

# theDIGEST

*distinctly different*

**January 2021**


**Volume 38, Issue 7**




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# AREA CHAMBER OF COMMERCE MARSHALLTOWN



## Grow with Google

### Free Seminars

Start the year off right by attending a Marshalltown Area Chamber of Commerce Google webinar. Enhance your business practices and learn relevant information that can help you grow your online presence. This is a free offering, but seats are limited. Eat lunch at your desk and watch one or all of the informative videos in this series.

Dave Meyer has more than 20 years of experience in marketing and communications and has presented digital marketing topics to thousands of people across the U.S. and Canada. Dave's presentations include more than 300 webinars on topics like SEO, advertising, content marketing, and sales strategy. Dave has a B.A. in Journalism and an MBA in Venture Management (Entrepreneurship).

To sign up for Grow with Google visit our website at [www.marshalltown.org/google-webinars](http://www.marshalltown.org/google-webinars)



#### Thursday January 7, 2021

**Time:** 12:00 – 1:00 pm

**Title:** Connect with Customers and Manage Your Business Remotely

**Description:** Discover Google tools that can help business owners work and manage their business during this time of uncertainty. Plus, get insights on more online and timely resources for small businesses.

#### Thursday January 14, 2021

**Time:** 12:00 – 1:00 pm

**Title:** Make Your Website Work for You

**Description:** In this presentation, learners will discover how to create a search-friendly website that drives user action and supports their goals. Whether launching a new website or sprucing up an old one, this workshop will help.

#### Thursday January 21, 2021

**Time:** 12:00 – 1:00 pm

**Title:** Reach Customers Online with Google

**Description:** Learn how your business can be found online with Google. This workshop explains how Google Search works and how you can improve a website's visibility with Search Engine Optimization (SEO). The session also introduces products like Google My Business, Google Trends, Search Console, Google Analytics, Google Ads, and more.

#### Thursday January 28, 2021

**Time:** 12:00 – 1:00 pm

**Title:** Use YouTube to Grow Your Business

**Description:** Get best practices for creating a YouTube Channel and compelling video content that promotes your products and services and drives engagement with your brand.

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

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## Have you thought of Your business's New Year's Resolution?

The holidays give many of us a break. It's a time where we relax, refresh, and think about what the future holds for us. While this year has been full of obstacles and challenges, in order for us to keep our businesses open we must be proactive and have faith that 2021 will look and feel better than 2020. Below are some ideas to keep in mind when creating a New Year's resolution for your business.

### Digitize, digitize, digitize

Perhaps your business is fully paperless, but many businesses still have opportunities to digitize their organization. Does this mean exactly? At the very least, it means scanning your important paperwork and shredding materials that you do not require paper copies of (please check with your attorney and/or accountant for any documentation you must maintain paper copies of). Utilize a shared-drive where files can be stored. This makes remote work much easier and streamlines overall business processes.

### Update your security – physical and cyber

Most people understand physical security for their office, such as gates, security doors, alarms, and cameras, but do you understand cybersecurity? Partner with a third-party service provider who can manage and maintain your cybersecurity. Remember, even if you are operating “in the cloud,” you still need cybersecurity!

### Assess your income stream and consider recurring income

Consider your business's income stream. Is it steady? Unpredictable? Are their steps you could take to make your income more reliable and consistent? Monthly or quarterly subscription boxes with products or services might be something for you to consider. These boxes can provide reliable income from subscribers and it keeps your brand and products in front of your customers.

### Utilize Search Engine Optimization (SEO)

Most people will use an online search engine to find a company or product, so make sure you are visible in cyberspace! You can capture qualified leads from SEO, and much like cybersecurity, there are third party companies out there that specialize in this.

We look forward to continue serving you in 2021!

**Last day to purchase Chamber Bucks before the holidays is December 23!**

# MEMBER SPOTLIGHT

## Dave Wright Auto

Dave Wright Auto is a combination of business units located in Marshalltown and Hiawatha. Offering brands like Dodge, Jeep, Ram, Buick, GMC, Honda, Subaru and Nissan, Dave Wright Auto has a huge selection and can make sure to find you something you are looking for. But selling vehicles isn't all that Dave Wright is known for. Superior service ranks high as they boast a knowledgeable sales staff, certified service technicians, and local family management for more than 30 years.

Brad Hood, General Manager of the Marshalltown locations, says that right now is a great time to purchase a vehicle. “The 2021 vehicles are arriving daily and they have huge factory incentives for us to move the remaining 2020

models.” According to Hood, they can also offer buying incentives on pre-owned vehicles. When asked why Hood enjoys this business, he said “I love sales and the interaction with the customer. It's rewarding to be able to earn the business of a customer and

it's even more rewarding when you make them a repeat customer.”

