



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE

4th Annual Women in Business Luncheon

Join the Chamber and Presenting sponsor Emerson for the 4th Annual Women in Business Luncheon. This year's luncheon will take place on Friday, March 25, 2022 at the newly renovated Iowa Valley Continuing Education, DeJardin Hall starting at 11:30 a.m. The event will include lunch and a keynote presentation from Representative Shannon Latham.

Representative Latham is a businesswoman, mother, and community leader. Latham is an advocate for small business and Main Street America.

Latham is vice president of Latham Hi-Tech Seeds and is primarily responsible for its marketing efforts. She has a passion for writing, branding and communicating through social media. Prior to joining the family business full-time in January 2007, Shannon operated her own communications/public relations business for three years. She also worked for six years as an account executive and public relations specialist for The Meyocks Group. Her most notable projects were the groundbreaking and grand opening of Jorden Creek Town Center in West Des Moines.

Other previous work experience includes serving as an agricultural program coordinator for the Iowa Department of Agriculture & Land Stewardship where she did public relations for the Beginning Farmer Loan Program and coordinated the Iowa Agricultural Youth Institute (IAYI). She also served as director of legislative affairs for the Agribusiness Association of Iowa and coordinated its grassroots lobbying efforts. Shannon earned an MBA from the University of Iowa, as well as a bachelor's degree with a double-major in Ag Journalism and Public Service & Administration in Agriculture from Iowa State University.

Shannon and her husband live with their two children in Sheffield, Iowa, where she has served as a Girl Scout leader for 11 years and also operates Enchanted Acres Pumpkin Patch. In her free time, she enjoys gardening, reading and traveling.

Registration required. To register, visit www.marshalltown.org/womeninbusiness. Cost is \$30 per person or \$180 for 6 registrations.



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Staying connected to legislators is important to the Chamber

Connecting with local, state and federal legislators continues to be important to the Marshalltown Area Chamber of Commerce as we advocate for our Chamber members and the growth of our community.

Chamber President and CEO John Hall and Tourism Director Andrew Potter met with dozens of state legislators at the Travel Federation of Iowa's legislative showcase on February 1 at the Iowa State Fairgrounds.

The Chamber partnered with Alliant Energy and the Greater Des Moines Partnership to host U.S. Rep Ashley Hinson for a roundtable discussion with local business leaders on workforce challenges in Marshalltown on February 11.

"We will continue to make these important connections so we can strengthen those key relationships with decision-makers in our area, state and country," Hall said.

The Chamber also sends out weekly reports to our members with bills we are watching from the State Capitol during the legislative session. We will continue to track legislation which impacts our Chamber members in a continued effort to support our community.



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.

Dandy-Lion Early Childhood Learning Place

Rebecca Kouang, Owner/Provider

1101 S. 7th Ave, Marshalltown

641-754-0632

641-691-7513

www.facebook.com/rebeccakouang

Dandy-Lion Early Childhood Learning Place offers early childhood education and care in a clean and loving environment.

Julia Green's Daycare

Julia Green, Owner/Provider

801 Highland Acres Rd., Marshalltown

515-528-3201

www.facebook.com/juliagreensdaycare

Julia Green's Daycare offers care of children 6 weeks through 12 years of age.

Livability

Jared Lane, VP Business Development

6550 Carothers Pkwy, Franklin, TN

800-333-8842

www.livabilitymedia.com

Livability Media is devoted to telling the stories of communities for the purposes of travel, relocation and talent recruitment.

Optimae LifeServices

Anna Hargrave, Program Director

London Usher, Regional Director

101 E. Southridge Rd, Marshalltown

641-351-4447

www.optimaelifeservices.com

Optimae LifeServices offers an array of services to provide our customers with the supports and continuum of care necessary for them to become successful members of their community, attain valued roles and live as independently as possible.

Outreach Marketing LLC

Lake Sulc, Owner

1304 Iowa Ave W, Marshalltown

833-373-3323

www.outreachmarketingllc.com

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Located in Marshalltown, Outreach Marketing LLC offers a variety of marketing solutions. Including, but not limited to brand development, graphic design, aerial/traditional photo/videography.

