



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE

Chamber to host 52nd Annual Scholastic Banquet

For the second year in a row, the Chamber's annual Scholastic Banquet will be held virtually. The event recognizes the top 5% of graduating seniors from Marshall County High Schools. Seniors from East Marshall, Green Mountain-Garwin (GMG), Marshalltown, and West Marshall High Schools will be honored.

In a typical year, the event would be held in person with a keynote address by a local community leader. For the 2021 Scholastic Banquet, honorees will receive words of wisdom from some of the event's past keynote speakers.

"Congratulations on your success thus far in your life. Now as you head into your next chapter think about these suggestions:

- 1) Treat each experience as a way to learn about yourself and focus on how you address success and the failures - you will see you learn much more from failure and it can be a good thing.
- 2) Remember that listening is a skill of the most successful people.
- 3) Be the agent for change if you are given that opportunity and if you are confident and collaborative, you can make a difference," shared past speaker Sharon Greer.

"We know that so many things have had to be cancelled or changed for this year's Senior class, but because of tight schedules and continued concern about social distancing, we made the difficult decision to recognize the academic achievements of these young people through social media and The Chamber Digest," said Chamber President & CEO Lynn Olberding.

Each recognized graduate will be featured on the Chamber's social media pages, will appear with other honorees in next month's issue of The Chamber Digest and will receive Chamber Bucks to spend at a local Chamber member.

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THINK LOCAL FIRST!**

MEMBER SPOTLIGHT

El Ranchero at the Best Western Regency Inn

A new restaurant is open in Marshalltown! El Ranchero is located at 3303 S. Center Street on the south side of the Best Western Regency Inn. El Ranchero offers a mix of Mexican and American food offerings. The restaurant opened in mid-April and is ready for patrons to try it out.

What makes El Ranchero unique is that it is not a chain and has offerings for everyone, says General Manager, Holly Johnson. "We offer Mexican and American food so there is something for every family member. We also have a fresh take on some Mexican seafood dishes that you may not normally find at other restaurants." Johnson says "The Best Western is in the process of making renovations and remodeling every guest room, as well as the lobby, over the next two years and since we completely remodeled the restaurant recently, we plan to leave the décor 'as is.'"

Although the décor inside the restaurant will mostly be the same, as with previous tenant Bella Sera Italian Cuisine, El Ranchero will feature multiple 70-inch televisions throughout to give it a 'sports bar' feel. A full bar will be available, as well free refills on soda.

Some of the menu offerings include pork tenderloin sandwich, french dip, buffalo chicken wrap, build-your-own burger, el ranchero burger, carne asada, shrimp Mexican dishes, tilapia, fajitas, seafood tacos, taco quesadillas, garlic cheese curds, breaded portabella mushrooms, lobster ravioli, pizzas, desserts including chocolate chip skillet cookie, and dessert of the day.

Dine-in hours include: Tues – Thurs 4:00 p.m. – 9:00 p.m., Fri and Sat 11:00 a.m. – 10:00 p.m., Sun 11:00 a.m. – 6:00 p.m. and closed on Mondays. Call 641-752-6321 for take-out and Delivery.com for delivery options.



Thank You Reinvesting Chamber Members

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

Black Tire Bike Company	36	Midwest Merchant Processing	8
Ethington Heating & Cooling	28	Northwestern Mutual	
Hardon's, Inc.	2	Financial - Krough & Leth	32
Heart of Iowa		Optical Center	23
Big Brothers/Big Sisters	19	Sign Creations	21
In Stitches	6	State Farm Insurance	
Jim Bell Flooring	9	Phyllis Mazour	26
Kibbey Lofts/Van Gogh's	2	Stucky's Vacuum Store & More	7
Marshall County ISU Extension	28	Superior Cleaning, Inc.	23

Membership Hack:

Importance of Supporting the Chamber

Many of you may have been contacted by a volunteer or Chamber staff regarding sponsorship of a Chamber program or event. Supporting the Chamber is supporting economic development, tourism, and growth of businesses in Marshall County as well as promoting your business or organization.

