



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE

SBDC Webinars

In March, the Marshalltown Area Chamber of Commerce is partnering with the Small Business Development Center (SBDC) to offer free webinars to our members and the public.

“We are always looking for ways to continue to provide value to our members and offering free, online education is a great way to do it,” said Marshalltown Area Chamber of Commerce Membership Director Keri Morris. “The SBDC helped us recruit some very knowledgeable speakers from across the state of Iowa for these webinars. Each event will be held over the lunch hour so folks can eat lunch while at their desks, participating in the online training. We encourage anyone and everyone to register. Once you register and attend, you could win \$20 in Chamber Bucks!”

Webinar Schedule:

March 17 – 12:00 p.m.

Down and Dirty of Digital Marketing Management – Darcy Swon, inTANDEM marketing
Your digital marketing program doesn’t have to stress you out. Learn how to make your digital marketing more manageable, effective and appear effortless.

March 24 – 12:00 p.m.

Hire'em Right – The Evolution – Kris Pruismann, SHRM-CP, PHR
The best hiring philosophy is one that is well thought-out, executed properly and serves the unique needs of the organization. Get the information you need to create an effective hiring process and learn how your gut plays a role.

March 31 – 12:00 p.m.

Financial Resiliency- Joel Youngs, CBA, Eastern Iowa SBDC
How’s your cash flow? Do you know what to do when cash doesn’t go according to plan? Learn tips for leading your finances, and charting the course for a steady financial future.

The webinar series is being sponsored by Pinnacle Bank and M. Gervich & Sons, Inc. This series is free and open to the public but does require registration. Please go to www.marshalltown.org/sbdc-webinars to register.



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MEMBER SPOTLIGHT

Glenwood Place Retirement Community prides itself on being Marshalltown's premier retirement community. A year of complex challenges with novel COVID-19 wreaking havoc on senior care communities across U.S., the 2020 stage was set to be a difficult one to say the least.

Pre-COVID Glenwood Place was a social destination – a firm believer in an open-door policy, a seat for everyone at the table. The hallways filled with giggles from great-grandchildren as they raced to the Schwan's ice cream machine. The gathering rooms often hosted Red Hatters, P.E.O. groups, men's coffee, church groups, duplicate bridge, live music, birthday open houses, etc. An enriched, social lifestyle was a bonus amenity Glenwood Place was proud of. As the world shifted to social distancing, so did Glenwood Place. A different type of pride fills the community now: a healthy and safe place for seniors to live together in Marshalltown.

Despite 2020 being so very difficult for staff and residents, the community continued to shine. Glenwood Place has remained COVID out-

break-free for the entire duration of the pandemic. "Diligent personal protection equipment (PPE), contact tracing, and staff testing have kept our residents

safe," says Pamela Wells, Director. "Our lifestyle has changed, but our mission remains the same; to provide red carpet service in every aspect of life to our residents and their families."

Additional highlights from 2020 include: being recognized as R.I.-free (regulatory insufficiencies) during the 2020 recertification from the Iowa Department of Inspections and Appeals, and 2020 Customer Experience Award in 12 separate categories from Pinnacle Quality Insight, a customer satisfaction firm. The Customer Experience Award is awarded to care providers who have achieved best-in-class customer satisfaction standards within their peer group.

Glenwood Place is located at 2907 S. 6th Street in Marshalltown, and provides townhomes, independent and assisted living apartments, memory care, and respite care. For additional information, visit www.glenwood-place.net or call 641-752-8410.



Why do you choose the



MARSHALLTOWN AREA CHAMBER OF COMMERCE ?

Testimonial videos tout benefits of Chamber involvement

It's exciting to hear how the Marshalltown Area Chamber of Commerce supports local businesses, agencies and the community as a whole.

This is never more evident than in our new testimonial video series titled "Why do you choose the Chamber?"

These videos feature local business owners and other community members talking about how they benefit from membership in the Chamber.

So far, the video series has featured Kim Jass-Ramirez and Carol Hibbs from the Marshalltown YMCA-YWCA, Brittany Tow from Brit Marie's Country Boutique, Marshalltown Community School District Superintendent Dr. Theron Schutte and Cynthia Ragland of C Eye Care.

Each has their own unique story about how Chamber membership has benefited them. Check out these videos on the Chamber Facebook page and Chamber YouTube channel. Be on the lookout for more videos in the future.



