

theDIGEST

June 2023

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MARSHALLTOWN AREA CHAMBER OF COMMERCE

Leadership Marshalltown

The inaugural class for Leadership Marshalltown held its final session and graduation on May 18, 2023. The class participants have spent the past 9 months learning about Marshalltown as well as developing a wide variety of leadership skills with the help of the teaching team and Kansas Leadership Center staff. The Leadership Marshalltown participants are now tasked with finding new ways to implement those skills and participate in the community in a meaningful way. Sponsors for the 2022-2023 class included ITC Midwest, Emerson, and MARSHALLTOWN Company.

Applications are now open for the next Leadership Marshalltown class. For more information visit www.marshalltown.org/leadership or reach out to Kyle Hall, Workforce Development Coordinator at khall@marshalltown.org.



First Row (Left to right): Tasia Hulin, Erin Carpenter, Alex Klyn, Alex Craig, Hector Campos, Maria Rangel, Hector Hernandez Morales

2nd Row: Rachel Buchanan, Abby Woosley, Yolanda Smith, Kacie Monroe, Alicia Sears, Erica Finders, Amy Kacmarynski, Kendey Manners, Kohle Nieland, Heidi Dalal

3rd Row: Ryan Isgrig, Kyle Hall, Paul Waterman, Mark Dumbeck, Jared Wall, Ryleigh Feather, Josh Grosvenor, Robert Maharry, Becky Hassett

Not Pictured: Tony Wilsher, Rhonda Braudis, Charissa Baedke, Deann Tomlinson, Doug Bausman

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Marshalltown, IA 50158

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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.

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2909 Jackie Terrace, Marshalltown
641-485-1091
michellerbrown@gmail.com
www.facebook.com/mabrowncookies

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Rachel Palmer with Sweetbay Travel Concierge

Rachel Palmer, Travel Advisor
104 College View Lane, Marshalltown
641-485-3441
Rachel@sweetbaytravelconcierge.com
www.facebook.com/travelwithrachelpalmer

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T-Mobile

Jonathan Shelton, Store Manager
Brandon Graham, Market Manager
2500 S. Center Street, Marshalltown
641-758-7795
www.t-mobile.com

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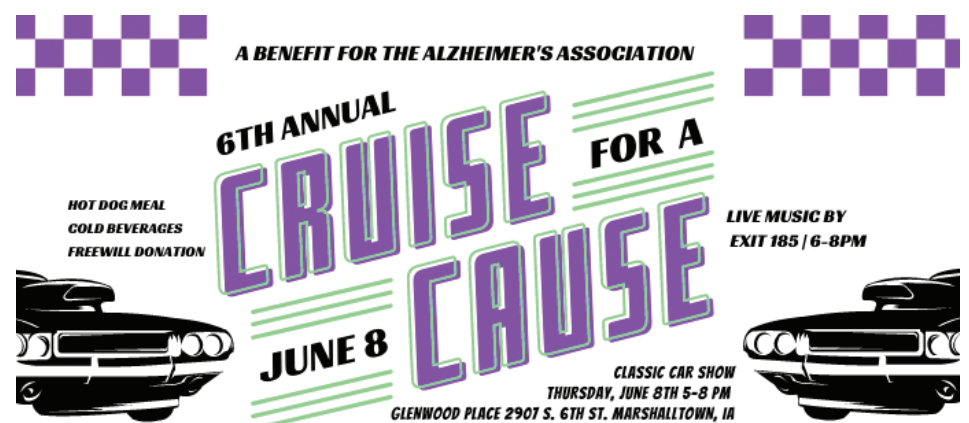
Glenwood Place has been in business for 22 years and was one of the first assisted living communities in Marshalltown. They began with only 36 assisted living apartments and as the demand grew for senior care, so did Glenwood Place. Glenwood Place now hosts 50 assisted living

apartments, a cozy memory care, independent living apartments and spacious townhomes. With the rise of residents, they have 40 employees.