Repeat customers are abundant at Dave Wright Auto, with the many reasons to shop for your next vehicle there, including a great reputation, superior selection, one-stop shop with a financial services center, award-winning parts and service departments, price protection guarantee, client concierge service, convenient location, and most importantly – very knowledgeable staff. It's also important to note that you don't have to stop in-person to shop for a car or truck. You can hop on their websites and find whatever you are looking for: [davewrightcdjr.com](http://davewrightcdjr.com), [davewrightbuickgmc.com](http://davewrightbuickgmc.com), and [davewrighthonda.com](http://davewrighthonda.com).

If you would like to get out and see some vehicles, be rest assured that everything is sanitized and masks are on at Dave Wright Chrysler, Dodge, Jeep and Ram located at 907 N. 3rd Avenue and Dave Wright Buick, GMC, Honda down the road at 1000 North 3rd Avenue. Call 641-752-7101 today!



## Thank You Reinvesting Chamber Members

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

AAA Septic Service Inc.	13	Hunting the Moon Creative Studios	2
Accura Healthcare of Mtown	24	Hy-Vee Food Store	57
Anderson Funeral Homes	7	Iowa Wholesale Supply	46
aSPArations Salon & Day Spa	7	Joe Leonard	4
Jamie Bland	17	Journey Church	22
BMJ Insurance - Egygabroad	1	Landon-Landon & Associates	56
Brandenburg Tax & Accounting	13	Legends American Grill	11
C Eye Care	3	<b>Lydall Sealing Solutions</b>	<b>25</b>
Central Iowa Fair	16	Man's Best Friend	32
<b>Child Abuse Prevention Svcs</b>	<b>10</b>	Marshall County Supervisors	28
<b>Community Foundation of Marshall County</b>	<b>10</b>	Marshalltown Family Dentistry	7
Dairy Queen, Center Street	17	McRill-Stowell-Christensen Ins.	33
Domino's Pizza	37	Northwestern Mutual Financial	
Douglas Reese	6	Krough & Leth	31
El Portal, Inc.	11	Packaging Corp. of America	2
Elim Lutheran Church/Elim Children's Center	12	Quality Service Corp.	17
<b>Farmers Savings Bank</b>	<b>20</b>	Randall's Guitar School & Music Shop	8
Feller Roofing of Marshalltown	1	Re/Max Partners Realty	3
Git-N-Go Store	8	Riverside Cemetery	1
Glenwood Place Retirement Community	21	Salvation Army	23
<b>Great Western Dining</b>	<b>5</b>	Schendel Pest Control	26
Hammer Medical Supply	13	<b>Shoe Sensation</b>	<b>5</b>
Hardon's, Inc.	1	Southridge Specialty Care	52
Hartwig Plumbing & Heating	62	Spahn & Rose Lumber Co.	19
Hawkins Electrical Services Inc.	12	St. Francis Catholic School	13
Healing Hands Chiropractic	4	Superior Cleaning, Inc.	22
Hellberg's Jewelers	26	United Bank & Trust NA	18
Historical Soc. of Marshall Co.	14	Youth & Shelter Services of Marshall County	4
Hometown Veterinarian (The)	1	Zamora Fresh Market	2

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

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# LEADERSHIP

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Jeff Rasmussen, Treasurer  
John Dawley, Past Chair

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Todd Carl  
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Mike Fitzgerald  
Carol Hibbs  
Jessica Kinser  
Dan Moellers  
Abigail Pelzer  
Todd Steinkamp  
Dave Thompson  
Deb Wollam

## Ex-Officio

Dr. Theron Schutte, MCSD  
Dr. Kristie Fisher, IVCCD

## Staff:

**Lynn Olberding**  
President & CEO  
**Andrew Potter**  
Tourism Director  
**Keri Morris**  
Membership Director  
**Carlos Jeer**  
Economic Development Director  
**Sarah Marckres**  
Office Assistant



Pictured are Chamber President and CEO Lynn Olberding (left) presenting Shannon Naughton of **ServiceMaster of Marshalltown** the 2020 Woman in Business Award. The award was announced during the virtual Women in Business luncheon held on November 19.

