



the**DIGEST**

distinctly different

July 2020

Volume 38, Issue 1



In this Issue

Chamber Member Spotlight	2
Business News	3
Leadership	4
Marshalltown Area News	5
Ambassador Visits	6
Chamber News	7
Business Directory	8-9
Economic Development	10
Tourism News	11
Chamber News	12



AREA CHAMBER OF COMMERCE MARSHALLTOWN



Virtual Reveal – Marshalltown Tagline

Vision Marshalltown

Did you know it takes 12 times of interacting with information before you'll remember it enough to explain to others? In a world surrounded by technology and social media, it can be hard to get your message out. This is where we need your help!

Please join the City of Marshalltown, Marshalltown Area Chamber of Commerce, and Vision Marshalltown when we virtually release the new Marshalltown Tagline on Tuesday, June 30 at 10:00 a.m. on Facebook. We'll unveil the new tagline, share recruiting materials that area businesses can use to sell our community, and show advertisements and flyers that you'll begin to see around town this summer.

The purpose of this work is to create a "brand" or vision for Marshalltown. Thus creating a tagline statement that describes who our community is, shows our aspirations, and is appealing to visitors and residents. Our messaging describes our core values, principles, and culture. It shows residents and visitors the many things we have to offer, from living, playing, and learning. We have an abundance of reasons why someone should call Marshalltown home. Our goal was to capitalize on these things, highlight them, and create memorable marketing material to showcase them.

This event is for anyone who lives, works, learns, or plays in Marshalltown. This event will be one time you'll interact with this new material. To help get the word out, we'd love for you to share the materials and tell our Marshalltown story. We have plenty of great things to say about our schools, amenities, and welcoming community.

The new tagline and materials highlight and amplify Marshalltown community pride. Join us in celebrating our rich history and looking to the future of Marshalltown!



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

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Iowa Valley Leadership applications available for 2020-2021

While the next session of the Iowa Valley Leadership (IVL) program may look different, including in-person and virtual experiences, applications are being accepted through August 14.

Participants will learn about local issues and resources available in Marshalltown. IVL will provide opportunities for participants to interact with community leaders. There is opportunities for participants to become further committed to involvement in community activities. Participants will also develop a network of friends and professionals.

The Iowa Valley Leadership class of 2020-2021 meets each month September through May. The course is co-sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education.

For more information and to apply visit our website:
www.marshalltown.org/work/iowa-valley-leadership



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.

Main Street Antiques

Monica Smith, Owner

105 West Main Street, Marshalltown

641-752-3077

mainstreetantiquesmarshalltown.com

Antiques, vintage clothing, rustic implements, jewelery and a little bit of everything else.

West End Perk

Traci Weuve, Owner

231 North 13th Street, Marshalltown

641-328-1673

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319 Décor and Design

Katie Lewis, Owner

30 West Main Street Suite 100, Marshalltown

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MEMBER SPOTLIGHT



RACOM

critical communications

RACOM, a family-owned business that was founded in 1972, is a telecommunications contractor located at 201 W State Street in Marshalltown. RACOM designs, sells, installs and maintains critical communications (land, mobile, radio, and emergency 911 telephone) systems for both first responder agencies and utility companies. Their mission is to “help keep the public safe and secure by providing rugged, resilient, and robust communications solutions backed with the most reliable, responsive, and relentless implementation and support to responders everywhere”.

Mike Miller, President and CEO of RACOM, has been with the company at a full-time capacity for 24 years and says that their job is to make the system of technology work when needed most – during emergency situations. He says they are in the business of trust. Mike’s Dad, who founded RACOM, used to tell him that their company is defined by how they respond when things don’t go well. They look at their customers as people – families and friends. So, you can imagine that taking a shortcut is not in their vocabulary and providing quality goods and services is of the utmost importance.