Glenwood Place provides premier senior living in the form of townhomes, independent and assisted living, memory care and respite care. A little-known secret is that Glenwood's community culture is based around the "Red Carpet" philosophy. It is their goal each day to provide Red Carpet services and experiences to each resident who calls Glenwood Place home along with family member and guest who visit. They are a proud member of Senior Provider Alliance, an Elite Grand Champion fundraiser for the Alzheimer's Association, Rotary and the Marshalltown Area Chamber of Commerce.

Glenwood Place Community Relations Brooke Davis stated, "Marshalltown provides a big town atmosphere with a small-town feel. We enjoy discovering a common connection with new residents who have called Marshalltown home for so many years." Davis continued, "Our staff tenure is something to take pride in. Many of our management staff have been with Glenwood Place for several years. Our goal is to provide a happy and healthy work environment, in turn, we provide a happy and healthy home for our residents."

Glenwood will be hosting their 6th Annual Cruise For A Cause car show benefiting the Alzheimer's Association. This event is June 8, 2023 from 6 to 8 p.m. All classic cars and hotrods are welcome!



Thank You Reinvesting Chamber Members

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

Accu-Tax	23	Jim Lowrance	2
Best Western Regency Inn	48	Lowe's Flowers	46
Blissful Expressions	2	Manatts, Inc.	6
Bolton and Menk Inc.	4	Marshalltown Christian School	17
Capital Homes II LLC	1	Marshalltown Sewing Center	31
Dairy Queen, North 3rd Ave	7	Old Timer Tavern	11
Dank's Lazer Engraving	8	Ric Anderson	3
First Congregational Church	19	S & S Autobody & Frame	9
Freedom Financial	5	ServiceMaster by Rice	4
Game Haven	1	Shoe Sensation	8
Garling Construction	3	Stone Sanitation	18
Grandview Heights	27	Sub City	23
Great Western Dining	8	TLC Associates	1
Hardon's, Inc.	4	Willows, The	6
Jim Bell Flooring	11		



Business After Hours-April 26, 2023 at The Willows

125th Chamber Annual Banquet Register today!!

The Marshalltown Area Chamber of Commerce hosts the 125th Annual Banquet on June 29, 2023 at Midnight Gardens. The event will include cocktail hour, dinner, annual report, and keynote address from Jeff Siegler of Revitalize or Die. For additional information on this event or to register visit the Chamber website at www.marshalltown.org/annual-banquet. This is a Chamber member only event.



Caffeinated Conversations-May 11, 2023 at KFJB Radio

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John Hall
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Sarah Smith
Membership & Communications Director
Kyle Hall
Workforce Development Coordinator
Dylan Does
Tourism Director
Nicole Collins
Administrative Assistant

Chamber Promotes Smith to Membership & Communications Director

The Marshalltown Area Chamber of Commerce is excited to announce the promotion of Sarah Smith to Membership & Communications Director.

Smith joined the Marshalltown Area Chamber of Commerce in June of 2019 as Administrative Assistant. Eventually working her way to Membership Director in May of 2021.

"We are incredibly proud of the work that Sarah has continued to do for our organization, and during her time here her personal growth and the growth of our organization have warranted this promotion," said John Hall, President & CEO of the Marshalltown Area Chamber of Commerce. "Sarah's willingness to take on this new role of communications will allow us to build more consistency in all of our efforts from our brand, to our flyers, to our social media posts."

As Membership & Communications Director, Smith serves as the primary contact for the approximately 480 Marshalltown Area Chamber members. Her role also includes planning and executing all Chamber events, sales of new Chamber memberships, sales of event/program sponsorships, managing social media, website content, and marketing materials for the Chamber.

"I am excited to be the lead on the Chambers communication efforts and continue working with the Chamber membership as I have done for many years," said Smith. "I look forward to growing more with the Chamber and our community."



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Congrats!