Event Presenting Sponsor: **Emerson**  
Gold Sponsors: **Farmers Savings Bank** and **Trending Media**



Chamber Board Past Chair John Dawley, right, presented the Community Impact Award to Michele and Aaron Buzbee during the Chamber Annual Meeting held virtually on December 3. This innovative couple supports the community in many ways as well as through their businesses – **Fiddle & Whistle Irish Pub, Wayward Social and Zeno's.**

Event Presenting Sponsor: **Emerson**  
Lunch Sponsor: **Farmers Savings Bank**



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





(we just have to *brag a little*)

## Welcome to...

**McFarland Clinic** is pleased to announce that Heather Stevenson, ARNP and Jackie Wilson, ARNP will join McFarland Clinic's Marshalltown Family Medicine on December 15.

Heather received her Bachelor's Degree in Nursing from the University of Phoenix in Phoenix, Arizona.

She earned her Master's Degree in Nursing from Grand Canyon University in Phoenix Arizona. She went on to complete her Post-Master's Certificate from Purdue University Global in Des Moines.

Jackie received her Bachelor of Science in Nursing from Chamberlain University in Addison, Illinois and then went on to complete her Master of Science in Nursing also from Chamberlain University.

As Family Medicine providers, Jackie and Heather will provide services such as acute care for short-term illnesses, preventative care, health screenings and physical exams for all ages, immunizations, and treatment of complex/long-term medical conditions.



Heather Stevenson, ARNP



Jackie Wilson, ARNP

## Chamber events go virtual

Several Marshalltown Area Chamber of Commerce events scheduled for 2020 went virtual this fall after being postponed from the spring due to COVID-19. The 2020 Manufacturers Appreciation was held as a two-part series in October, featuring guest speakers from Kemin and Burke Corporation. Presenting sponsor: **Iowa Valley Continuing Education**. Gold sponsors: **Alliant Energy** and **Woodruff Construction**.

In November, the Women in Business luncheon was held via Zoom webinar, with keynote speaker Rita Perea. Attendees learned ways to cope with change and challenges. Presenting sponsor: **Emerson**. Gold sponsors: **Farmers Savings Bank** and **Trending Media**. Silver sponsors: **Packaging Corporation of America (PCA)**. Gift bag sponsor: **Bergman Tax & Accounting**.

December 3 saw the Chamber's 122nd Annual Meeting, held virtually for the first time in the Chamber's history. Special thanks to **Anderson Funeral Home** and **KDAO AM-FM-TV** for their help in broadcasting keynote presentation by Van Harden to the audience. Presenting sponsor: **Emerson**. Lunch sponsor: **Farmers Savings Bank**.

Thank you to our sponsors and participants for being flexible with our event schedule this year! We look forward to gathering together again and hope to have in-person events in 2021.



Van Harden of WHO Radio talked about his 50-year radio career as the keynote speaker during the Chamber's Annual Meeting held virtually on December 3.

Event Presenting Sponsor: **Emerson**

Lunch Sponsor: **Farmers Savings Bank**



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**



The Chamber Ambassadors held a ribbon cutting at **Lillie Mae Chocolates** at 217 N. 13th St. on November 24.

## 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

## Chamber Bucks FAQ

.....

### How do I purchase Chamber Bucks?

Chamber Bucks can be purchased at the Marshalltown Area Chamber of Commerce office located in the lower level of Trinity Lutheran Church at 1011 S. 3rd Avenue.

Chamber Bucks come in \$5, \$10, and \$25 increments. We accept cash, check, or credit card for payment. Need to place a large order? You can pre-order Chamber Bucks by contacting Sarah Marckres at the Chamber office ([office@marshalltown.org](mailto:office@marshalltown.org) or 641-753-6645).

### Where can I use my Chamber Bucks?

Chamber Bucks can be used at any business or organization that is a member of the Marshalltown Area Chamber of Commerce. In addition to redeeming Chamber Bucks at retail locations, you can use them to pay a utility bill or donate to a local charity/non-profit! Contact our office for an updated copy of the Chamber Bucks Redemption list.

### How do I use my Chamber Bucks?

Chamber Bucks are treated like cash. Simply hand the Chamber Bucks over to the business or organization that you are redeeming them and that’s it!

### I am a Chamber member business/organization. How do I accept Chamber Bucks?

All Marshalltown Area Chamber of Commerce members can accept Chamber Bucks just like they would cash/check.

1. If the payment is more than the amount of the bill, simply give the customer change.
2. Be sure to stamp or otherwise clearly endorse the back of the check so that your organization name is clearly visible.
3. Deposit Chamber Bucks checks along with other checks and cash in your normal bank deposit. The full amount of the Chamber Bucks check will be credited to your account.