The Chamber is a 5-star accredited chamber by the U.S. Chamber of Commerce and the Marshalltown Chamber does great things. Part of this 'greatness' comes from the employees and the core values that they strive to achieve each and every day. Those core values include:

- Integrity – Be reliable and do the right thing all the time
- Better Together – Do what's best for all, have a can-do attitude, be sincere and pleasant and have open and honest communications
- Customer Focused – Have a helpful attitude, build long-term relationships and provide outstanding service every time
- Continuous Improvement – Focus on the solution, solving problems is a part of our success, never stop learning.

These core values were developed by Chamber employees and illustrate how they do business. Please keep these in mind when determining whether you should sponsor an event this year. Know that your dollars are being put to good, meaningful work for Marshall county!

Need an employee? Looking for an employer?

**Check out the Chamber's
Marshalltown Job Postings
at www.marshalltown.org**

Chamber staffing changes

In March, Chamber President & CEO Lynn Olberding announced her resignation from the organization. Olberding and her family are relocating to the Milwaukee, Wisconsin area in June. The Chamber Board is currently working with recruitment company The Next Move Group to identify candidates for the President & CEO position. Olberding will stay in her position until June 4.

Membership Director Keri Morris will be leaving the organization to pursue another career opportunity. Sarah Marckres, Chamber Office & Event Coordination will transition into the Membership Director role and the Chamber will be hiring for a new Office Assistant.

Carlos Jeer recently left the organization and the Chamber Board will be looking to hire a new Economic Development Director.

Despite these changes, the staff and Board of Directors are committed to the Chamber members and economic development investors to continue providing quality programs and services that move the organization and community forward.



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Tourism Director
Keri Morris
Membership Director
Sarah Marckres
Office and Events Coordinator



Small Business Webinar Series

Contact Sarah Runkel at Region 6 with any questions or for more information at srunkel@region6resources.org or 641-752-0717

Why You Need a Website and Tips to Building a Solid One

Michael Mitiier & Darcy Swon, Iowa SBDC
May 12 at 12pm

Your website is the foundation of all your marketing efforts. Learn why an online presence is critical for your business' success and tips to effectively build a website that will help you maximize your goals and create a solid brand experience for your customers.

Sponsored in
partnership with:



Website Platforms and How to Integrate Ecommerce

Michael Mitiier, Iowa SBDC
May 19 at 12pm

This workshop will help you sort through the many DIY website builder platforms available for your business and tips to effectively integrate ecommerce applications.

Sponsored in
partnership with:



Grow Your Business with Google

Darcy Swon, Iowa SBDC
May 26 at 12pm

Learn how to showcase your business and attract more customers utilizing Google's free online marketing tools.

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





UnityPoint Health – Marshalltown to Begin Vaccinating All Individuals 18+

The Iowa Department of Public Health has notified our community the COVID-19 vaccine may now be offered to any individual over the age of 18.

People over the age of 18 who would like to receive the vaccine are encouraged to self-schedule an appointment with UnityPoint Health – Marshalltown at www.uph.link/wat0ir.

If individuals would prefer to call, you can reach the Call Center at (319) 226-2601 during daytime business hours. Appointments are available 7:00 a.m. to 6:00 p.m. but vary by day. Individuals will be receiving the Moderna vaccine, which consists of two shots. Follow-up injections will be scheduled when you come for the first dose.

UnityPoint Health – Marshalltown is not accepting walk-in COVID-19 vaccinations at this time.

The Federal Government is managing the vaccine distribution, with state public health departments determining the number of doses available to healthcare systems and other priority groups in each state. We anticipate supplies will continue to increase. However, a COVID-19 vaccine will not be available for young children until more studies are completed.

Although significant progress continues in the development and distribution of a COVID-19 vaccine, it's important to practice COVID-19 safety measures for the foreseeable future. Even after a person is vaccinated, they should continue to stay home when sick, wear a mask and social distance. For more COVID-19 resources and information, including where to go for care, visit unitypoint.org.

ASI Audiology & Hearing Instruments Open House

ASI Audiology & Hearing Instruments is hosting an Open House event from May 3-7, located at 28 W. Main Street in Marshalltown! Call 641-752-5805 to schedule a free hearing evaluation and learn more about the features of hearing instruments that will make life easier!