Bickford of Marshalltown was selected Best Assisted Living 2023! U.S. News and World Report analyzed survey data from more than 250,000 residents and their family members across nearly 4,000 senior living communities and Bickford was selected as one of the best in the industry!

Dandy-Lion Early Childhood Learning Place recently received recertification for ChildNet 3.0. ChildNet 3.0 is a requirement for the IQ4K level 4 rating which Dandy-Lion received earlier this spring. The certification is a great documentation of how they are providing quality childcare services and early childhood education to the community. Congrats!



Congrats!

Pinnacle Bank is pleased to announce the addition of Marissa Potter to its staff as Customer Service Representative. Potter graduated with an associate degree from Marshalltown Community College and is a current student at Buena Vista University working on her bachelor's degree in business. She has almost 2 years of banking experience, having worked most recently for Wells Fargo. She currently resides in Marshalltown with her husband, Trent, and her son and stepdaughter.

"I am so excited to join this team, and I look forward to being a part of a community-driven bank that cares so much about its customers," Potter commented. "I am eager to get to know the staff as well as the customers."



AR Auto Detailing provides new service

AR Auto Detailing is now offering mobile services. The mobile service offers flexibility to customers. AR Auto Detailing can come to you whether you are at work, home, or out shopping. Owner of AR Auto Detailing Adan Rodriguez commented, "We are high quality detailing. Drop offs are welcome or we come to you! Feel free to reach out for any questions or scheduling needs." Reach out to Adan at 641-691-8452 for questions or to schedule.

Optimae Lifeservices Observes Mental Health Awareness Month

One in five adults in the United States will experience a mental illness each year, with less than half of them receiving treatment.

Every year, individuals and organizations across the globe observe Mental Health Awareness Month, first launched by Mental Health America in 1949. This May, Optimae LifeServices joins Iowa Healthiest State Initiative in its campaign to "Make It OK" and remove the stigma surrounding mental health.

By promoting understanding and conversations surrounding mental health conditions and removing barriers to treatment, Optimae hopes to better accomplish its goal of being "At your side. On your side." for its customers, colleagues and communities.

Mental health awareness is a core component of Optimae's culture, as a provider of services for individuals with intellectual disabilities and mental illness from more than 40 Iowa counties. Optimae's programs include community-based, behavioral health, home health, rehabilitation and residential care services. The agency advocates for the rights and needs of approximately 5,300 Iowans each year, providing the quality of care its employees would want for their own families.

(we just have to *brag a little*)

Shred Day 2023 was a success!

On April 29, 2023 **United Bank & Trust** had a record turnout with 303 cars coming through! The event wouldn't be successful if it weren't for all the volunteers. United Bank & Trust Senior VP, HR & Marketing Jennifer Hass said, "Thank you to those that unloaded paper from cars, handed out giveaway items, directed traffic and to those that helped promote the event to our community and customers. Shred Day has grown each year and it's great to hear all the positive comments about offering this service to the community at no cost."

This event keeps thousands of pounds of paper out of the landfill, ensures confidential documents are securely disposed, and the paper shredded will eventually be recycled into paper products such as tissue paper and napkins.

This event is put on in partnership with **United Bank & Trust, Marshall County Landfill**, Marshalltown Area Chamber of Commerce and Secure Shred Solutions.

MEMBERS1st Community Credit Union Unveils New Logo

Same name, same great service with a new look! **MEMBERS1st Community Credit Union** is excited to announce a new logo for the credit union.



"We're not simply changing our logo for aesthetics – we're changing our logo to better represent who we are and what we do: We embrace the philosophy of People Helping People," said MEMBERS1st CEO Nick Tonelli.

Over the coming months, changes will be made to update the branding at the credit union's branches in Ames, Boone, Eldora, Iowa Falls and Traer and it will be designed into the new branch being built at 104 W Anson Street, Marshalltown.

The member-owned, not-for-profit credit union provides financial services to members residing in 14 Iowa counties as well as family members of existing members.