Thank You Reinvesting Chamber Members

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

1st Rate Real Estate	18	Healing Hands Chiropractic	5
Bankers Advertising Company	4	Hometown Veterinarian (The)	3
Brandenburg Tax & Acct.	14	Jack's Pho' House	6
Bruin Manufacturing Company	57	KDAO AM/FM/TV	43
Center Associates	30	Lara's Bakery 3	1
Central Iowa Machine, Inc.	17	Marla's Headliner on Main	6
Cricket Wireless	1	Marshalltown Christian School	16
Energy 106.7 FM	27	Martha-Ellen Tye Foundation	21
Farm Credit Svcs of America	11	MinuteMan	
Fogle Brothers	2	Printing & Graphics	26
Pat Gulbranson	10	Oliver Beene Designs	2
Hammer Medical Supply	14	Douglas Reese	40



Congratulations to Chuck Carpenter of **KDAO** who was recently honored for covering the Bobcats for more than 40 years. Pictured is Mark Osmundson of KDAO, left, with Chuck at the recognition at the Marshalltown High School Roundhouse.

E-billing reminder

The Chamber has switched to e-billing for membership dues, so remember to check your email for your dues billing (and check your spam/junk folder as well). For more information on your Chamber membership, contact Membership Director Sarah Smith at ssmith@marshalltown.org.



Congratulations to the latest recipient of our retail incentive grant, **Real Deals-Marshalltown**. Pictured from left are Robert Thomas and Sam Upah of United Bank and Trust, Michelle Burgess of Real Deals Marshalltown, Dan Moellers of the Chamber Board (and retail committee chair) and Chamber President and CEO John Hall.



Saturday, March 19th
10AM - 3PM
Marshalltown High School
Roundhouse



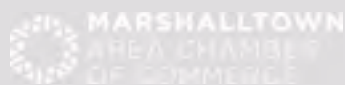
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Dr. Kristie Fisher, IVCCD

Staff:

John Hall
President & CEO
Andrew Potter
Tourism Director
Sarah Smith
Membership Director
Kyle Hall
Workforce Development Coordinator
Stacy Roberts
Administrative Assistant

Greetings Marshalltown Chamber members!

Let's talk staff! Perhaps, your business began as a one person show. Now, you are a few years on the other side of your start up and you have discovered there just is not enough of you to meet all of the needs of your business. The resolution to this stretch is more person power. You know this. The thought of even stepping into the arena of more people working in your business haunts your dreams. Perhaps, you revisit "hiring horror stories" another has shared with you. Or, you tried hiring once, and it wasn't for you, or so you thought. And, yet, if you want your business to continue growing, hire you must! GULP!!

There are three primary investments a business owner makes when adding staff. The first is a financial investment. It is important to review the business's financial position. Is there revenue to cover this new long term expense? How will staff contribute to additional revenue? Are there other expenses that can be cut or reduced to offset staff expense?

Next, an owner weighs the time investment of hiring. This can be overwhelming when it already seems like there is not enough of you to go around. Such thoughts mean this front-loaded investment of time is even more important and must be made. Appropriately invested, the time should pay great dividends.

Finally, an owner must consider people management. Bringing new members onto the team requires business owners to provide training, support and leadership. It is a critical shift to create a culture of "our" business, when for so long it has been "my" business.

Fortunately, our friends at SCORE have developed a fantastic e-guide to help small business owners conquer HR management. Check out score.org/resource/so-you-want-be-boss, it may be just the resource you have been looking for, so that you can get back to work on growing your business...with a little help from your staff.

ISU Small Business Development Center is here to work with you. Our services are free and confidential. How can we help? Let's get a conversation going. We can be reached through a click or a call. The fastest method to connect with us is by visiting iowasbdc.org, select the request counseling button, complete the electronic form and choose Iowa State as your center of choice. Call us at 515-296-7828 or, ask a Chamber official how to reach us and they will point you in our direction.

Enjoy today-Sheri Benson, CBA, CGBP, ISU SBDC business counselor

Reminder! We have temporarily relocated.

The Chamber is located in the lower level of Trinity Lutheran Church at 1011 S. 3rd Ave.

Please mail payments and correspondence to P.O. Box 1000.

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

See a full list of our Think Local First sponsors at marshalltown.org/think-local-first



Welcome!

MEMBERS1st Community Credit Union is proud to announce that Abbey Sprague has joined the company as marketing director. The marketing director position is a newly created position at MEMBERS1st Community Credit Union.

“We’ve had wonderful internal and external team members fulfilling components of our marketing needs for years. However, our leadership team is thrilled to have a full-time, internal employee dedicated to the planning and fulfillment of MEMBERS1st’s strategic marketing objectives,” said MEMBERS1st’s CEO Janet Borer.

