

# theDIGEST

November 2022

Volume 40, Issue 5

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UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



MARSHALLTOWN  
AREA CHAMBER  
OF COMMERCE

### Chamber again promoting Small Business Saturday on November 26

Small Business Saturday is on the Saturday after Thanksgiving to encourage people to Shop Small and bring more holiday shopping to small businesses. This year the Chamber will partner with the Marshalltown Central Business District to promote this event.

Each business participating will be asked to provide a giveaway prize item that the Chamber can feature on social media. The Chamber will facilitate the giveaway on social media then the winner will be required to pick up the prize item from your business on Small Business Saturday.

To sign up to participate contact Sarah Smith, Membership Director (ssmith@marshalltown.org/641-753-6645).

Be sure to check out the Chamber Facebook page (@mtownchamber) during the month of November for your chance to win!

### MACC is back!

MACC our holiday elf is back this holiday season! MACC will visit your business, have his picture taken and the Chamber will encourage the public on Facebook to guess where MACC is that day. Fee to sign up is a \$25 gift card to your business or Chamber Bucks, which will be given away to a winner on social media. To sign up contact Bri Reed, Administrative Assistant (breed@marshalltown.org/641-753-6645)

### Business-to-Business Showcase November 3

Join us for the popular Business-to-Business Showcase this fall on November 3 from 4:30-6:30 p.m. The event will be held at Iowa Valley Dejardin Hall. Similar to a Business After Hours this networking event will feature all types of Chamber member businesses, while presenting sponsor Hy-Vee showcases holiday drinks and catering offerings. Any employee of a Chamber member business/organization is encouraged to attend.

#### Thank you to our sponsors!

Presenting Sponsor: **Hy-Vee**

Showcase Sponsor: **Glenwood Place**

Location Sponsor: **Iowa Valley Business & Community Solutions**

#### Participating Businesses:

Anderson Funeral Homes

Buena Vista University

Catholic Radio Marshalltown (KCRM)

Child Abuse Prevention Services

Exterior + Home Remodeling

Glenwood Place

Hawkeye Flat Roof Solutions

Hy-Vee

Inner Peace Health Coach Services

Iowa River Hospice

Mid-Iowa Workshop, Inc. (MIW)

Midnight Ballroom

Stepping Stones Christian Bookstore

The Bridge Home

Thrivent Financial-Laurie Gowdy

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

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## Better business practice: Customer Relations

Customers are faced with an abundance of choice to meet their needs in today's marketplace. Just like business owners they are, also, moving through an inflationary marketplace and have become more conscious about how they spend their dollars. We may not be able change the economic cycle, but we can manage customer experience.

If the business has a customer relationship management (CRM) system, this is a great time to see what the data is saying. Information to consider includes customer frequency, purchasing preferences and average sale. This data can help the business focus marketing efforts toward opportunities to encourage more customers and sales similar to those already occurring. If the business does not have or utilize a CRM system, it may be time to learn more about a CRM system and how it could help the business.

Next, understanding the business's unique customer information can be very helpful in retaining existing customers. For instance, perhaps we notice that a once regular customer is absent and a look at the CRM verifies the notice. The data probably doesn't say why. Why is helpful! A customer retention strategy to reach out to the client or clients for feedback would help. The change in use may be due to a previous poor experience, lack of product availability or simply a change in need on the part of the client. Armed with information we then know whether effort should be spent reengaging the customer or developing a new customer.

Finally, we should explore methods to keep our business top of the customer's mind. We could pursue free publicity, volunteer for activities that are meaningful to us, schedule an open house and invite, invite, invite. We could offer coupons or discounts for return visits, ask a customer what they like about your business, ask the customer about complimentary products that they would consider.

No doubt, many of us have already incorporated these ideas or similar ones into our business practices. And, if you are like me, when the business is humming I become lax with the customer focused activities. No worries! We can begin again!

ISU SBDC 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 to visit [iowasbdc.org](http://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*

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



## Member Appreciation

Thank you to all of our sponsors!

Presenting Sponsor: **Emerson**

Gold Sponsor: **Smokin' G's BBQ Restaurant & Catering**

Silver Sponsors:

**Fareway**

**Home Federal Savings Bank**

**Pinnacle Bank**

**Sign Creations**

Thank you to everyone who attended the 7th Annual Member Appreciation Luncheon on October 21! Lunch provided by Smokin' G's, provided by Fareway, and dessert from Country Variety.



## Ladies Night Out

Thank you to all of our participating businesses!

