

# theDIGEST

*distinctly different*

**May 2020**

**Volume 37, Issue 11**



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# AREA CHAMBER OF COMMERCE MARSHALLTOWN



## Chamber positive video series viewed by thousands

Chamber Tourism Director Andrew Potter decided to start a video series to help bring people together during these times of isolation. As a result, the positive videos have been viewed by thousands and response has been received across the state.

The first video known as Spreading Love featured local people just simply saying the word “love.” That video has been viewed more than 4,000 times on YouTube and Facebook and received statewide attention.

The second video featured local people thanking those who have stepped up in this pandemic, from medical professionals, to first responders, to grocery store employees and more. The third video showed local people creating positive messages, from posting hopeful notes on windows to spreading cheer outside a nursing home.

“The response we’ve received from these positive videos has been overwhelming,” Potter said. “We really do have a great community that can’t wait until we can get back together again.”

To view the videos, go to the Marshalltown Area Chamber of Commerce YouTube channel. Do you have an idea for a future video? Email Andrew Potter at [apotter@marshalltown.org](mailto:apotter@marshalltown.org).



## Gift card promotion a huge success

A recent gift card promotion to support local business was a huge success thanks to area residents.

The Chamber offered \$30 gift cards for \$25 via a multiple-day sale through the Chamber website. It ended up with nearly \$5,000 in gift card sales to support local businesses.

Buying gift cards is a great way to help local businesses during these difficult times. If you can’t use the card immediately, they will come in handy once stores reopen.

Remember we are all in this together and to shop local.



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## Sometimes a stick is not a stick while walking on trails

*By Andrew Potter, Tourism Director*

Hiking is a way of life for our family. We love to get out in nature, get some exercise and see what's around the next corner. And the Marshalltown area is a perfect place to live for that interest.

We have our pick from several trails in Marshalltown and in Marshall County.

The nature trails are our favorite as sometimes you encounter more than just your fellow trail walkers while out and about.

One time while on a bridge at Grimes Farm, one of our sons took exploring to a whole new level. He was about 4 years old at the time and loved to pick up sticks and throw them into the creek.

Well, once on a small footbridge, our son reached down as usual to grab a stick. He lifted it up, but something was different - the stick started moving!

It was not a stick at all, but rather a small snake who didn't seem too happy to be bothered.

Once our son realized it was a snake he dropped it pretty quickly. What a great laugh we had and it remains one of our favorite family memories while trail walking. You can be assured he was much more cautious on our next hikes to make sure whatever he picked up wasn't alive.

Now every time we pass that bridge - which we named Snake Bridge - we have a chuckle how our son once got more than he bargained for while out for a hike.

For the record, we haven't seen a snake there since, but we also haven't seen our son pick up a stick in that area either since. Get out and enjoy nature.



*This is the footbridge at Grimes Farm that the Potter family has named Snake Bridge.*



## MEMBER SPOTLIGHT

### Big 8 Tyre Center

Big 8 Tyre Center is much more than a tire center. To owners Jerry Angle and Donald Hans, it's like a second home. Angle and Hans have worked there for 35 years and have endured many challenges over the years. The tornado of 2018 demolished Big 8 Tyre Center and the owners invested in a complete remodel. The entire store is new, except for the floor and the original brick structure. The layout is more efficient, with a waiting area with free Wi-Fi and coffee for everyone that comes in. It also has plenty of room for folks to social distance. Also included in the remodel is a state-of-the-art alignment machine.

Big 8 Tyre Center is currently open from 7:30 a.m. – 5:30 p.m., Monday through Friday, even during the pandemic. To keep everyone safe, they have started a shuttle service to provide superior service to all. They will pick up your vehicle from home or work, provide service, and return it to you. This new service will continue after the pandemic restrictions have been lifted. Angle explains "What sets Big 8 Tyre Center apart is our outstanding customer service. Not only are the employees providing service, but the owners are as well." Angle and Hans are hands-on, meaning they just don't wear the 'owner's hat' but they also wear the 'technician's gloves'. One of them is there every day.

Angle and Hans are especially excited about the Grand Re-Opening they will be having sometime in June, dependent on COVID-19 restrictions. It will be a big affair with free food and fun entertainment as a way to thank loyal customers, thank the Marshalltown community, and show everyone their new facilities. "Be on the lookout for upcoming announcement regarding this exciting event," Angle added.