Untreated hearing loss can contribute to social isolation, anxiety, depression, and studies have proven that you're much more likely to develop cognitive impairments such as Alzheimer's Disease and dementia. Some common signs of hearing loss are difficulty understanding conversations in background noise, asking people to repeat themselves, and turning up the volume on your TV. Call or stop by their open house to learn more.

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.

(we just have to *brag a little*) Congratulations

Clapsaddle-Garber Associates, Inc. (CGA) is pleased to announce the promotion of two of their team members. Justin Strom and Luke Wilson have both been promoted to Project Managers.

Strom has been an engineer with CGA since 2013 and graduated from Iowa State in 2012 with a Bachelor of Science degree in Civil Engineering. He became a licensed PE in 2017 and spent five years as a Design Engineer. He is a member of the Iowa Engineering Society and the American Society of Civil Engineers. Strom has worked on a plethora of projects for CGA over the past eight years and has been involved in the aviation division. He has also been a key part of the engineering team on numerous private and public land development and construction management projects throughout the state of Iowa.



Wilson recently obtained his PE license in 2020 and graduated from Iowa State University in 2015 with a Bachelor of Science in Civil Engineering. He's been a Project Engineer with CGA since graduation. Throughout his five years with the firm, he has spent many hours working on design and construction administration projects. Wilson has worked closely with CGA Project Managers on both public and private projects such as educational, recreational, and healthcare site development projects, streets and transportation, and land development.

Dr. David Clark was elected as Chair of the board of **Farmers Savings Bank** at its Annual Meeting held in April, with Janelle Carter elected as Vice-Chair. Farmers Savings Bank President & CEO Jerrod Leffler commented, "Despite the challenges we all faced in 2020, Farmers Savings Bank continues to excel, in large part because of the commitment each individual employee has to the bank and its mission to serve the local community. David and Janelle both have that same focus which is so important to our philosophy of a community bank." Also re-elected to the board were Leffler, Barbara Anderson of Beaman, Larry McKibben and Glen Mann of Marshalltown, and Brad Stevens of Conrad.





CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors made a stop at **The 918** bar for a courtesy call at 918 N. 4th Ave. on March 23.



The Chamber Ambassadors made a courtesy call stop at **Stephanie's Auto Detailing** located at 605 N. 3rd. Ave. on March 23.



On April 14 the Chamber Ambassadors held a ribbon cutting for the newly opened **Oliver Beene -The Other Side** at 1700 South Center Street inside Meadow Lane Mall.



The Chamber Ambassadors visited **Fogle Brothers** located inside of Meadow Lane Mall at 1700 South Center Street for a courtesy call on April 14.

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

Thank You Ambassadors!





Get in tune with Marshalltown events

Learn what events are going on in the community by signing up for the weekly events email newsletter "This Week in Marshalltown." The newsletter is sent out every Monday and details events happening that week in Marshalltown. To sign up for this free newsletter email Tourism Director Andrew Potter at apotter@marshalltown.org.

Want even more information on upcoming events? Check out our community and visitor calendars on our website at www.marshalltown.org.

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The following businesses have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support these businesses with your patronage.

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Made in Marshalltown video series includes Ryerson

The Ryerson facility on East Main Street was the next stop in the Made in Marshalltown video series, produced by Marshalltown Community Television in a partnership with the Chamber. Pictured is Craig Schwartz of McTV taking video of Matt Rozell of Ryerson.

Ryerson's Marshalltown facility specializes in carbon sheet and coil-processing applications, serving the HVAC, automotive and appliance manufacturing sectors, among other customer types.

You can find this new video on the Marshalltown Community Television (McTV) YouTube channel and on our Marshalltown Area Chamber of Commerce Facebook page.

If you would like to schedule a ribbon cutting or courtesy call with the Chamber Ambassadors contact the Chamber at office@marshalltown.org or call at 641-753-6645.



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www.marshalltown.org Statistics

	March '21	Avg/Month	YTD Total
Unique Visitors	6,722	6,167	18,501
Number of Visits	12,021	13,043	39,129
Page Views	503,910	325,397	976,191
Hits	797,679	547,617	1,642,852

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.