The RACOM building on West State Street functions as a 24x7x365 Network Operations Center for mission critical public safety radio systems. Miller says “We’re so happy to be fully recovered and better than ever from the tornado of July 19, 2018 that did so much damage to our building and much of the Marshalltown business community.” See pictures below.

Marshalltown is the headquarter location but there are 16 additional locations throughout Iowa, Minnesota, Wisconsin, and Washington State. RACOM has 130 employees and does business in 25 states. You can learn more about RACOM at www.racom.net.





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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.

Abarrotes La Salud	8	Manatts, Inc.	3
Ace Precision International	8	Mtown Comm. College Fdn.	7
Alliant Energy	51	Midwest Merchant Processing	7
Arnold Motor Supply	27	MinuteMan, Inc.	24
Barr Asset Management	21	Old Timer Tavern	8
Big 8 Tyre Center	3	The Optical Center	22
Big Brothers/Big Sisters	18	Pentz Appliance & TV	8
Black Tire Bike Company	35	Pinnacle Bank	24
Brycon, L.L.C.	44	SNT Trucking & Warehouse	8
Chef King	8	SportsPlus Therapy Center	20
Downey & Gantz DDS PC	18	Steiner & Associates PC	16
Ethington Heating & Cooling	27	Stone Sanitation	15
Goodwill of Central Iowa	1	Super Shine Car Wash	10
Haley's	8	Superior Cleaning, Inc.	22
Hardon's, Inc.	1	Turbiville-Forward Ventures	5
Healing Hands Chiropractic	4	Wertzberger Architects, P.C.	25
In Stitches	5	Whitmore Riverbottom Farms	1
Lowe's Flowers	43	YSS of Marshall County	4

Chamber Ambassadors Golf Outing: August 6 Sponsorships still available!

The annual Chamber Ambassadors Golf Outing is set for Thursday, August 6 at Elmwood Country Club. Chamber Ambassadors and staff are working with Elmwood Country Club to



make modifications to this year's event to protect participants' health and wellness. We currently have a waiting list for participating in the Chamber Ambassadors Golf Outing. Sponsorship opportunities are still available. Contact Keri Morris (kmmorris@marshalltown.org) for information on sponsorships.

**Chamber Bucks are great way to
THINK LOCAL FIRST!**

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MARSHALLTOWN



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Dr. Robin Shaffer-Lilienthal, MCC

Staff:

Lynn Olberding
President & CEO
Andrew Potter
Tourism Director
Keri Morris
Membership Director
Sarah Marckres
Office Assistant

Upcoming Business After Hours

Thursday, July 23
Wandering Creek Golf Club
(2436 233rd St.)

11:00 a.m.-1:00 p.m.

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your lunch break and check out the
recently remodeled clubhouse and
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Chamber Chat

Sunday mornings
6:30 a.m.
on 99.5 KDAO FM
7:30 a.m.
on 1190 KDAO AM



City of Marshalltown celebrates Shari Coughenour

Shari Coughenour is retiring as City Clerk for the City of Marshalltown after 20 years. Please wish her well at a reception at the Tremont Grille from 3:00-5:00 p.m. on Wednesday, July 1.

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

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.



Congratulations to...

United Bank & Trust President, Curt Hoff, has shared his plans to retire from banking, bringing a 36-year career with Ames National Corporation and affiliates to a conclusion. A native of Conrad, Hoff expressed appreciation for being able to spend his last nine years in banking in Marshalltown close to where he grew up.

"I feel fortunate to have played a role in the unique storyline and history of United Bank & Trust," Hoff commented. Hoff, who has been an instructor at Iowa State University for the past 15 years, adds: "I'm blessed



to be able to leverage my ISU experience as I transition into semi-retirement as Professor of Practice in the College of Business."

"Curt has been a valuable asset to our organization since day-one. We will miss his contributions to community banking," offers John Nelson, CEO of Ames National Corporation and current Chairman of United Bank & Trust's local board of directors. Hoff will assist in the leadership transition and says he will miss being in the daily mix of such great people.