The auto center offers auto repair services such as batteries, belts and hoses, break repair, cooling system repair, engine repair, flat tire repair, muffler and exhaust repair, oil changes, steering and suspension, tire rotation, transmission repair, wheel alignment, windshield wiper repair, and more. They offer over 30 brands of custom wheels to meet your needs. They also sell Bridgestone, Firestone, and Fuzion tires. For the latest on sales and service, visit them at 102 East State Street in Marshalltown.





## Better Virtual Meetings

Virtual meetings are vital in today's world and take preparation and planning to be successful. What are some ways to keep your meeting on-track and efficient? Below are some tips to hold a better virtual meeting. First, there are some basics everyone should follow.

- Start every meeting with expectations.
  - The general rule is to make sure all attendees mute their computer microphone if the meeting has over 20 attendees.
  - If under 20, remind them to keep background noise limited.
- Give your meeting an agenda and purpose.
  - Send out an agenda a week in advance, if possible and communicate with attendees what the purpose of the meeting is and what it is not. Example:
    - We **will** be learning about customer needs and trends.
    - We will **not** be brainstorming ideas for our annual event.

Now let's explore the types of meetings and ways to keep attendees engaged. The main types of meetings are: presenting and engaging, collaborating, brainstorming, and decision-making.

• **Presenting and engaging.** This is when there is a speaker and attendees are mostly just listening. Ask a question that is connected to the discussion to help people feel connected to the meeting. Be sure to wait 20 seconds to have impact and allow folks to actually think about the question – or answer it. Set a timer to keep the meeting moving. Use a

poll to have people interact with a question. Breakout rooms are available on Zoom meetings. This allows you to create up to 50 mini-sessions within the main meeting. Be sure to test them ahead of time to make sure you understand how to use them.

• **Collaborating.** This is when a group is working together or finding a solution. Use a worksheet and build it during the meeting. Allow people to add their input to the document during the meeting or have them give feedback and you make changes to the document. Google docs is a good option for note input.

• **Brainstorming.** This is when the group is coming up with ideas off the top of their heads – no idea is a bad idea as it may spark a better idea so everything should be recorded. Use an app during the meeting, allowing others to add content, vote on content, or give content to a scribe. This would be similar to working on a whiteboard so you can begin to formulate ideas. Mural is a great tool for this.

• **Decision-making.** This is what the title says; using the meeting time to come to a decision of some sort. First you must ask yourself - is the purpose to explore potential decisions or are you making a final decision? To keep it clear, name the question. Decide on roles. Clarify your options. Affirm your decision whether this is a verbal commitment from everyone attending or a poll for everyone to vote. The more important the decision, the more formal the affirmation should be.

A virtual meeting can be just as useful as an in-person meeting and these are just some of the ways to keep your meetings more focused and make the most of everyone's time.

## Thank You Reinvesting Chamber Members

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

Accu-Tax	20	H & R Block Tax Service	13
Anderson Funeral Homes	7	<b>LifeServe Blood Center</b>	<b>20</b>
Animal Rescue League	12	Luethje Auto Sales	8
Binford House/Mtown Fed.	16	Marshalltown Christian School	14
Brian's Collision Clinic	6	Martha-Ellen Tye Foundation	19
Brycon, L.L.C.	44	Mass Mutual - Tom McCoy	31
<b>Central Iowa Machine, Inc.</b>	<b>15</b>	Pizza Hut Delivery	27
Fareway Stores, Inc.	56	QPS Employment Group	6
Freedom Financial	2	Reed Riskedahl	2
Grandview Heights	24	Wells Fargo Bank Iowa, N.A.	56
Pat Gulbranson	8		

## 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.

### Pitchfork Primitives & Fodder

Missy Sharer-Pieters, Owner

203 South Main Street, Laurel, IA 50141

641-691-5205

*Pitchfork Primitives & Fodder is a farm-to-table dining experience for lunch and dinner outings. They also have unique gifts and original art. Stop by during posted hours or make a private reservation any time! They serve 'til the food runs out!*

AREA CHAMBER  
OF COMMERCE  
MARSHALLTOWN



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Dr. Robin Shaffer-Lilienthal, MCC

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Lynn Olberding

President & CEO

Andrew Potter

Tourism Director

Keri Morris

Membership Director

Sarah Marckres

Office Assistant

## "Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations"

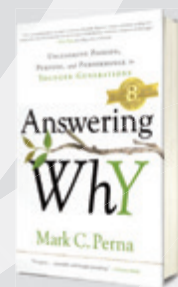
Thursday, August 20, 2020 | 7:00-8:30 pm

Marshalltown Performing Arts Center Auditorium  
1602 S. 2nd Ave., Marshalltown, IA

Join bestselling author and generational expert **Mark C. Perna** as he unveils the groundbreaking innovations and strategies for working with today's younger generations. You'll discover why the synergy of robust academic knowledge, technical competency, and professional skills is the single most important competitive advantage a young person can possess — and how to help them achieve it.