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Trees Forever seeks volunteers for plantings May 1 and 8
The local group Trees Forever is looking for volunteers to help plant trees at city parks to replenish the supply lost in the tornado and derecho. Their spring plantings continue May 1 and May 8. "The passion for trees that everyone has on our Trees Forever team is to improve the environment and the quality of life," said Gary Fulton of Trees Forever.
To sign up call the Marshalltown Parks & Recreation office at 641-754-5715. For more information, view a video on the project on the Marshalltown Area Chamber of Commerce YouTube channel.

Strategic Partnerships bring Business Planning Services to Marshall County

The central Iowa Small Business Development Center (SBDC) provides a vast array of technical assistance to small businesses and aspiring entrepreneurs. By supporting business growth, sustainability and enhancing the creation of new business entities, Iowa SBDC foster local and regional economic development through job creation and retention. As a result of the no-cost, extensive, one-on-one, long-term professional business advising, low-cost training and other specialized services SBDC clients receive, the program remains one of the nation's largest small business assistance programs in the federal government. The SBDCs are made up of a unique collaboration of SBA federal funds, state and local governments, and private sector resources.

The SBDC provides guidance through professional business advisors for services such as development of business plans, financial packaging and lending assistance including SBA loan packaging, exporting and importing support, disaster recovery assistance, government procurement and contracting assistance, market research services, and human resources assistance. Based on client needs, local business trends and individual business requirements, the SBDC can modify their services to meet the evolving needs of the hundreds of small businesses in the community which they are situated.

For more information visit their website at www.iowasbdc.org or contact Sheri Benson, Business Counselor with the Iowa State University SBDC at 641-417-0226 or email at sbenson1@iastate.edu.

Economic Statistics

Employment – Marshall County - February
(Source: Iowa Workforce Development)

	2021	2020
Labor force	17,480	18,300
Unemployed	1,430	1,250
Percent unemployed	8.2	6.8
Total employment	16,050	17,050

Marshall County Construction - February
(Source: Marshalltown Building Department)

	2021	2020
Building permits	32	8
New Residential Construction	\$0	\$24,000
Residential Addition/Remodeling	\$79,000	\$215,000
New Commercial/Industrial Const.	\$4,597,000	\$100,000
Commercial/Industrial Remodeling	\$1,648,000	\$0

Housing Sales Data - March

(Source: Mid-Iowa Regional Board of Realtors)

	2021	2020
Single family home sales	27	24
Average sale price	\$125,033	\$140,754
Median sale price	\$100,000	\$117,900

Broadband Survey

The Marshalltown Area Chamber of Commerce is partnering with other entities across the central area of the state to conduct a survey on broadband internet access. There is a survey for residential and businesses. Please take part in this 10-minute survey by accessing the following link: www.centraliowabroadbandsurvey.com

Please take the residential survey from your home internet and the business survey from work. Feel free to share this survey link with others in central Iowa as we continue to work for broadband access for all. The deadline to complete the survey is May 14.



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Fourth of July fireworks show to be biggest ever in Marshalltown

Momentum continues to build for what promises to be the biggest fireworks show in the history of Marshalltown.

The bar has been raised for the Fourth of July fireworks display this year at the Central Iowa Fairgrounds as there is a wish from local leaders to boost the spirits of local residents after dealing with a pandemic for more than a year.

Marshalltown City Council has pledged \$12,500 as a challenge grant to the show, and Marshalltown Chamber Tourism has awarded a \$2,500 grant. There has been huge interest in private donations as well.

“I’m just overwhelmed with all the support this year,” said event organizer Luisa Ortega.

Assisting Ortega with gathering donations are Marshalltown City Council members Mike Ladehoff and Gary Thompson.

To donate, mail a check payable to Fourth of July Fireworks to: Central Iowa Fair, Attn: Fourth of July Fireworks, 1308 East Olive St., Marshalltown, IA 50158. Donations are tax deductible.

Disc golf tournament in Marshalltown June 6

The disc golf course at Riverview Park in Marshalltown is gearing up to host Disc Golf Palooza on June 6. The tournament is expected to draw dozens of competitors from across Iowa. Spectators are welcome.

The event is sanctioned by the Professional Disc Golf Association. See registration information at www.discgolfscore.com.



25th Annual Blessing of the Bikes roars into Marshalltown on May 8

A major milestone will occur when Marshalltown welcomes hundreds of motorcycle riders on May 8 to Riverview Park. The 25th Annual Blessing of the Bikes will be held, which is a major event as riders get blessed for safety at the start of the riding season.