The **United Bank & Trust** Board of Directors announced that **Robert Thomas** has been promoted to President of United Bank & Trust, Marshalltown. Thomas, who has been United Bank's Senior Loan Officer and Senior Vice President since 2015 will transition into the new role on July 1, upon the retirement of current Bank President, Curt Hoff.

Thomas's banking career spans over 38 years, all in the Marshalltown community. The local Board is confident that his extensive background in lending, retail banking and leadership make him a great fit to serve as President at United Bank & Trust.

Active in the community, Thomas currently serves as a Rotary board member, and is involved with Child Abuse Prevention Services, Marshall County Compensation board, and East Marshall Schools Vocational Advisory committee. He is the past President of the United Way board.



"I look forward to expanding my role with United Bank & Trust, while continuing to work alongside a team of experienced, service-minded employees. Exemplifying the community-banking model, United Bank & Trust puts customers first, focuses on building relationships, and supports the community, and I'm happy to be a part of it," commented Thomas.

(we just have to *brag a little*)

Welcome to...

McFarland Clinic is pleased to announce that **Mallory Scrimger, OD** joined McFarland Clinic's Optometry department.

Dr. Scrimger received her Bachelor of Arts in Biology and Pre-Optometry from Ferris State University. She went on to receive her Doctorate of Optometry from the Illinois College of Optometry.

As an Optometrist, Dr. Scrimger will provide services including vision testing for children and adults, eyeglasses and contact fittings, screening and treatment of various eye conditions and diseases, low vision assessments, diabetic exams, pre-surgical evaluations, and post-concussive eye exams.



Congratulations to...

Woodruff Construction employee **Chad Lennon** has been promoted to the executive leadership role of West Region President. Woodruff's West Region is centered on its office location in Fort Dodge and includes the surrounding communities. "Perseverance, dedication, positivity; the list could go on and on describing the many attributes of Chad Lennon. He is the epitome of a team player," affirms Don Woodruff, President of Woodruff Construction. "It is with great pride that I announce Chad is being named the West Region President."

Lennon has been with the company since 1997 and has been promoted over and over again. He has been a laborer, foreman, superintendent, general superintendent, safety director, and project manager/estimator.

"I'm grateful for all the opportunities my 23-year career with Woodruff Construction has afforded me. Looking forward, our company has many great opportunities to serve the communities we work in. I'm honored to lead our efforts."



Chamber Bucks make great gifts!



CHAMBER AMBASSADORS VISITS

Sunny spreads cheer at Chamber businesses

Sunny the flower has been spreading cheer this year by visiting Chamber businesses throughout the area. Sunny loves to check in at places and photos are posted on the Marshalltown Area Chamber of Commerce Facebook page.

If you want Sunny to visit your business or company contact Andrew Potter at apotter@marshalltown.org.



Thank you to this incredible group of volunteers: our Chamber Ambassadors!

Each month, the following individuals give their own time to visit 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

Chamber Bucks are great gifts and a perfect way to THINK LOCAL FIRST!

If you would like to schedule a ribbon cutting or courtesy call with the Chamber Ambassadors contact Keri Morris, Membership Director at kmorris@marshalltown.org or call at 641-753-6645.

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

Thank You Ambassadors!

AREA CHAMBER
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Membership Hack: Networking during COVID

By Keri Morris, Membership Director

Here are some great tips to help any business person network more efficiently during COVID-19.

1. Patience is Key: Everyone's lives have been upended (personally and professionally) by COVID-19, so expecting people to get back to you timely-maybe unrealistic. When contacting potential clients, give them a week to respond. If you still haven't heard back after a week, reach back out.

2. Build the Relationship: Make a list of those within your network and think of ways you can help them. It doesn't have to be big, even just sending a potential client a link to an article that might affect their business is enough. Being sincere is what counts. Remember, for \$30, the Marshalltown Chamber will print you mailing labels of all chamber members. This is a great way to reach out. Or hop on www.marshalltown.org and search under business directories to get addresses and phone numbers and make contact.

