and Spa is a full service salon and spa offering hair service, skin care, nail service, tanning, hair removal, and massage with hot tub.



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www.marshalltown.org Statistics

	Jan '20	Avg/Month	YTD Total
Unique Visitors	10,413	1,736	10,413
Number of Visits	19,914	3,319	19,914
Page Views	127,393	21,232	127,393
Hits	398,634	66,439	398,634

The Marshalltown Area Chamber of Commerce's website traffic is strong.

The website includes information about the Chamber's departments:
government affairs/advocacy, economic development, education and
workforce, membership services, and quality of life and tourism.

Be sure to check it 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

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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)

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



Top Habits of Successful Startup Owners

By David Williams: In Start Up

Successful startup owners demonstrate great resolve and discipline. Their habits and unique set of characteristic set them apart and help them succeed in business. Here are some of the top things highly successful owners do all the time that make all the difference for their companies.

1. They Set Goals

Successful startup owners set SMART (specific, measurable, achievable, results-focused, and time-bound) goals. Ask yourself three questions when setting your own business goals: what is the enduring purpose of this venture, what will this startup look like in 5 years, and what experiments can I be doing now to test my concepts and reach my long-term goals. Asking these basic questions will help you think critically about your business and the bigger picture of your efforts.

2. They Network

Successful startup owners actively seek networking opportunities that will grow their business and challenge their minds. They attend industry events and hold face-to-face talks with clients, investors, industry thought leaders at social events, restaurants, bars and co-working spaces to build strong business relationships and contacts. Spend time networking and

Economic Statistics Employment - Marshall County - December 2018 (Source: Iowa Workforce Development) 18,130 18,010 Labor force Unemployed 1,020 920 5.1 Percent unemployed 5.6 17,090 **Total employment** 17,110 **Marshall County Construction - January** 2020 2019 (Source: Marshalltown Building Department) **Building permits** N/A **New Residential Construction** N/A \$465,000 Residential Addition/Remodeling N/A \$271,000 N/A New Commercial/Industrial Const. **\$0** Commercial/Industrial Remodeling N/A \$10,000 Housing Sales Data - January 2020 2019 (Source: Mid-Iowa Regional Board of Realtors) Single family home sales 21 23 \$97,757 \$116,152 Average sale price Median sale price \$84,000 \$113,000

getting to know new people. It will open new doors of opportunity for you and propel your startup into the stratosphere.

3. They Maintain Self-Awareness

Successful startup owners are self-aware. They know their personality types and what they can and can't do so well. This self-awareness allows them to focus on their strengths and seek help where they realize they need it. Know yourself better, and be aware of others, too. Encourage an open, friendly and supportive learning workplace environment. It'll help with team building, and bring great results.

To receive small business assistance contact the Chamber office to schedule an appointment with the Small Business Development Center (SBDC).



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Next deadline for Chamber Tourism quarterly grants is April 6

Each fiscal year the Marshalltown Area Chamber of Chamber Tourism sets aside a predetermined amount of its budget to be applied towards grants. The office offers three different types of grants for marketing purposes to help increase potential overnight tourism in Marshalltown.

Meetings, Conventions, Sporting Events and Tournaments: This grant is geared toward design and production costs for brochures, fliers, posters, direct mail pieces and postage costs for pre-meeting mailings; placement costs for newspaper, radio, magazine, or television ads and signage (off-site only); bid costs to obtain conferences, meetings, sporting events or tournaments (possible reimbursement) and motor coach rental to be used for local tours; transportation costs between scheduled Marshalltown meeting/lodging facilities.

Local Events: This grant is geared toward design and production costs for brochures, fliers, posters, direct mail pieces and postage costs and placement costs for newspaper, radio, magazine, or television ads and signage (off-site only).

Capital Funding: Eligible applicants are limited to capital improvements for existing or newly developed buildings and/or structures of Marshall County that will generate tourism activity for the Marshalltown area.

All grant applications must be received by the 1st Monday of April, July, October or January. The next grant deadline is Monday, April 6. If you have any questions or to obtain a grant application, contact our office at 641-753-6645 or apotter@marshalltown.org.

Marshalltown is a great place to hold your next conference

If you are looking for a great community to host your next conference, look no further than Marshalltown.

Here are just a few of the things we have to offer:

- Centrally located in the state
- Diverse and friendly community
- Top notch venues and plenty of hotel offerings
- Affordability
- Easy to get to and to get around

Contact Chamber Tourism Director Andrew Potter at 641-753-6645 or apotter@marshalltown.org to learn more about how we can help plan your next conference in Marshalltown.





Marshalltown photographer Bill Williamson (left) takes real images he has created and gives them his own special twist in Photoshop. The retired Lennox Industries employee specializes in altering reality with his visual ideas. A display of this imaginative work is currently at the Fisher Community Center in Room A through April 2. To view a video on this Central Iowa Camera Club display, visit the Marshalltown Area Chamber of Commerce YouTube channel.

Did you know?

• The Marshalltown YMCA-YWCA will host the youth YMCA state swim meets on Saturday, March 7 (boys) and Sunday, March 8 (girls). These events will draw approximately 1,000 youth swimmers from across the state to Marshalltown. Both events will have a 10 a.m. start.







Iowa Valley Leadership Trivia Night: New Date

A new date for the Iowa Valley Leadership class of 2019-2020's Trivia Night has been set for Thursday, April 2 at the Fisher Community Center. Doors will open at 6:00 p.m. and trivia will start at 6:30 p.m.

"We are excited to share plans for our class project," class spokesman Steve Bensema said.

The evening will consist of 6 rounds of trivia questions for teams of up to 8 people. Each round will feature a different topic. Teams can purchase mulligans to assist with tricky questions. Cash prizes for 1st and 2nd place teams will be awarded. Cost is \$150 per each (up to 20 teams).

Register online: marshalltown.org/ivl.



MARCH/APRIL

Feb 28: Legislative Forum March 19: Business After Hours at Dave Wright Auto

March 19: Des Moines Summit & Legislative Day

March: 26: Women in Business Luncheon

March 27: Legislative Forum

April 2: Iowa Valley Leadership Trivia Night

April 10: Chamber office closed







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