Brittany Tow from Brit Marie's Country Boutique

Thank You Reinvesting Chamber Members

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

Accu-Tax	21	MEMBERS1st Community	
American Legion #46		Credit Union	4
Golf Course & Lounge	5	Midland	21
Bankers Advertising Co.	3	MinuteMan Printing & Graphics	25
BeMobile Verizon	11	My Dinosaur Dreams	1
Brian's Collision Clinic	7	New Hope Christian Church	1
Cartwright Downtown		New Horizons Realty	22
Farmer's Market	1	Nutrien Ag Solutions	29
F & J Racing	13	Packers Sanitation Services Inc	3
Grandview Heights	25	Pat Gulbranson	9
Guiding Star Marshalltown	1	Pizza Hut Delivery	28
Ingold Group, LLC	3	Premier	19
Jiffy Convenience Store	28	QPS Employment Group	6
LifeServe Blood Center	20	TIG Distributing, Inc.	10
MAMA DiGrado's		Trinity Evangelical	
PASTA & PIZZA	14	Lutheran Church	16
Marshalltown Christian School	15	UPS Store, The	16
Mass Mutual		Wayward Social	3
Financial - Tom McCoy	31	Wertzberger Architects, P.C.	26
McDonald's	48		

Free Business Recycling at Mid-Iowa Workshop

Chamber member, Marshall County Landfill, now offers residential recycling drop-off at the landfill site. Recycling has been mandatory since 1995 for all of Marshall County, including glass, cardboard, paper, tin, and #1 & #2 plastics. These items should be clean, dry, and separated by material type. Plastic bags can be taken to your local store that has a collection bin for safe processing.

Residents can now have their local hauler collect their recycling curbside, take their recycling to 12th St Recycling, or bring it to the landfill (Located at 2313 Marshall County Blvd.) during business hours. The landfill is open Monday – Friday 8:00 a.m. – 4:00 p.m. and Saturday 8:00 a.m. – Noon. Each of these options will have a minimal fee for residents.

Business should take their recycling directly to Mid-Iowa Workshop, located at 909 S 14th Ave, Monday- Friday from 6:00 a.m. – 2:30 p.m. This service is free to local businesses.



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Marshalltown More Than Ever marketing materials now available

The Marshalltown More Than Ever brochures and table tops are now available for pick up at the Chamber office. These are free promotional items for your business to help promote and support our community. The Chamber office is located in the lower level of the Trinity Lutheran Church at 1011 S. 3rd Ave. Office hours are Monday-Thursday 8:00 a.m. to 5:00 p.m. and Friday 8:00 a.m. to 4:00 p.m.

Chamber connects with local legislators during Friday Forums

The Chamber held the first of two Friday Forums with our local legislators on February 12 via Zoom. The forum featured Chamber President & CEO Lynn Olberding, State Representative Sue Cahill, State Representative Dean Fisher and State Senator Jeff Edler (not pictured). The next forum will be held at noon on March 26 via Zoom. Check your Chamber emails or our Facebook page for the link prior to the next forum. The forums are open to the public and participants can send in their questions via the chat function of Zoom.



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Reminder!

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relocated.**

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Lutheran Church at
1011 S. 3rd Ave.
*Please mail payments and
correspondence to
P.O. Box 1000.*



(we just have to *brag a little*)

Congratulations

Pamela Wells, Director at **Glenwood Place**, was recently named 2020 Director of the Year by Jay-bird Senior Living. Candidates for this award have demonstrated unmatched leadership of their community, resulting in happy residents, gratified team members, exemplary quality standards and overall community success. This was the inaugural award cycle with 11 awards given within the portfolio of over 60 properties across the Midwest.



"Her work ethic is unmatched, but that really isn't what I admire most about her. I admire her passion, her class, her reputation she has built in the world of senior care in Marshalltown, her spirit, her endless knowledge, her compassion, her dedication, her drive to provide the very best, her party planning skills (honestly the lady puts on quite the events!). She is so genuine and loves hard," beams Brooke Davis, Community Relations Coordinator for Glenwood Place.

Pamela has been a prominent leader in the industry for nearly 10 years. Her dedication to her residents and their families does not go unnoticed. Because of Pamela's vision and example, Glenwood Place is a destination for residents and job seekers alike. Despite the pandemic, the community has maintained reliable staff, and a waiting list of residents.