In addition to more than 12 years’ experience in the electric cooperative industry, Sprague is a graduate of Des Moines Area Community College’s Commercial Art/Graphic Design program, has experience in national marketing and promotions of home care products, as well as experience from central Iowa’s newspaper industry.

“Central Iowa is my home, and MEMBERS1st is my local credit union. I can’t imagine a better place to promote the cooperative advantages and serve credit union members. We’re going to be doing some exciting things together and I can’t wait to get started,” said Sprague.



Pinnacle Bank is pleased to announce the addition of Lisa Crouch to its staff as Customer Service Representative. Crouch is a graduate of South Tama and has most recently worked as a secretary for the Marshalltown Community School District. Crouch serves as a “Big” with Big Brothers Big Sisters. She currently resides in her hometown, Tama, and has two daughters, Alexis and Kiera.

“I am excited to start with Pinnacle Bank and all my new coworkers in a town that means so much to me,” Crouch commented.

“I am excited to welcome Lisa as a member of our customer service department. She will be an asset to our team here at Pinnacle Bank,” said Tammy Kalinay, AVP/Branch Manager at Pinnacle Bank in Toledo.



(we just have to *brag a little*)

Congratulations!

Optimae LifeServices was announced the winner of the 2022 Healthiest State Large Workplace Award in an online ceremony February 17. The award recognizes Optimae LifeServices for efforts to improve the physical, social and emotional well-being of its employees.

Optimae LifeServices, Inc. provides health care and human services for individuals with disabilities and mental illness in central, eastern and southern Iowa.

“Optimae is honored to receive this year’s Healthiest State Award in the large workplace category,” said Ashley Adams, director of Rehabilitation Services at Optimae LifeServices, who co-leads the company’s 5-2-1-0 program. “The Healthiest State Initiative’s 5-2-1-0 Healthy Choices Count! program has allowed Optimae to learn our areas of needed growth and strength, and then provide the resources to our Wellness Champions to help guide their colleagues in the path to better wellness as they care for the needs of thousands of Iowans.”

Optimae LifeServices received \$1,000 to continue their workplace wellness efforts. For a full list of 2022 Healthiest State Annual Award winners, visit IowaHealthiestState.com/Awards.

The 2022 Healthiest State Annual Awards are sponsored by Wellmark® Blue Cross® and Blue Shield®, HealthPartners UnityPoint Health, Iowa Department of Public Health, Iowa Medical Society and Malvern Bank.

Welcome!

McFarland Clinic is pleased to announce Stefanie Paxton, ARNP, has joined the McFarland Clinic Marshalltown’s Family Medicine Department.

Stefanie received her Bachelor of Science in Nursing from the University of Iowa College of Nursing in Iowa City, Iowa. She earned her Masters of Business and minored in Health Care Management from the University of Phoenix in Tempe, Arizona. She completed her Doctorate in Nursing Practice from the University of Iowa College of Nursing in Iowa City.

As a Family Medicine provider, Stefanie 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.





CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors stopped at **Spahn & Rose Lumber Company** at 110 W. Madison St. for a courtesy call on January 25, 2022.



The Chamber stopped for a courtesy call at the **Old Timer Tavern** at 401 S. Center St. on January 25, 2022.



The Chamber Ambassadors made a courtesy call stop at **Mitchell Family Funeral Home**, 1209 Iowa Ave. W. on February 8, 2022.



Theisen's Home-Farm-Auto was the location of courtesy call stop by the Chamber Ambassadors on February 8, 2022. Theisen's is located at 602 Iowa Ave. W.

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

Thank You Ambassadors!





The Chamber Ambassadors held a ribbon cutting for the new addition at MARSHALLTOWN on February 11, 2022.

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

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www.marshalltown.org Statistics

	January '22	Avg/Month	YTD Total
Unique Visitors	7,347	7,347	7,347
Number of Visits	21,658	21,658	21,658
Page Views	240,668	240,668	240,668
Hits	421,706	421,706	421,706

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

Tourism grant deadline is April 1

The Marshalltown Area Chamber of Commerce offers tourism grants to help promote and support local events and capital projects that would lead to visitors to the area.

These grants are funded from the hotel-motel tax received by the Chamber and assist in bringing more visitors to Marshalltown.

The next deadline for these quarterly grants is April 1. For more information or to get an application contact Tourism Director Andrew Potter at apotter@marshalltown.org.