Today's young people are often painted in a negative light, but they have incredible potential to change the world. Parents, educators, employers, and young people themselves will benefit from Mark's perspective on the amazing promise of millennials and Generation Z. A father to two successful millennials, Mark delivers key insights on today's younger generations, how to answer their all-important question why, and how to connect with them at a deeper level.

With clear action steps you can implement immediately both in your home and professional life, Mark's message will help you motivate young people, show them why education matters, and empower them to achieve at a higher level. Recharge your passion for making a difference and start motivating young people like never before!



Don't miss Mark's award-winning bestseller, *Answering Why!*

## WHAT PEOPLE ARE SAYING

Best keynote speech I have heard in 30 years.

— **Stephen Freeman**, VP at M&T Insurance Agency Inc.

As a parent, thank you. I now know how to talk to my daughter, figure out what she wants to do and how to get there. — **Kara Rowlinson**, parent

Mark provides valuable information about engaging Millennials in a very energetic and captivating way, with great examples and stories.

— **Scot McLemore**, Technical Workforce Development at Honda North America, Inc.

Absolutely amazing! I'm going to go home and have a different conversation with my daughter who told me she wants to be an astronomer. Thank you.

— **Carissa Kennedy**, parent

Insightful, energetic, challenging and spot on!

— **Bob Pautke**, Founder/President at SOAR with Purpose

Good insight as a parent to move our children to the light at the end of the tunnel.

— **Sheila Ann Dagarag**, parent

Fantastic delivery of an incredibly relevant topic. One of the best I've heard on this topic. — **Dana Zorn**, Training & Development Specialist at Hilite International

My ah-ha moment was when I realized that I had been creating a mom-driven life for my son. I will be apologizing to him tonight and listening to and supporting his son-driven life. Thank you! — **Lynnette VanWinkle**, parent

Gary Schaudt



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**MARK C. PERNA**

SPEAKER | AUTHOR | CEO

Mark C. Perna is the founder of TFS Results in Cleveland, Ohio, a full-service strategic consulting firm whose mission is to share and support every client's passion for making a difference. Mark, a graduate of John Carroll University, has many years of experience addressing industry leaders on the topic of expanding their reach in an increasingly global marketplace. A dynamic public speaker, Mark frequently delivers keynote speeches across the country and spoke at Harvard University by special invitation.

At TFS Results, Mark's team shares his vision of helping organizations experience significant gains in recruitment, engagement, retention, and performance. Mark's award-winning bestseller, *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*, was written to help educators, employers, and parents understand the millennial and Z generations and inspire them to greater performance in all areas of life. Mark, the father of two successful millennials, resides in Cleveland, Ohio. Find out more at [MarkCPerna.com](http://MarkCPerna.com).



[markperna.com](http://markperna.com)



[TFSresults.com](http://TFSresults.com)



# MARSHALLTOWN NEWS

(we just have to *brag a little*)



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**Listen to Chamber Chat every Sunday morning at  
6:30 a.m. on 99.5 KDAO FM and 7:30 a.m. on 1190 KDAO AM**

If you have Marshalltown area news to brag about, submit it to The Digest via email to [lolberding@marshalltown.org](mailto: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.





# CHAMBER AMBASSADORS VISITS

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## **Thank you to this incredible group of volunteers our 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

*Due to COVID-19 all Ambassador visits have been postponed until further notice. If you would like to schedule a future visit contact Keri Morris, Membership Director at [kmorris@marshalltown.org](mailto:kmorris@marshalltown.org)*



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

## Thank You Ambassadors!

AREA CHAMBER  
OF COMMERCE  
MARSHALLTOWN



## Monthly Membership Hacks

**Work smarter, not harder.**

This article is designed to address ways to utilize your Chamber membership. One of the benefits of belonging to the Marshalltown Area Chamber of Commerce is getting education in the form of a dedicated website, webinars, lunch-n-learns, speaker events, and articles like these. Working from home is the name of the game these days, so we thought it appropriate to contribute an article to working smarter with social media to make the most of everyone's time.