Pinnacle Bank would like to congratulate Roger Gilbreath on his retirement. Gilbreath has been a valuable employee of Pinnacle Bank serving as Vice President/Loan Officer in the Toledo branch for over 5 years and has a full banking career of over 19 years. Prior to banking, he worked for Fareway Stores. During his time at Pinnacle Bank, he was a member of the Tama/Toledo Chamber of Commerce board and served as its president in 2020.

"Pinnacle Bank wishes Roger and his family the best in his retirement," stated Damon Morrison, president of Pinnacle Bank. "Roger was a key officer in the growth of the Tama/Toledo market for Pinnacle Bank during his 5 years of employment, and he and his years of experience and knowledge will be missed."

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.

Welcome

Kendra Sorensen has taken the reins as the new executive director of the **Marshalltown Area United Way**.

Kendra primarily grew up in Iowa and has lived in Marshalltown for more than 20 years. She thoroughly enjoys spending time with others and is passionate about serving the community. She has volunteered for many local organizations including the Marshalltown Art Festival, the 13th Street District, Boy's State Swim, MASC, Awana, Fisher Elementary PTO, and RAGBRAI.



Kendra is thrilled to serve as executive director for the Marshalltown Area United Way and looks forward to building relationships and supporting programs that improve the quality of life in our community.

Membership Hack: Utilize local resources to be better at what you do!

The Marshalltown area has a community college that boasts a robust offering of continuing education classes to enhance your job skills and performance. From obtaining a CDL license to digital marketing, Iowa Valley Continuing Education has a wide variety and most classes are available online! For more info, visit ce.iavalley.edu.

In January, the Marshalltown Area Chamber of Commerce partnered with Google for a series of free webinars. In March, we are partnering with the ISU Small Business Development Center to provide webinars on business-related topics that apply to any business or organization. These are free, open to the public, and offered over lunch breaks. Register online at www.marshalltown.org/sbdc-webinars/

You know the Marshalltown Public Library has thousands of books to choose from. But did you know they also offer free audio books? Through free apps like Hoopla, Bridges, and Odilo, you can borrow e-books, audio books, movies, television shows, or music. This is a great option when you're on the go – listen in your car, over a lunch break, or even when you find a few free minutes to yourself. They have a variety of fiction and non-fiction titles. For more information, visit www.marshalltownlibrary.org/ebooks-audio/.

Chamber Bucks are available year-round and make great gifts!

To order call or email

641-753-6645

office@marshalltown.org



CHAMBER AMBASSADORS VISITS

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

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.

3rd Annual Women in Business event

Join the Chamber and presenting sponsor Emerson for the 3rd Annual Women in Business event on April 21, 2021. This year's event will take place at Elmwood Country Club (social distancing practices in place, masks required) with a to-go lunch provided at the end of the keynote presentation by Miriam Erickson Brown, President/CEO of Anderson-Erickson Dairy Company.

Registration required. Open to any employee of Chamber member business/organization. Cost is \$35/person. Program from 11:00 a.m. until noon.

Register at www.marshalltown.org/womeninbusiness

This event made possible by the following sponsors:

Presenting Sponsor: Emerson

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Shop Local Opportunity

The Marshalltown Area Chamber of Commerce is in the business of encouraging the public to "shop local" and we want to provide you with a great opportunity! The Chamber is collecting gift ideas for Mother's Day and Father's Day and will promote these ideas on our website. We're asking Chamber members to submit gift ideas from your business to Keri Morris (kmorris@marshalltown.org), attach a photo and description of an item or service that would make a great gift idea for moms or dads. To be included in one or both of these free promotional opportunities, please submit your information on or before March 31. The webpage will go live mid-April. We hope this will inspire folks to shop local during these upcoming holidays.

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

Thank You Ambassadors!





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.

Aaron's Handyman Service

Aaron Steward, Owner

641-750-1778

www.aaronshandyman-service.com

Aaron's Handyman Service specializes in concrete and construction, as well as lawn care and snow removal. Free estimates available.

Cricket Wireless

Daniel Freese, Regional Manager

6 Iowa Ave E, Marshalltown

641-691-121

www.cricketwireless.com

Cricket Wireless is an American wireless service provider, owned by AT&T Inc. It provides wireless services to 10 million subscribers in the United States.