Brian Herrin to perform in Marshalltown

Brian Herrin will perform at 6 p.m. on Saturday, March 5 at Tannin. Herrin is a classically trained singer-songwriter now living in Iowa. Originally from Illinois, he has shared the stage with such acts as The Nitty Gritty Dirt Band, Vertical Horizon, Tonic, Carly Rae Jepsen, Sister Hazel and CLOVERTON. In 2008, he co-founded the band Decoy. From 2008-2015, he performed hundreds of shows and recorded two albums with the Des Moines based pop rock group. Currently, Brian can be found performing throughout the Midwest and is set to release a new solo album in 2022.



Job Posting

Did you know that included with your membership you can post jobs to the Chamber website for free? Posting jobs with the Chamber is simple, email office@marshalltown.org for a template.

Job postings are available to for the public and members to view on our website, www.marshalltown.org under the Work Here tab.

Iowa YMCA state championship swim meets are March 5-6 in Marshalltown

The Marshalltown YMCA-YWCA will again host the youth Iowa YMCA state swimming championships on March 5 and 6. The boys competition will be March 5 and the girls will take to the pool for their contest on March 6.

It is expected to draw hundreds of youth swimmers and even more fans to Marshalltown for the festivities.

"We love to support events like these and our YMCA-YWCA does such a great job hosting these groups," said Chamber Tourism Director Andrew Potter. "Join us in welcoming these visitors that weekend to Marshalltown."

Through the years Chamber Tourism grants have helped fund several improvements at the pool, which also hosts the state high school girls swim meet in the fall. These events are a huge economic boost for our hotels and restaurants. Potter said local volunteers are key to Marshalltown being able to host these events.

"Dozens of local volunteers are instrumental in the success of these events and we would like to thank them for what they do for our community," Potter said. "They are dedicated and always willing to show that pride in our community to our visitors."



Local events filling up spring calendar

Several events are filling up our Community Calendar this spring. For a full listing, visit www.marshalltown.org/events.

Don't miss out on these events! To subscribe to "This Week in Marshalltown" weekly events newsletter sent via email every Monday contact Tourism Director Andrew Potter at apotter@marshalltown.org.

Marshalltown Young Professionals

The Chamber-led Marshalltown Young Professionals group met for their monthly social gathering on February 2 at Legends American Grill. The group gathered for drinks, appetizers, and networking with a short presentation from Marshall County Arts & Culture Alliance Executive Director Amber Danielson. Danielson spoke briefly about what was up and coming in the Marshalltown arts scene.

Next month's social gathering will take place at Wandering Creek Golf Course (2436 233rd Street) on Wednesday, March 2 from 4:00-6:00 p.m.

The Marshalltown Young Professionals group is looking for a name change. If you have any ideas or questions regarding the Young Professionals group contact Workforce Development Coordinator, Kyle Hall at khall@marshalltown.org or call 641-753-6645.



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Economic Statistics

Employment – Marshall County - December	2021	2020
(Source: Iowa Workforce Development)		
Labor force	16,910	16,680
Unemployed	980	970
Percent unemployed	5.8	5.8
Total employment	15,940	15,710
Marshall County Construction - December	2021	2020
(Source: Marshalltown Building Department)		
Building permits	17	12
New Residential Construction	\$28,000	\$21,000
Residential Addition/Remodeling	\$84,000	\$55,000
New Commercial/Industrial Const.	\$590,000	\$52,000
Commercial/Industrial Remodeling	\$364,000	\$7,604,000
Housing Sales Data - January	2022	2021
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	24	9
Average sale price	\$162,271	\$141,849
Median sale price	\$140,500	\$130,000

Chamber starts listing of childcare options

Finding childcare has been an ongoing issue for residents of Marshall County and the Chamber is excited to have built a local landing page for childcare options in the community. At www.marshalltown.org/childcare you will be able to find information and gain knowledge of all the local area centers and state registered in-home providers. A legend of options and offerings is also listed for each Chamber member and those individuals who chose to upgrade their listing as well.

If you are a center or a state registered in-home provider interested in more information or increasing your visibility on our childcare website please reach out to Kyle Hall at khall@marshalltown.org, Sarah Smith at ssmith@marshalltown.org or by calling the office at 641-753-6645.

Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM



Pat Hageman
Agent



Maria Mitchell-Sybil
Agent-CSA



Lance Harbach
Agent



Tyler Sasse
Agent



Paul Bess
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Mark Eohde
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Bonnie Chrt
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Daria Rowley
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Robin Angstrom
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Kathy Misset
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Cora Nordstrom
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