**USE THE FREE VERSION OF HOOTSUITE TODAY.** Many businesses have multiple social media accounts – Twitter and Facebook and Instagram. Now that we have a little more time on our hands, how can we better manage these accounts? Answer= Hootsuite. There is a free version that allows you to manage every social media account from one place. Instead of wasting time and checking each account individually, you can get all your updates from your single Hootsuite account. Quickly respond to messages, brand mentions, and comments across your social networks through a single dashboard. Analytics reports show you what's working and what isn't. Learn about your audience and improve your campaigns. For more info, go to [hootsuite.com](http://hootsuite.com). While hootsuite has been around for a while, there are a lot of other social media management software options you may want to check out as well.

**REARRANGE YOUR TIME.** Let's face it, social media can be such a time-drainer and there is a lot of brain power that goes into coming up with meaningful content day in and day out. Here's what you do: Take one day during the week and spend time scheduling and curating content for the upcoming week or two, so that every other day you only need to spend 5-10 minutes checking in. You can save tons of time by treating high-volume activities, like email and social media, in batches.

**GET THE MOST OUT OF YOUR POSTS AT THE RIGHT TIME.** There are good times to post and there are bad times to post. Posting at the right times is critical for engagement. (Psst -this is where the previous tip of scheduling really comes in handy.) Schedule your posts at these times, depending on the account you use. Research shows that the best times to post are follows: Twitter: 1-3 p.m, Facebook: 1-4 p.m, Instagram: 5-6 p.m, LinkedIn: 5-6 p.m.

**TAG – YOU ARE IT!** What is tagging in social media? The Google definition: Tags allow social media users to engage an individual, business or entity with a social profile when mentioned in a post or comment. In Facebook and Instagram, tagging notifies the recipient and

hyperlinks to the tagged profile. Tagging is an efficient form of work for a business because it extends your reach and saves a ton of time. Once the person or business is tagged and they comment or like, all of their followers will see your post. To tag on Facebook, type the @ symbol then the name of the person or business and a drop down list will appear. Select the person/business you would like to tag and it will show the person/business highlighted. It's that simple.

If you have any questions on social media, please email Keri Morris at [kmorris@marshalltown.org](mailto:kmorris@marshalltown.org). The Chamber is here to assist you in any way possible.



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Steve Hubbard • Adam Grant



## www.marshalltown.org Statistics

	Mar'20	Avg/Month	YTD Total
Unique Visitors	8,252	11,439	34,317
Number of Visits	22,148	23,946	71,840
Page Views	126,923	148,363	445,089
Hits	331,502	389,154	1,167,463

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.

## 2020 Chamber Trips

For more information on  
upcoming Chamber trips contact  
Lynn at the Chamber office.  
([lolberding@marshalltown.org](mailto:lolberding@marshalltown.org) or  
641-753-6645)

*The Chamber  
office and FCC will  
be closed on Monday,  
May 25th for  
Memorial Day.*



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

## The Chamber is here to help

**COVID-19 Resources Galore.** If you log onto the website at [www.marshalltown.org](http://www.marshalltown.org), and select COVID-19 from the top bar, you will find a page filled with resources. Links directly to loan and grant applications, resources for employers, employees, individuals, and specific non-profit information. This is a one-stop-shop that will help you navigate the intricacies of all that is COVID.

**Business-specific articles.** If you log onto the website at [www.marshalltown.org](http://www.marshalltown.org), and select Work from the top bar and a drop down menu will appear. Select Resources. Here, you will find articles that cover topics such as optimizing your search engine, writing great website content, and holding 'better' virtual meetings.

To receive the most up-to-date information, follow us on Facebook – Marshalltown Area Chamber of Commerce - and open every email you receive from the Chamber as it could hold important information on grants and community announcements.

**Need an employee?**

**Looking for an employer?**

**Check out the Chamber's online Marshalltown**

**Job Postings at:**

[www.marshalltown.org/work](http://www.marshalltown.org/work)

## Economic Statistics

Employment – Marshall County - February	2020	2019
(Source: Iowa Workforce Development)		
Labor force	18,300	18,400
Unemployed	1,250	1,200
Percent unemployed	6.9	6.5
Total employment	17,040	17,190
Marshall County Construction - February	2020	2019
(Source: Marshalltown Building Department)		
Building permits	9	10
New Residential Construction	\$24,000	\$12,000
Residential Addition/Remodeling	\$215,000	\$0
New Commercial/Industrial Const.	\$100,000	\$0
Commercial/Industrial Remodeling	\$0	\$3,120,000
Housing Sales Data - March	2020	2019
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	24	26
Average sale price	\$140,754	\$121,485
Median sale price	\$117,900	\$116,750

## Fareway donates more than \$200,000 to support small businesses and their employees

Fareway Stores, Inc. recently announced a \$200,000 donation to the Iowa Chamber of Commerce Executives (ICCE). The donation provided for \$1,000 or more in gift cards to ICCE chamber of commerce members in the communities Fareway serves.