Lara's Bakery 3

Gabriella Cano, Owner

701 North 3rd Ave, Suite C, Marshalltown

641-752-0152

www.larasbakery3.com

Established in 2016, Lara's Bakery is a large bakery offering donuts, bread, cakes, pastries, cheesecakes, flan, muffins, cupcakes, catering, and much more. Open seven days a week from 8:00 a.m. until 9:00 p.m.

Marshall County Landfill

Don Ballalatak, Manager

Jennifer Clemann, Recycling Education Coordinator

2313 Marshalltown Blvd., Marshalltown

641-752-0646

www.marshallcountylandfill.org

The Marshall County Landfill, located in Marshalltown is a solid waste disposal facility that buries trash and garbage beneath layers of soil or other cover materials. They also educate the public about recycling.

REM Iowa, Inc.

Aly Wenner, Program Director

21 S 2nd Ave, Marshalltown

641-753-4133

www.remiowa.com

Since 1979, REM Iowa has provided quality services to adults and children with intellectual and developmental disabilities and other complex challenges. They also offer services for adults with brain injuries and provide a range of programs, including residential services and day and vocational programs.



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Steve Hubbard • Adam Grant



www.marshalltown.org Statistics

	January '21	Avg/Month	YTD Total
Unique Visitors	7,005	7,005	7,005
Number of Visits	17,901	17,901	17,901
Page Views	321,461	321,461	321,461
Hits	490,782	490,782	490,782

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.

Wellness Tip



Being in the full swing of tax season, fractious couples should strategize on ways to avoid chronic money fights. For example, try communicating financial information through notes or other modes that won't carry an accusatory tone.



Find Marshalltown Area Jobs
www.marshalltown.org/jobs

Mastered in Marshalltown

Marshalltown area residents ought to be proud of what is made here. With almost 40,000 people in Marshall County, our industrial presence is strong. Many of the products made here are sold all over the world. In an era where globalization has gained strong footing and the old struggles in communication and transportation have now become a thing of the past, the Marshalltown area remains a stronghold for industrial production in the state of Iowa.



As you go about your day to day, at work, traveling, or hanging out with family, make sure you tell others about what is happening in your community and what is made here. People need to remember us by what we produce and the quality of their experiences when they visit.

The Marshalltown Area Chamber of Commerce is committed to economic prosperity. We want to see your company flourish here – if you are looking to launch a new restaurant, coffee shop or want to develop the next groundbreaking software as a service, let's talk! How would you like to be a part of a collaborative community, where thriving companies have been started and expanded? Our business and civic leaders are truly committed to see this region thrive and grow!

Did you know that your product, too, can be mastered in Marshalltown? Contact Carlos Jeer at 641-753-6645 to learn more.



Pick up a copy of This Is Iowa magazine at the Chamber office.
(1011 S. 3rd Ave, lower level)

Economic Statistics

Employment – Marshall County - December	2020	2019
(Source: Iowa Workforce Development)		
Labor force	16,680	18,130
Unemployed	970	1020
Percent unemployed	5.8	5.6
Total employment	15,710	17,110
Marshall County Construction - December	2020	2019
(Source: Marshalltown Building Department)		
Building permits	12	11
New Residential Construction	\$21,000	\$4,000
Residential Addition/Remodeling	\$55,000	\$659,000
New Commercial/Industrial Const.	\$52,000	\$0
Commercial/Industrial Remodeling	\$7,604,000	\$4,509,000
Housing Sales Data - January	2021	2020
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	9	21
Average sale price	\$141,849	\$97,757
Median sale price	\$130,000	\$84,000

Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM

Need an employee?

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Check out the Chamber's online Marshalltown

Job Postings at:

www.marshalltown.org/jobs

The Lincoln Highway Heritage Byway Receives Grant to Create Courthouse Interpretive Panel

The Lincoln Highway Heritage Byway managed by the not-for-profit Prairie Rivers of Iowa has received a tourism grant from the Marshalltown Area Chamber of Commerce to create and install an interpretive panel at the Marshall County Courthouse.

The panel will provide travelers along the byway with historical information about the courthouse's site selection, original construction and dedication in 1866, the subsequent addition of the clock tower in 1900 and more. The recent history surrounding courthouse damage and repairs due to the 2018 tornado and 2020 derecho, including the March 31, 2020 return of the dome as Marshalltown Strong onlookers cheered on, will be featured as well.