**It’s that simple!**

**Don’t see your question answered here? Contact the Chamber Office for more information.**

*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](mailto:kmorris@marshalltown.org) or call at 641-753-6645.*

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



## 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.*

### First Wealth Financial Group, Inc.

Bryce Williams, Financial Advisor

Breton Williams, Owner

16 E Southridge Road, Unit 1602

641-352-3060

[www.firstwealthfinancialgroup.com](http://www.firstwealthfinancialgroup.com)

*Investment management and financial consulting*

### Servpro Marshalltown

Matthew Weeks, Sales Manager

608 Maytag Road

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## Wellness Tip



### Decrease Stress by Making Alternate Plans

This holiday may look different because of Coronavirus. Many family members may not be getting together. This can be stressful to parents and to children. It's important to make alternate plans. What are your family's favorite traditions, and which will you miss the most? Discuss creative ways your family can safely adjust your traditions to make them possible and joyful during a pandemic.



# BUSINESS DIRECTORY

## ADVERTISING SPECIALITIES

### MARSHALLTOWN TIMES-REPUBLICAN

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## APARTMENTS

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Norma J. Meade  
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[www.marshalltownlaw.com](http://www.marshalltownlaw.com)

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**752-8800**

### GRIMES, BUCK, SCHOELL, BEACH & HITCHINS

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Kevin R. Hitchins  
Jeffrey P. Hazen  
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Zachary Louton

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## CREDIT UNIONS



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# BUSINESS DIRECTORY

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**SALVATION  
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Marshalltown  
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[www.randallsguitarschoolandmusicshop.com](http://www.randallsguitarschoolandmusicshop.com)

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Steve Hubbard • Adam Grant



## www.marshalltown.org Statistics

	November '20	Avg/Month	YTD Total
Unique Visitors	6,178	14,731	88,384
Number of Visits	16,856	33,778	202,665
Page Views	580,451	530,026	3,180,156
Hits	834,470	964,174	5,785,042

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.



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



**Chamber office closed**  
**December 24 - January 1**

## COVID-19: Looking at the positives

As the media continues to paint a grim picture of the effects COVID-19 has had on society, it is important to take a step back and look at the positives. Our days might just get brighter. Whenever something negative happens, there will be some good that comes out of it. After almost 9 months into the pandemic, businesses have learned to quickly adapt in times of crisis. Companies across the board have leveraged online platforms to run their businesses. From small restaurants to large corporations, they have found new ways to reach their customers successfully. Additionally, many families have had an opportunity to work remotely, allowing them to spend more time with their children and take a break from their daily commute. Moreover, millions of people have committed to making personal hygiene a priority. If we have learned anything from this experience it is that business continuity matter, especially during these challenging times. Ultimately, this experience has sharpened our rapid response at all levels. Locally, we have witnessed a renewed sense of community support in buying local. The Chamber has promoted a “Buy Local” message for decades and especially pushed that message throughout 2020. And the public listened. We need to continue to support local businesses into 2021 and beyond to keep and expand them here.

### Economic Statistics

#### Employment – Marshall County - October

(Source: Iowa Workforce Development)

	2020	2019
Labor force	16,640	18,150
Unemployed	620	510
Percent unemployed	3.7	2.8
Total employment	16,020	17,640

#### Marshall County Construction - October

(Source: Marshalltown Building Department)

	2020	2019
Building permits	60	48
New Residential Construction	\$243,000	\$105,000
Residential Addition/Remodeling	\$164,000	\$223,000
New Commercial/Industrial Const.	\$2,390,000	\$912,000
Commercial/Industrial Remodeling	\$9,468,000	\$2,310,000

#### Housing Sales Data - November

(Source: Mid-Iowa Regional Board of Realtors)

	2020	2019
Single family home sales	42	25
Average sale price	\$167,783	\$156,644
Median sale price	\$137,900	\$130,000

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## 10 things to look forward to in Marshalltown in 2021

1. **Check out the newly renovated Veterans Memorial Coliseum.** The multi-purpose facility is expected to be back in operation in January and it is already looking good.

2. **Have a round of tennis or pickleball at the new Marshalltown Court Complex at Marshalltown High School.** The impressive complex features 12 tennis courts and three pickleball courts and is open for public use.

3. **The return of Oktoberfest.** The 2020 version was canceled due to the pandemic and we expect many community members to look forward to the annual Marshalltown festival in September of 2021.

4. **Outdoor concerts at Grimes Farm.** This year's concerts were cancelled but we can't wait until 2021 to visit the Leonard Grimes Amphitheater, which is a perfect setting for outdoor live music.