- |                                |                               |
|--------------------------------|-------------------------------|
| Be Unique Floral Boutique      | Oliver Beene The Other Side   |
| Black Tire Bike Company        | Real Deals-Marshalltown       |
| Brit Marie's Country Boutique  | Shoe Sensation                |
| Brown's Shoe Fit Company       | State Street Trading Company  |
| The Flying Elbow               | Stepping Stones               |
| Hellberg's Jewelers            | Christian Bookstore           |
| Lillie Mae Chocolates          | T2K Nutrition                 |
| Lowe's Flowers                 | Tannin Wine Bar, Craft Beer & |
| Maurices                       | Small Bites                   |
| McGregors Furniture & Mattress | Tremont on Main               |
| Oliver Beene Designs           |                               |

## 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.

### St. Paul's Episcopal Church

Richard Graves  
201 E. Church Street, Marshalltown  
641-753-6317  
Stpauls50158@msn.com  
Stpaulsmarshalltown.org

*Worship with St. Paul's in person at 10:15 am each Sunday or at 4:00 pm virtually on Zoom. Worship at St. Paul's consists of prayers, scripture, and music.*

### Eyemart Optical Outlet

Rachel Sivi, President  
2414 S. Center Street, Marshalltown  
641-351-4207  
Eyemartopticaloutlet.com

*Eyemart Optical Outlet is committed to providing great eyewear that's accessible for everyone's budget. Eyemart Optical Outlet wants you to see and look your best with fashionable frames and eyeglasses that won't put a dent in your wallet.*

### Eb5 Investors Magazine

Forest Bachini, Associate Podcast Producer  
2151 Michelson Drive, Suite 290, Irvine, CA  
1-800-997-1228  
Eb5investors.com

*Eb5investors.com can help you connect with attorneys and regional centers in order for you to make the best decision on how to make your investment while applying for investment visas in the US.*

### Supermarket Villachuato

Angel Regalado, Owner  
Cynthia Regalado, Owner  
107 N. Center Street, Marshalltown  
641-758-3270

<https://www.facebook.com/Supermarket-Villachuato-108440244287653/>  
*Supermarket Villachuato offers homemade ice cream, a Mexican restaurant, meat counter, bakery, and deli as well as a full grocery store.*

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

## Thank You Reinvesting Chamber Members

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

<b>AAA Septic Service Inc.</b>	<b>15</b>	Lennox Employees	
Appleberry Farm	2	Credit Union	38
aSPArations Salon & Day Spa	9	LifeServe Blood Center	22
B & G HVAC	16	Lillie Mae Chocolates	2
Bantz Chiropractic Center	12	Marshalltown Family Dentistry	9
<b>Boy Scouts</b>	<b>10</b>	My Town Nutrition	1
Child Abuse Prevention Svcs.	12	Packaging Corporation of	
<b>Comfort Keepers</b>	<b>15</b>	America (PCA)-Marshalltown	4
Community Foundation of		Premier	21
Marshall County	12	Quality Service Corp.	19
Edward Jones-Bruce Wirin	42	Ritchie Industries	8
Elim Lutheran Church/Elim		Riverside Cemetery	3
Children's Center	14	Smokin' G's BBQ,	
Farmers Savings Bank	22	Restaurant and Catering	14
<b>Fiddle &amp; Whistle Pub</b>	<b>10</b>	Southridge Specialty Care	54
GreenState Credit Union	1	State Farm Insurance	
Hartwig Plumbing &		Tyler Peschong	1
Heating, Inc.	64	Superior Welding Supply Co.	14
Hawkins Electrical Services Inc.	14	T2K Nutrition	1
JBS Swift & Company	63	Timber Creek Enterprise, Inc.	36
Kading Properties	3	UPS Store, The	18
		Zamora's Fresh Market	4

## Chamber Chat

*every Sunday morning*

**6:30 a.m. on 99.5 KDAO FM**

**7:30 a.m. on 1190 KDAO AM**

## Sign up for 'This Week in Marshalltown' weekly events newsletter

Don't miss out on upcoming community events! Sign up for the weekly event email newsletter "This Week in Marshalltown" and receive a listing of upcoming events via email each Monday. To sign up for the newsletter contact Tourism Director Andrew Potter at [apotter@marshalltown.org](mailto:apotter@marshalltown.org). You can also contact Andrew if you have an event you want promoted and listed on our online Community Calendar.