"Local chambers have the pulse in each community and how best to serve its small business members during this time of need," said Fareway President and CEO Reynolds W. Cramer. "We hope this relief reduces some of the stress our community business partners are facing."

ICCE distributed the Fareway gift cards to its chamber of commerce members. The Marshalltown Area Chamber of Commerce received 40 \$50 Fareway gift cards and the Chamber is donating an additional 10 \$50 gift cards in order to serve more of our members. The Chamber is offering gift cards to small businesses hardest hit by closures related to COVID-19, including retailers, salons, restaurants, and bars.

"We reached out to our members to offer Fareway gift cards," said Chamber President & CEO Lynn Olberding. "If a member did not receive the invitation, they are welcome to contact me for more information. We are working hard to support all of our members through these challenging times." If you are interested in participating contact Lynn Olberding Chamber President & CEO at [lolberding@marshalltown.org](mailto:lolberding@marshalltown.org)

**FAREWAY**  
MEAT & GROCERY

Improving Chambers, Improving  
**IOWA**  
Iowa Chamber of Commerce Executives



*"Your Hometown Tire and Auto Service Center"*

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Tire & Service Center, Inc.



**205 E. Linn St.  
Marshalltown  
752-7511**



## Live and Local music returns to Grimes Farm amphitheater this summer and fall

The Friends of Marshall County Conservation are again planning an outdoor concert series for this summer and into the fall at the Leonard Grimes Memorial Amphitheater at the Grimes Farm Conservation Center on the western edge of Marshalltown.

Acts feature a mix of country, blues and bluegrass in what is known as Live and Local. The free monthly shows run from 5:30 to 7:30 p.m. with the first one planned for June 18.

"We are very excited about the bands and food trucks that we lined up for this year's Live and Local," said Emily Herring, naturalist with the Marshall County Conservation Board. "We have old favorites coming



back as well as some new bands and new food trucks. We have had amazing responses for our free concerts. Some music groups bring in over 200 people."

The amphitheater opened at Grimes Farms three years ago and has been a great venue for music concerts.

"It is a beautiful setting for concerts surrounded by prairie grasses and trees," Herring said. "Marshall County Conservation's goal is to get people outdoors. There are many ways to enjoy nature and fresh air, live music is just another way."

The amphitheater is not only a place for music events, according to Herring. It has been the site for several other special events.

"Besides offering many public programs including nature programs, yoga, art classes, and the Live and Local events, the amphitheater is used by school groups and youth groups," she said. "Many people have also

taken advantage of the amphitheater for private events including weddings and church programs. The amphitheater and the nature center can be rented out for these events."

If there is inclement weather, concerts will be held at the Central Iowa Fairgrounds.



*Country artist Neil Hewitt of Nevada is in this year's lineup of the monthly outdoor music concerts at the Grimes Farm Amphitheater known as Live and Local. He is scheduled to perform his country music on July 16.*

### Live and Local Free Concerts at Grimes Farm Amphitheater 2020 Schedule

**June 18** - Fat Tuesday and the Greasefire Horns (Blues)

**July 16** - Neil Hewitt (Country)

**August 20** - Cedar County Cobras (Blue Grass)

**September 17** - Dueling Fiddles (Fiddlers)

**October 7** - Bob Dorr (Blues)

*Note: Due to COVID-19 the schedule is subject to change.*

### Oktemberfest looking for volunteers and board members

The Oktemberfest board is looking for volunteers, and the weekend does not happen without them. The annual fall festival in Marshalltown is planned for September 24-27, 2020.

For a longer term commitment, they are in need of filling a few of the board positions for members who are transitioning out. These slots would be for anyone ready to coordinate existing events or possibly add some new ones. They are also looking for committee members and individual event volunteers to help with the various events and activities throughout that weekend.

If you are interested in helping, contact the board members by visiting this link [www.oktemberfest.com/board](http://www.oktemberfest.com/board). You can also message the Oktemberfest Facebook page.

The Oktemberfest Facebook page and website will be under construction soon for the planned 2020 details.

Currently, they are looking for people to transition into coordinating the following events: Motorcycle show, Car Show and/or Car Hop, 5k / Fun Run. They are also looking for anyone with experience to assist with Advertising / Publicity / Social Media.





## upcoming EVENTS