3. In-Video instead of In-Person: Yes, in-video can be personable and is probably more realistic than in-person. Set up a 15-minute video chat so potential clients can see your face and your expressions. This makes your time more authentic and meaningful. Be sure to test all your technology before getting online to make sure it's successful.

4. Attend as many events as you can (or feel comfortable with) - virtual or in-person: Because many of this year's events are canceled or postponed, it is vital to make a strong effort to attend whatever events you can. Obviously, a cancellation in events mean that your networking opportunities are limited, so take advantage of whatever networking opportunities are available. The Marshalltown Area Chamber of Commerce will be providing events this year that you can participate in. Check our online calendar and read your e-newsletters for more information.

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SUMMER OF 1,000 SELFIES!

Email your summer selfie shot in Marshalltown to apotter@marshalltown.org. You could be the lucky winner of \$100 in Chamber Bucks! The deadline for submissions is July 31.

For a list of Summer events and things to do visit our website!
marshalltown.org/events



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www.marshalltown.org Statistics

	May '20	Avg/Month	YTD Total
Unique Visitors	8,256	8,369	50,214
Number of Visits	22,971	18,907	113,441
Page Views	287,587	158,136	948,816
Hits	505,575	352,531	2,115,186

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.

*The Chamber office and Fisher
Community Center will be closed on
Friday, July 3 in observation of
Independence Day.*



Find Marshalltown Area Jobs
www.marshalltown.org/jobs

Best Practices Small Business

Creative examples to use in your own business

Provided by the Iowa Retail Initiative

Increase web presence by making sure your website is updated. You can also add a sign-up form to collect emails. Incentivize potential customers to sign up by offering discounts and newsletters. Look to connect with customers through social media and be sure to have links back to your website on all platforms. Some small businesses like, Lefty's Live Music, are still conducting business through social media platforms. They are both delivering cocktails and streaming their concerts through their Facebook page.

Send updates via email to your customers. Make sure your email list is clean and current. Some examples of updates to include are: store hour changes; event cancellations or postponements; how customers can access and support your business virtually; and new business procedures (i.e. de-

livery, pickup, appointments). Offer customized email depending on type of customer (i.e. regular patron, referrals, targeted new customers).

Communicate workplace safety to educate your customers. Make sure to let them know about your in-store store cleaning protocols, social distancing requirements, order fulfillment options such as curbside pick-up, provision of hand sanitizer or other disinfectant in appropriate areas, and efforts to protect vulnerable customers. Grocery stores are communicating with their customers on all the efforts to keep their stores clean and safe including having special hours of shopping for seniors.

Workforce considerations to keeping your dedicated employees. Consider reducing your hours of operation to reduce the hours of work. Also, consider furloughs instead of layoffs. While layoffs terminate employment and your relationship with your employees, furloughs allow you to keep them on your payroll but on unpaid leave of absence.

Need an employee?

Looking for an employer?

Check out the Chamber's online Marshalltown

Job Postings at:

www.marshalltown.org/work

Economic Statistics

Employment – Marshall County - April	2020	2019
(Source: Iowa Workforce Development)		
Labor force	17,780	17,550
Unemployed	1,950	650
Percent unemployed	11	3.7
Total employment	15,830	16,900

Marshall County Construction - April	2020	2019
(Source: Marshalltown Building Department)		
Building permits	14	27
New Residential Construction	\$6,000	\$281,000
Residential Addition/Remodeling	\$47,000	\$86,000
New Commercial/Industrial Const.	\$2,745,000	\$123,000
Commercial/Industrial Remodeling	\$1,300,000	\$686,000

Housing Sales Data - May	2020	2019
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	31	58
Average sale price	\$149,890	\$127,809
Median sale price	\$142,000	\$125,450

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Chamber Tourism supports Marshalltown Fireworks

The fireworks show will go on! The annual Fourth of July tradition may change this year in Marshalltown, but the fireworks display will be back in the sky over the Central Iowa Fairgrounds at dusk.