## Board of Directors

Mike Miller, Chair  
Erin McGregor, Vice Chair  
Damon Morrison, Treasurer  
Joe Carter, Past Chair

Patrick Brue  
Pam Delagardelle  
Carol Hibbs  
Jessica Kinser  
Kevin Meyer  
Dan Moellers  
Abigail Pelzer  
Kristin Polley  
Todd Steinkamp  
Dave Thompson  
Deb Wollam

## Ex-Officio

Dr. Theron Schutte, MCSD  
Dr. Kristie Fisher, IVCCD  
Amanda Accola, Alliant Energy

## Staff:

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

## Leadership Marshalltown Class of 2022/2023 October session

Leadership Marshalltown held its monthly session on October 20. The theme of the day was education. The class participants were informed on all things education with a panel of educators from the Marshalltown Community School District, Marshalltown Community College, St Francis Catholic School and Marshalltown Christian School at the Marshalltown Performing Arts Center. The Leadership Marshalltown class then toured the high school in small groups, experienced a school lunch and later toured additional buildings within the MCSD.



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## 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](mailto:ssmith@marshalltown.org).

## 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.*

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



(we just have to *brag a little*)

## Welcome!

Elizabeth Emley has been named the new county youth coordinator for **ISU Marshall County Extension**. Elizabeth is a former Marshall County 4-H member in the Liscomb Lively Laborers, and was also a member of the BCLUW FFA chapter. After high school she attended Iowa State University receiving a degree in Agriculture Education-Communication and a minor in Food and Society. She was previously the county youth coordinator in Dallas County.



Maria Gonzalez (right) joined the **Heart of Iowa Big Brothers Big Sisters** staff in January focusing on community-based matches as a Match Support Specialist. She brings experience with working at MICA and supporting families as her

strength. Desiray Christen (above left) became part of the Heart of Iowa Big Brothers Big Sisters team in August. She is a Match Support Specialist and works with making school-based matches in the Marshalltown Community School District. Her previous experience as a preschool teacher is a strength when inspiring new matches.

**UnityPoint Health** is excited to welcome Thai Nguyen, MD, to its family medicine clinic located at 303 Nicholas Drive in Marshalltown.

Dr. Nguyen comes to Marshalltown after completing his residency at Louisiana State University Medical Center's Our Lady of the Angels Hospital. Dr. Nguyen has ties to the state of Iowa. He earned a Master of Health Care Administration degree from Des Moines University Osteopathic Medical Center in 2018. That same year, he completed his Doctor of Medicine degree from Saint James School of Medicine. He also served as respiratory therapist from 2011-2015.



## Congrats!

The **Marshalltown YMCA-YWCA** Board of Directors has named Kim Jass-Ramirez to replace current CEO Carol Hibbs as the next Chief Executive Officer of the organization, effective January 1, 2023. Selected by the Y's Board of Directors following a four-month nationwide search, Jass-Ramirez currently serves as the Senior Program & Facilities Director at the Marshalltown Y and has been a part of the Marshalltown Y team since 2016. Jass-Ramirez will work with Hibbs over the next two months to transition the leadership of the YMCA-YWCA.

Prior to her work with the Marshalltown Y, Jass-Ramirez worked for the YMCA of Cedar Rapids, the Kishwaukee YMCA and the McGaw YMCA, both in Illinois. Jass-Ramirez holds a Master's Degree from Ball State University and a Bachelor's Degree from Wartburg College.

"It is an honor to be chosen as the next CEO for the Marshalltown Y," said Jass-Ramirez. "I am thrilled to be working alongside staff and volunteers who share my passion for the Y's mission and serving the community."



## Welcome!

**Pinnacle Bank** is pleased to announce the addition of Kody Ricken to its staff as a Credit Analyst. He started with the bank in May 2019 as a summer intern working with the customer service team. Ricken graduated from Simpson College, in April 2022, with a bachelor's degree in Economics and Finance. In his new position, he will be assisting the VP/Chief Credit Officer.

"Pinnacle Bank has done nothing but welcome me with open arms since I walked through the door. I am excited for this new chapter in my life and look forward to what the future has to offer here," Ricken commented.

Andrew Pool, VP/Chief Credit Officer of Pinnacle Bank stated, "I am very pleased with Kody Ricken returning to Pinnacle Bank, as a credit analyst, after previously holding an internship with the bank. I look forward to him having continued success as he grows in his role and assists in the growth of Pinnacle Bank."







# CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors held a ribbon cutting on September 20, 2022 to celebrate 20 years in business for **United Bank & Trust**.



The Chamber Ambassadors held a ribbon cutting on September 20, 2022 for the **Lillie Pad Rolling Sweet Shop of Lillie Mae Chocolates** at the United Way campaign kickoff event.