If you have Marshalltown area news to brag about, submit it to The Digest via email to office@marshalltown.org or via mail to P.O. Box 1000, Marshalltown, IA 50158. Grand openings, management changes, employee promotions, moves, organization name changes, expansions, accomplishments, awards, and major developments all qualify. Space is limited, so please keep submissions to a maximum of six sentences. Photos should be sent in JPEG format. The editor reserves the right to determine what is included. All information in this section is supplied by Chamber member businesses and organizations; it is not an endorsement by the Chamber.



CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors held a ribbon cutting on April 25, 2023 for **Oliver Beene Designs** to celebrate their new location in the Marshalltown Mall!



May 4, 2023 a ribbon cutting was held at **State Street Trading Company** to celebrate 5 years in business! Congrats!



May 5, 2023 the Chamber Ambassadors held a ribbon cutting with the Marshalltown **Walmart** celebrating their grand re-opening! They have recently completed renovations and updates to the location.



Stephanie's Auto Detailing is celebrating 10 years in business this year! On May 9, 2023 the Chamber Ambassadors helped her celebrate with a ribbon cutting this evening. Congrats Stephanie!

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

Thank You Ambassadors!



MARSHALLTOWN
AREA CHAMBER
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WWW.MARSHALLTOWN.ORG



Congrats to aSPArations Salon and Day Spa for celebrating 10 years in business! The Chamber Ambassadors held a ribbon cutting on May 11, 2023.

Thank you 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!

Ins and Outs about the IRS from the Iowa Small Business Development Center

Let’s talk about the Internal Revenue Service.

If you are like me, the thought of estimating and paying federal income tax for the business can be overwhelming. Who wants to be in the cross-hairs of this federal taxing body, simply because of what we didn’t know? Positively, Marshalltown is home to many knowledgeable tax accountants, ready and willing to help navigate the federal tax code. Seek them out early and often!

I, also, recognize there are times when we are determined to traverse federal taxes on our own. In these instances, it is helpful to know that the Internal Revenue Service (IRS) offers online resources that are fairly simple to navigate and understand. Visit www.irs.gov/businesses/small-businesses-self-employed for a robust portal of answers to small business owner questions.

Are you contemplating hiring an employee, but are not certain whether to categorize the role as a W-2 employee or a general contractor? The IRS has lots of great information. (www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-self-employed-or-employee) Perhaps, you are uncertain about when quarterly income tax remittances are due. Did you know the IRS can send you calendar reminders? Check it out online at www.irs.gov/businesses/small-businesses-self-employed/online-tax-calendar. Finally, the IRS even offers videos on demand that cover small business tax topics. irsvideos.gov)

The next time that you are working on your business, why not use some of that time to learn more about the IRS. The more we know the less overwhelming the entity becomes.

ISU SBDC is here to work with you. Our services are without cost 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, 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

If you would like to schedule a visit with the Chamber Ambassadors contact Chamber Membership & Communications Director Sarah Smith, ssmith@marshalltown.org or 641-753-6645.



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Steve Hubbard • Adam Grant

Interested in becoming a Chamber member?

Contact Sarah Smith, Membership Director to learn more about our membership options! (ssmith@marshalltown.org)
To learn more about the Chamber visit our website at www.marshalltown.org

Chamber Members Advertise Here!

Did you know that as a member of the Marshalltown
Area Chamber of Commerce you are able to advertise in
the Chamber Digest newsletter for a reduced price?

For more information on advertising in the Chamber
Digest contact Rhonda James at the Times-Republican.

641-753-6611 ext. 240
rjames@timesrepublican.com

www.marshalltown.org Statistics

	April '23	Avg/Month	YTD Total
Unique Visitors	8,742	9,950	39,801
Number of Visits	18,390	24,840	99,358
Page Views	125,431	34,790	139,159
Hits	430,154	689,113	2,756,451

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.