The chamber grant is being leveraged with grants from Union Pacific and Humanities Iowa to help complete the project according to Prairie Rivers of Iowa's Lincoln Highway Heritage Byway Coordinator Jan Gammon. "We've been working for a while now to make this project a reality to help increase the number of byway travelers to Marshall County while encouraging them to stop and embrace its rich history," says Gammon.

"We are excited to support this project and look forward to seeing it as a great addition to our Marshall County Courthouse and the Marshalltown downtown," said Marshalltown Area Chamber of Commerce Tourism Director Andrew Potter, "We have always cherished our Lincoln Highway tradition here and this project will ensure that will continue into the future."

The not-for-profit Prairie Rivers of Iowa has managed the Lincoln Highway Heritage Byway for nearly fifteen years promoting historic preservation and economic development along Iowa's 460-mile route that includes welcoming communities like Marshalltown. Future plans encompass the hope of obtaining National Scenic Byway designation while continuing to improve preservation, interpretation and recreation efforts for the benefit of travelers and the communities they visit.

New tennis courts land USTA adult tournament for June

The new tennis courts at Marshalltown High School have only been open since last November, but they are already paying big dividends for the community.

The United States Tennis Association has announced that the Marshalltown Court Complex will host the Iowa Adult League District Championship events June 12-13, 2021. The event is expected to have more than 100 competitors.

"It just really validates the caliber of facility that we put together," said MHS boys varsity tennis coach James Christensen, who submitted the bid to the USTA. "This was our first major bid for a tournament and to receive such good feedback was incredible. I look forward to showcasing the complex and our town to the 100-plus players that come that weekend."

The complex will also host two youth tournaments this summer, certain to draw hundreds of more people to Marshalltown.

The new complex built on the footprint of the old MHS tennis courts features 12 tennis courts and three new pickleball courts that are open for public use as well. Christensen said the former courts were deteriorating and he appreciates the support from the city, school district and USTA to bring this project to light. He is excited to not only draw more people to the community, but to have a facility that can be used by the MHS teams and other local residents as well.

"While I'm super excited that our restaurants, gas stations and hotels will see a bump in business, the impact on our tennis community is the main attraction for me," he said. "The pickleball courts are a nice addition as well as that community is super dedicated."



Next deadline for Chamber Tourism quarterly grants is April 1

The Marshalltown Area Chamber of Commerce offers tourism grants to help increase potential overnight tourism in Marshalltown. There are two types of grants – local events (or meetings and conferences) and capital funding. These grants can help offset the cost of hosting an event or can help fund a special project that would increase visitors and interest in Marshalltown.

The grants are awarded quarterly with the next deadline for applications being April 1. A grant committee evaluates each application and many grants range from a few hundred dollars to thousands of dollars, depending on the tourism impact.

To receive an application contact Tourism Director Andrew Potter at apotter@marshalltown.org. For more information on the grants call the Chamber office at 641-753-6645.



Local band Grand Marshall is pictured during a night of live music at the Central Iowa Fairgrounds on February 13. The fairgrounds will also host live music shows on March 20 and April 10. For more information see the events calendars on the Chamber website at www.marshalltown.org.

MARCH/APRIL

March 17: SBDC Webinar

March 24: SBDC Webinar

March 26: Friday Forum

March 31: SBDC Webinar

April 2: Chamber office closed

April 8: Ladies Night

April 15: Ladies Night

April 21: Women in Business

April 22: Ladies Night

For an up-to-date list of events please visit www.marshalltown.org/work/chamber-calendar/

upcoming EVENTS



Pat Hageman
Agent



Mona Mitchell-Butler
Agent-CSA



Lance Horbach
Agent



Tyler Siagle
Agent



Paul Beals
Agent



Mark Rohde
Agent



Austin Blum
Agent



Rich Mahon
Agent



Doug Joslin
Agent



Bonnie Chrt
Processor



Robin Angstrom
Agent-CSA



Daria Rowley
Agent-CSA



Carla Nordstrom
Agent-CSA



Kathy Minzel
Administrative
Assistant



Jasmin Cisneros
Administrative
Assistant



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HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES

LOCAL CLAIMS SERVICE

www.InsureCentralIowa.com



Matt Roelsgard
Information Systems



Kristi Carlson
Office Manager



Vivian Ceron
Agent-CSA



Heather Harus
Agent-CSA



Samantha Garrison
Agent-CSA



LeAndrea Abel
Administrative
Assistant