The Chamber Ambassadors held a ribbon cutting to celebrate the Park Place townhomes addition from **Kading Properties** on September 27, 2022.



The Chamber Ambassadors made courtesy call stop to **Kapaun & Brown Heating & Cooling** and **Hartwig Plumbing & Heating** on September 27, 2022.

Visit [www.marshalltown.org](http://www.marshalltown.org) for all the latest Chamber news and upcoming events.

## Thank You Ambassadors!



**MARSHALLTOWN**  
AREA CHAMBER  
OF COMMERCE



[WWW.MARSHALLTOWN.ORG](http://WWW.MARSHALLTOWN.ORG)





**UnityPoint Health - Marshalltown** held a ribbon cutting and open house on October 18, 2022 for the remodeled Family Medicine Clinic at 303 Nicholas Drive.



**Center Associates** held a ribbon cutting on October 21, 2022 to unveil their newly renovated facility at 3809 South Center Street. (T-R photo)

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## **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  
Pat Gulbranson   Joe Hannam   Denny Hass  
Andrea Jordan   Kari Kilstrom   Terry Kluck   Tom Mack  
Dan Moellers   Kris Naughton   Mark Osmundson   Jon Pierce  
Mary Rund   Gary Schaudt   Roger Schoell   Andy Schwandt  
Kevin Vaughn   Tom Wahl

## **Looking to volunteer?**

Check out the Chamber volunteer page on our website:  
[business.marshalltown.org/volunteer-opportunities](https://business.marshalltown.org/volunteer-opportunities)

# BUSINESS DIRECTORY

## ADVERTISING SPECIALITIES

### MARSHALLTOWN TIMES-REPUBLICAN

135 W. Main  
Marshalltown

**753-6611**

## ATTORNEYS AT LAW

### PEGLOW, O'HARE & SEE

118 East Main Street  
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**752-8800**

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www.woodruffcompanies.com

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Joel R. Thronson  
Zachary Louton

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Marshalltown

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## CREDIT UNIONS



**Lennox Employees Credit Union**

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**641-754-4501**

## HEATING & COOLING

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## ATTORNEYS AT LAW

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16 E. Main St.  
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www.facebook.com/mtownchamber

## INSURANCE

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### INSURANCE

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# BUSINESS DIRECTORY

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641-752-1553

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### GRANDVIEW HEIGHTS Rehab & Healthcare

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Steve Hubbard • Adam Grant

## www.marshalltown.org Statistics

	September '22	Avg/Month	YTD Total
Unique Visitors	8,554	9,119	82,068
Number of Visits	20,306	28,511	256,599
Page Views	1,157,207	456,220	4,105,979
Hits	1,424,075	716,985	6,452,861

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.

## SOLES4SOULS

### 5K & WALK

**Saturday, November 5**

**Race time: 9:00 AM**

All proceeds go to St. Francis Catholic School  
For more information

call 641-753-8744 or email [herbes@st-francis.net](mailto:herbes@st-francis.net)

## *“Insta” this! 10 best places for a selfie in Marshalltown*

Let's face facts everyone when it comes to a selfie, the most important part is the location. Marshalltown has several of those to choose from and here is a top 10 list.

1. **Marshalltown Postcard Mural** This work by artist Jimmy Navarro is quintessential Marshalltown. It's made for a great entrance into our downtown from the south.
2. **Perspective** One of the newer murals in Marshalltown by Florida artist Jason Tetlak is no doubt seen by thousands of travelers a day passing north or south through town on 3rd. Avenue (Highway 14). It's located on the east wall of the Orpheum Theater downtown.
3. **Zipline action at Mega-10 Park** This is a favorite for kids, and once in awhile an adult goes along for a ride with a young one. We are still lobbying to get our mayor on this one day (what a great video that would be)
4. **Linn Creek Trail** This trail winds through town for five miles so you have plenty of selfie spots to choose from.
5. **Grimes Farm Tower** Take a short hike from the conservation center and then head up to the tower for one of the best views in the area. Don't drop your phone, though.
6. **Gallery Garden** What a true treasure this is for our Main Street. The flower wall, the waterfall and the art just scream “selfie me.”
7. **Riverview Park** There are many places at this vast park to take a selfie- Take on the trail by the Iowa River, the disc golf course, the dog park and just along the creek that passes through the park. Bonus points if you include campers roasting a hot dog.
8. **Echo sculpture 13th Street** Quite a unique structure in the middle of a reborn neighborhood. Get a bite of Iowa's best burger at The Flying Elbow with dessert at Lillie Mae Chocolates while you are there.
9. **Roundhouse & Drills** This iconic structure was renovated years ago and looks fabulous inside while keeping the dome we all love outside. The Drills sculpture just adds some extra pizzazz to it.
10. **Selfie wall at La Salud** It even has Marshalltown adorning the top. It's a perfect place to post for that selfie and watch the “likes” roll in.