WHO Tractor Ride June 19-21

Marshalltown is set to be the host community for WHO Tractor Ride June 19-21. Hundreds of tractors and their riders will make the Central Iowa Fairgrounds their home base and travel to surrounding communities and back to Marshalltown for three days in June. "It's an opportunity for us to experience a new part of Iowa and some of the most beautiful agricultural landscape," said Scot Knock, organizer of the event. "We are excited to bring our group to Marshalltown and the surrounding communities as part of our 26th annual event."

Hundreds of people will be flocking to Marshalltown for this great event. This will have a huge economic impact to Marshall County as many of the riders will stay overnight in our hotels and visit our local restaurants and businesses.



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 the Chamber office at office@marshalltown.org.

Co-Ed State Tennis Championship

The Iowa State Athletic Association 2A Co-Ed State Championship Tournament will be at Marshalltown High School on Tuesday, June 6th with play beginning at 8a. This great event will draw hundreds of players and fans for this single elimination tournament. This event is another in Marshalltown's rich history of hosting state tournament level events.

This is a terrific opportunity to roll out the red carpet for teams and fans throughout the state, and to show your Bobcat Pride.



Stay connected to events & activities in Marshalltown and the surrounding areas.

Like us on Facebook & Instagram

@mtownchamber

Visit our Community Events Calendar
business.marshalltown.org/community-events

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

To sign up for the newsletter contact the Chamber office at office@marshalltown.org

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

To order call or email

641-753-6645

office@marshalltown.org



54th Annual Scholastic Banquet

The 54th Annual Scholastic Banquet was held at Pilgrim Heights Camp & Retreat Center on May 3, 2023. The Scholastic Banquet consists of the top 5% of graduating seniors from Marshall County schools; East Marshall, GMG, Marshalltown, and West Marshall high schools. Each student and their families were invited to the event for a dinner, keynote address, and awards presentation. Each student was presented with a certificate for their outstanding scholastic achievement.

The keynote speaker of the event was area native Dr. Kacie Monroe of Eyecare Associates. Dr. Monroe spoke to the students on her experiences that ultimately lead her back to Marshalltown where she has settled down with her family.



Thank you to our event sponsors!

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Why Marshalltown returns this summer

Why Marshalltown is a summer event series that focuses on helping area interns and new hires learn more about Marshalltown and connect with other people in the area. The Chamber will provide different guest speakers or activities for these events.

The dates for these events are set for June 27 at Wayward Social, July 11 at Midnight Gardens and July 25 at the Marshalltown Arts & Civic Center. For more information or to register visit www.marshalltown.org/why-marshalltown.

Questions? Contact Kyle Hall Workforce Development Coordinator, khall@marshalltown.org or 641-753-6645.

Chamber Chat

every Sunday morning

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM



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Economic Statistics

Employment – Marshall County - March	2023	2022
(Source: Iowa Workforce Development)		
Labor force	17,980	17,730
Unemployed	1,460	1,410
Percent unemployed	8.1	8
Total employment	16,530	16,320
Marshall County Construction - March	2023	2022
(Source: Marshalltown Building Department)		
Building permits	3	7
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$89,854	\$59,891
New Commercial/Industrial Const.	\$0	\$0
Commercial/Industrial Remodeling	\$0	\$434,948
Housing Sales Data - April	2023	2022
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	26	26
Average sale price	\$149,330	\$165,603
Median sale price	\$140,300	\$137,950

Upcoming Chamber Events

June 1-Business After Hours

KFJB (Trending Media) Celebrating 100 years

June 8-Caffeinated Conversations

Karl Auto Group

June 29-125th Chamber Annual Banquet

Midnight Gardens

August 18-Chamber Ambassadors Golf Outing

Elmwood Country Club

For more information on these Chamber events visit our website at

www.marshalltown.org/chamber-events

Chamber Events are open to Chamber members only unless otherwise noted.



Lance Horbach
Agent



Ryan Larmore
Agent



Pat Hageman
Agent



Tyler Slagle
Agent



Paul Beals
Agent



Mark Rohde
Agent



Marna Mitchell-Butler
Agent-CSA



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