5. **The return of the Central Iowa Fair.** This is always a great community gathering and helps many "city folk" learn about life in the country. Animals, events, music and fun galore!

6. **Bike the trails through Marshalltown.** Dozens of miles of bike trails wind through Marshalltown, so get your helmet on and get active and enjoy the varied scenery through town.

7. **Being back in the Marshalltown Public Library.** We've had limited access to the facility in recent months, so it will be so much fun to roam around and find that perfect book or attend one of their special events or meetings.

8. **Dine in one of our many restaurants.** Marshalltown is known for its variety of restaurants, so take time to enjoy them and support your community.

9. **Attend a youth sports tournament.** Marshalltown is a hot bed for youth sports activity throughout the year. Check out a baseball or softball tournament, soccer match, gymnastics event and more and experience youth participating for the love of the game.

10. **Fourth of July fireworks.** Even the pandemic couldn't keep the fireworks show from going on in 2020. We can't wait until the 2021 version to keep the tradition going in Marshalltown.



## Next Tourism Grant deadline is January 4

Each fiscal year, Marshalltown Area Chamber of Commerce Tourism sets aside a portion of its budget to offer financial assistance for meetings/events held in Marshalltown. This funding is acquired through the collection of Hotel/Motel tax dollars.

The grants are reserved to provide assistance for marketing purposes to help increase potential overnight tourism in Marshalltown.

Grants can be offered in capital projects that would increase tourism or for conventions, meetings, sporting and community events.

Grants applications are evaluated by a committee and awarded on a quarterly basis. The next quarterly grant deadline is January 4, 2021. Please contact Tourism Director Andrew Potter for more information or for grant application materials at 641-753-6645 or email at [apotter@marshalltown.org](mailto:apotter@marshalltown.org).

## Golf Simulators Come to Wandering Creek Golf Course

A fun new activity recently opened at Wandering Creek Golf Course: two indoor golf simulators. For those who are not golf-savvy, a golf simulator is a system to play, practice, and improve. Simulators include a large screen with a mat that simulates grass with plenty of space to swing. Terry Buzbee, Wandering Creek's owner, says "Simulators are truly the newest wave of technology and allow you to play golf, rain or shine, as it's indoors!"

Buzbee goes on to say "We wanted to offer a golf option in Marshalltown that could appeal to all age groups and skill levels. Everyone is looking for activities during the winter months and indoor golf is the answer. Our system allows you to play more than 90 different courses all over the world. Our golf simulators use digital ball flight technology to interpret the quality and accuracy of your shot just like if you were on a real course. This is going to be very popular and another example of Marshalltown: More than Ever."

Wandering Creek is located at 2436 233rd St. Call 641.752.4615 or visit [www.wanderingcreekgolf.com](http://www.wanderingcreekgolf.com) for more information.



### DECEMBER/JANUARY

December 24-January 1: Chamber office closed

For an up-to-date list of events please visit [www.marshalltown.org/work/chamber-calendar/](http://www.marshalltown.org/work/chamber-calendar/)

**Happy Holidays!  
Happy New Year!**

upcoming  
**EVENTS**

 Paul Ingleman Agent	 Morris Mitchell-Buher Agent-CSA	 Lance Horbach Agent	 Tyler Sipple Agent	 Paul Beas Agent	 Mark Enoch Agent	 Austin Blum Agent	 Rich Mahon Agent	 Doug Joslin Agent
 Bonnie Ort Processor	 Robin Angelman Agent-CSA	<div style="text-align: center;">    <b>AssuredPartners</b>      <b>THE POWER OF CHOICE!</b> </div>				 Matt Ruestgard Information Systems	 Kristi Carlson Office Manager	
 Dana Rowley Agent-CSA	 Carla Nordstrom Agent-CSA					 Vivian Caron Agent-CSA	 Heather Harris Agent-CSA	
 Kathy Merrill Administrative Assistant	 Joseph Cernoni Administrative Assistant					 Samantha Garrison Agent-CSA	 LeAnnita Abel Administrative Assistant	
<p><b>11 EAST CHURCH STREET - MARSHALLTOWN, IA</b>  <b>(641) 752-4618</b>  <b>AUTO - HOME - BUSINESS - FARM PROPERTY &amp; LIABILITY - CROP/HAIL - LIFE</b>  <b>HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES</b>  <b>LOCAL CLAIMS SERVICE</b>  <b><a href="http://www.InsureCentralIowa.com">www.InsureCentralIowa.com</a></b></p>								