## Home for the Holidays

30th Annual Holiday Stroll

**MARSHALL COUNTY** | Iowa  
Grand-Rededication



The Marshalltown Central Business District, in partnership with Marshall County, welcome the community & visitors to experience Downtown Marshalltown in a good old fashioned way, because the Courthouse is **Home for the Holidays!**

Join us as we celebrate the 30th Annual Holiday Stroll, November 19th, featuring the **grand-rededication** of the Courthouse, explore with wonder all the Historic Downtown Marshalltown has to offer.

Come enjoy the traditions of the Festival of Trees, Lighted Parade, Carriage Rides, Downtown Businesses & all the other wonderful festivities of the day!

**Save the Date - Nov. 19, 2022**  
Details of the day's event will be released in the coming weeks.



## Iowa Girls High School State Swimming and Diving

The Iowa Girls High School State Swimming and Diving Meet is held November 11-12 at the Marshalltown YMCA/YWCA. The State Diving Meet & Swimming Preliminary Meet takes place on Friday, November 11. State Swimming finals will take place on Saturday, November 12. This event has a huge economic impact on our area and we are proud of our YMCA-YWCA staff and the volunteers which help make this a successful meet.

### 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](mailto:office@marshalltown.org) for a template. Job postings are available to for the public and members to view on our website, [www.marshalltown.org](http://www.marshalltown.org) under the Work in Marshalltown tab.

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## Economic Statistics

<b>Employment – Marshall County - August</b>	<b>2022</b>	<b>2021</b>
(Source: Iowa Workforce Development)		
Labor force	16,980	16,950
Unemployed	730	850
Percent unemployed	4.3	5.0
Total employment	16,250	16,100
<b>Marshall County Construction - August</b>	<b>2022</b>	<b>2021</b>
(Source: Marshalltown Building Department)		
Building permits	24	19
New Residential Construction	\$346,323	\$53,000
Residential Addition/Remodeling	\$483,535	\$143,000
New Commercial/Industrial Const.	\$0	\$0
Commercial/Industrial Remodeling	\$40,313	\$39,000
<b>Housing Sales Data - September</b>	<b>2022</b>	<b>2021</b>
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	42	33
Average sale price	\$172,466	\$178,945
Median sale price	\$153,500	\$164,000

## Upcoming Chamber Events

### November 1-Caffeinated Conversations

Taylor's Maid-Rite (7:30-9:00 a.m.)

### November 2-Connect Marshalltown

Mojitos Bar & Grill (4:30-6:00 p.m.)

### November 3-Business-to-Business Showcase

IVCCD Dejardin Hall (4:30-6:30 p.m.)

### November 17-Business After Hours

Hellberg's Jewelers (4:30-6:30 p.m.)

### December 6-Business After Hours

Strand's Flooring & Paint (4:00-6:00 p.m.)

## Save the Date!

**30th Annual Holiday Stroll-Home for the Holidays**

**November 19, 2022**



Lance Horbach  
Agent



Ryan Larmore  
Agent



Pat Hageman  
Agent



Tyler Slagle  
Agent



Paul Beals  
Agent



Mark Rohde  
Agent



Austin Ilium  
Agent



Rich Mohon  
Agent



Doug Joslin  
Agent



Marna Mitchell-Butler  
Agent-CSA



# AssuredPartners

POWER

through Partnership

11 EAST CHURCH STREET - MARSHALLTOWN, IA

(641) 752-4618

AUTO - HOME - BUSINESS - FARM PROPERTY & LIABILITY - CROP/HAIL - LIFE  
HEALTH - WORKERS COMPENSATION - MEDICARE - LONG-TERM CARE - ANNUITIES

LOCAL CLAIMS SERVICE

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



Darla Rowley  
Agent-CSA



Jodi Eygabroad  
Agent-CSA



Carla Nordstrom  
Agent-CSA



Robin Angstman  
Agent-CSA



Bonnie Ohrt  
Processor



Kristi Carlson  
Office Manager



Matt Roelsgard  
Information Systems



Heather Hanus  
Agent-CSA



Vivian Ceron  
Agent-CSA



LeAndrea Abel  
Administrative Assistant