Led by Fred and Jackie Ingraham of F & J Racing in Marshalltown, this event has been a great thing for Marshalltown through the years.

“It started with 100 bikes and it’s grown throughout the years,” said planning committee member Tom Reynolds. “With it being the 25th year we are expecting great attendance.”

The Ingrahams also donate all event proceeds to local charities. This will be the last year Fred and Jackie run the event, which is much more than just the blessing. Local band JJ Ace will be the featured live music performer with other music and what Reynolds calls “some new and exciting attractions.” Admission is \$10 and the event, which will run from 10 a.m. to 4 p.m.

“Fred and Jackie have been so dedicated to this event, which has been so positive for our community,” said Chamber Tourism Director Andrew Potter. “We thank them for their steadfast support and all the charitable donations they have provided through the years.”

For updated event information check out the Chamber event calendar at www.marshalltown.org.



2021 AREA FESTIVALS

May 8 - Blessing of the Bikes - Marshalltown
June 5 - Rail-Trail Festival - Albion
June 11 & 12 - Black Dirt Days - Conrad
June 17-20 - Rose Festival - State Center
June 17-20 - Corn Carnival - Gladbrook
July 4 - Independence Day - Marshalltown
July 14-17 - Central Iowa Fair - Marshalltown
August 6-8 - Mid-Iowa Antique Power Show - west of Marshalltown (Sheriff's Office grounds)
September 23-26 - Oktoberfest - Marshalltown
November 20 - Holiday Stroll & Festival of Trees - Marshalltown Central Business District



Clapsaddle-Garber Associates, Inc. (CGA) would like to announce a new partnership with RAGBRAI XLVIII

Clapsaddle-Garber Associates, Inc. (CGA) would like to announce a new partnership with RAGBRAI XLVIII.

RAGBRAI and CGA have partnered together to provide mapping and GIS services to thousands of cyclists that are expected to participate in the Register's Annual Greatest Bicycle Ride Across Iowa (RAGBRAI) this summer.

According to their website, RAGBRAI is considered an "epic seven-day bicycling adventure that tests endurance, showcases community and builds lasting friendships". One of RAGBRAI's goals for 2021 is to improve mapping for the participants and make them more consistent and adaptable to things like a portable LED display at the information booth, on the event web pages, and the RAGBRAI mobile app. They have contracted with CGA and deemed them the "Official GIS Sponsor" to provide the work needed to make these maps as accurate as possible using the latest technology and efficiencies.

CGA added GIS to its wheelhouse of engineering and land surveying services in January 2020, and is looking forward to assisting RAGBRAI with their event. "GIS can enhance a participant's experience at an event like RAGBRAI by simply integrating a few mapping features. We want to provide information to the cyclists in the most user-friendly ways so that they can easily access medical resources, general information, and other items of interest." Stated Micah Cutler, GISP, GIS Director, CGA.

For more information on RAGBRAI, visit <https://ragbrai.com/>.



 Pat Hageman Agent	 Maria Mitchell-Butler Agent-CSA	 Lance Horbach Agent	 Tyler Siagle Agent	 Paul Beals Agent	 Mark Rohde Agent	 Austin Burn Agent	 Rich Mahon Agent	 Doug Joslin Agent
 Jonnie Orl Processor	 Robin Angstrom Agent-CSA	  <p>THE POWER OF CHOICE!</p> <p>11 EAST CHURCH STREET - MARSHALLTOWN, IA (641) 752-4618</p> <p>AUTO - HOME - BUSINESS - FARM PROPERTY & LIABILITY - CROP/HAIL - LIFE HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES</p> <p>LOCAL CLAIMS SERVICE www.InsureCentralIowa.com</p>				 Matt Roetgard Information Systems	 Kristi Carlson Office Manager	
 Dana Rowley Agent-CSA	 Carla Nordstrom Agent-CSA					 Vivian Ceron Agent-CSA	 Heather Harris Agent-CSA	
 Kathy Minick Administrative Assistant	 Jasmin Cienaros Administrative Assistant					 Samantha Garrison Agent-CSA	 LeAndrea Abel Administrative Assistant	