Marshalltown Chamber Tourism made a significant donation to the show this year and we are looking forward to it. Local resident Luisa Ortega is once again in charge of the show, which requires fundraising to be put on.

Due to the pandemic, there is no music or other events planned around the show this year. We can still look to the skies and celebrate Independence Day in Marshalltown!



JOIN MARSHALL COUNTY CONSERVATION FOR:

Family Fun at Sand Lake

Sand Lake, 2901 Main St. Rd., Marshalltown

August 6 5:30-7:30 p.m.
Family Fishing
Learn the basics of casting and rod and reel setup

August 12 5:30-7:30 p.m.
Family Kayaking
Learn the basics of kayaking and how to be safe on Iowa's waters

August 30 12:00 -3:30 p.m.
Family Fishing and Kayaking
Fishing and kayaking gear will be available for participants as well as education on how fish, kayak, and be safe around the water. We will offer a free meal, if it can be done safely, to the first 100 people.

There is no fee for these programs, we encourage you to pre-register by calling 641-752-5490 or email mccbsmarshallcountyia.gov

Clincher Classic softball tournament returns July 10-12

The annual summer tradition of the Clincher Classic tournament in Marshalltown is back in 2020, just at a later date than usual.

The 16-inch men's softball tournament, which draws teams from across Iowa and out of state, will now be held July 10-12 at the Sixth Street Softball Complex in Marshalltown. The tournament was originally scheduled for late May, but

was delayed due to the pandemic. The tournament draws hundreds of players and hundreds of fans to Marshalltown for the weekend.

Several teams from the Chicago area are expected to play in the tournament this year.



Group loves R/C car track at Central Iowa Fairgrounds

Did you know there is a remote-controlled car track open for public use at the Central Iowa Fairgrounds in Marshalltown?

Marshalltown residents Mike Johnson and Walt Huffaker are joined by a small group of other retirees from throughout the state who utilize the track for their cars regularly.

"I've always been a kind of a gear head when I was younger and always loved cars," Johnson said. "It's a very nice track here."

The track is located on the eastern edge of the fairgrounds in Marshalltown. Check out a brief video on track at the Marshalltown Area Chamber of Commerce YouTube channel.



Thank you to all our sponsors! 51st Annual Scholastic Banquet

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Marshall County Abstract

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US Bank

Accura Healthcare

Ace Precision International

Bowman & Miller

Dr. David Clark

Dr. John Collison

Evans Abstract

JULY/AUGUST

Due to the COVID-19 many upcoming Chamber events are postponed or cancelled. For an up-to-date list of events please visit <https://www.marshalltown.org/work/chamber-calendar/>

July 3: Chamber office closed

July 23: Business After Hours:

Wandering Creek Golf Club

August 6: Chamber Ambassador

Golf Outing

upcoming **EVENTS**



Nick Diers
Agent



Pat Hageman
Agent



Marna Mitchell-Butler
Agent-CSA



Lance Horbach
Agent



Paul Beals
Agent



Tyler Siegle
Agent



Mark Riche
Agent



Dan Mead
Agent
Claims Administration



Rich Mahon
Agent



Doug Joslin
Agent



Bonnie Ortl
Processor



Robin Angstrom
Agent-CSA



Matt Roehgard
Information Systems



Kristi Carlson
Office Manager



Dana Rowley
Agent-CSA



Dana Nordstrom
Agent-CSA



Vivian Ceron
Agent-CSA



Heather Harus
Agent-CSA



Kathy Minkal
Administrative Assistant



Jasmin Cisneros
Administrative Assistant



Samantha Garrison
Agent-CSA



LeAndrea Abel
Administrative Assistant

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