



July 2023

Volume 41, Issue 1



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Chamber Ambassadors Golf Outing-August 18

The Chamber along with Presenting sponsor Emerson invite you to join the Chamber Ambassadors Golf Outing. This annual event that allows members a fun day of networking, business development, and golf. The outing is an excellent opportunity to market your business/organization as well as treat a client or potential client to a great day of golf in a relaxed atmosphere. The Chamber Ambassadors Golf Outing is on August 18, 2023 shotgun start at 10:00 a.m. at Elmwood Country Club. Cost to participate is \$440/foursome. This is a Chamber member only event. If you are interested in playing in or sponsoring this event please reach out to Chamber Membership & Communications Director Sarah Smith (ssmith@marshalltown.org) or visit our website for more information (www.marshalltown.org/golf-outing).

Heartland Together Pilot Program

Marshalltown was selected as a pilot community for the Kansas Leadership Center Heartland Together program. On June 7 the Marshalltown diagnosis event took place with the purpose and objectives of the day being to better understand the persistent challenges in the support system around entrepreneurs by learning prevalent stories about the local entrepreneur support network and mapping the local entrepreneurship support network. The next step in the Pilot Program is the Flagship Experience; a 3-day program to equip you with core principles in leadership, inclusive ecosystem building and civic engagement. Following the Flagship Experience will be the Action Projects; a 3-month period in which you will recruit some friends and design an action project to strengthen your local entrepreneur support network.

Apply to take part in this leadership development program focused on strengthening the entrepreneurship support network in Marshalltown! If you are an entrepreneur, an individual who supports entrepreneurs or a community member who is invested in the success of entrepreneurs, we invite you to apply!

To learn more about the project or to apply visit kansasleadershipcenter.org/heartland-together.



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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.

Heart of Iowa Ventures, LLC

Bryan Amundson, General Manager
502 Main Street, Union
641-486-2211
www.heartofiowa.coop

Heart of Iowa offers telephone, internet, and cable services. For details visit their website at www.heartofiowa.coop

Wax Xtatic Record Audio Stereo

John Blabaum, Owner/Manager
18 W. Main Street, Marshalltown
641-752-9237

www.facebook.com/waxxtaticrecordaudiostereoshop

Wax Xtatic sells vintage vinyl records, an ever expanding new vinyl section, 45's and 78's, plus vinyl accessories like sleeves and vinyl cleaning. Wax Xtatic is also proud to be a Groove Washer dealer and Crosley dealer for turntables. The offerings of up all kinds of vintage and new music swag and endless at Wax Xtatic.

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.

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Business After Hours-May 23, 2023 at Marshall County Abstract



Business After Hours-June 1, 2023 at KFJB Radio celebrating 100 years



Caffeinated Conversations-June 8, 2023 at Karl Auto Group

Thank You Reinvesting Chamber Members

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

Abarrotes La Salud, Inc.	11	Moler Sanitation	11
Champion Xpress Carwash	1	Pentz Appliance & TV	11
Ethington Heating & Cooling	30	State Farm Insurance-	
Glenwood Place		Phyllis Mazour	28
Retirement Community	24	Super Shine Car Wash	13
Happy Tails	9	Superior Rentals	11
Iowa Home Care	1	Theisen's Home-Farm-Auto	23
Marshall County Supervisors	31		

Opportunity Fair

The Leadership Marshalltown class held an "Opportunity Fair" on May 18, 2023. The premise of the fair was for Leadership Marshalltown participants to learn what volunteer and service group opportunities existed in our area. 13 tables were set up including Chamber members Animal Rescue League of Marshalltown, Child Abuse Prevention Services, City of



Marshalltown, Community Foundation of Marshall County, Heart of Iowa Big Brother Big Sisters, Iowa Veterans Home, Marshalltown Area United Way, and the Marshalltown YM-CA-YWCA. We look forward to seeing what great things they will do for the community!

Leadership Marshalltown

Leadership Marshalltown is currently accepting applications through July 31, 2023 for the next session starting in September! To apply for the Leadership Marshalltown program, visit www.marshalltown.org/leadership or email Kyle Hall at khall@marshalltown.org for more information. We look forward to receiving your application and having you join us on this exciting leadership journey. Don't miss out on this chance to grow both personally and professionally!

**Listen to Chamber Member Moment every
Wednesday morning at 8:35 a.m. on
News-Talk KFJB 1230 AM or 93.9 FM**

HOME BASE IOWA Educational BREAKFAST

**JUL
14**

**Friday, July 14
8:00-10:00 AM**

IowaWorks-Marshalltown office
101 Iowa Ave W.

RSVP here!



Marshall County is now recognized as a Home Base Iowa community. Join us to learn what that means for the community and how to become a Home Base Iowa business.

This event is free & open to the public.
Please RSVP using the QR code above.



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Workforce Development Coordinator
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Tourism Director
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Hall graduates from Leadership Iowa program



On June 15, 2023 Chamber President & CEO John Hall graduated from the Iowa Association of Business & Industry Leadership Iowa program. Each year, 40 individuals are selected to participate in Leadership Iowa. Throughout the 9-month long program, participants convene in an Iowa community each month with sessions focusing on a specific topic or issue important to Iowa. The program allows participants to step outside of their areas of expertise and gain a refreshed, insider's perspective on the condition, needs and future of our state. Congrats John!



Does completes Professional Guide Certification

Chamber Tourism Director Dylan Does recently earned the recognition of Certified Professional Guide. Professional Guide Certification candidates complete a training program of interpretive guide best practices to deliver quality experiences to visitors. Individuals who achieve Professional Guide Certification to provide quality Iowa visitor experiences earn this recognition and certification from Iowa State University. Congrats Dylan!



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If you have Marshalltown area news to brag about, submit it to The Digest via email to office@marshalltown.org. 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*)

Congrats!

Clapsaddle-Garber Associates, Inc. (CGA) would like to congratulate Roger Luehring on his recent retirement. Roger spent 35 years with the engineering and land surveying firm and held the role of the company's CFO. Roger kept us all on our toes and was with CGA throughout many changes. We will truly miss him around the office but hope he enjoys this well-deserved time.

Christine Harms joined the CGA team in late October 2022 to assume the responsibilities of the Financial Controller upon Roger's retirement. We want to formally welcome Christine to the CGA family!



Christine graduated from Gladbrook-Reinbeck Community Schools and obtained her B.A. in Banking and Finance from Buena Vista University. She spent several years at Mid-Iowa Cooperative where she was responsible for all aspects of accounts payable and receivable, processing deposits, bank reconciliations, and tracking company assets. Welcome to the CGA team, Christine!

Chamber member **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!



On June 2, 1923 **KFJB Radio** was officially licensed as the 17th radio station in the United States. 100 years later on June 2, 2023, Governor Kim Reynolds recognized the anniversary of that historic moment with a proclamation throughout the great state of Iowa! Todd Steinkamp and Kyle Martin met with the Governor to accept this prestigious recognition.

20 MEMBERS1st employees earn financial counselling certification

MEMBERS1st Community Credit Union is proud to announce that 20 employees have earned the Certified Credit Union Financial Counselor (CCUFC) designation through the Credit Union National Association (CUNA).

To earn the certification, employees went through the CUNA Financial Counseling Certification Program (FiCEP). It includes participating in a series of webinars; learning the content of the 33-chapter, 5th Edition CUNA FiCEP book; and passing a 2-hour proctored exam.

"Our mission is Financially Empowering Central Iowa, and our team is committed to obtaining knowledge and skills to best serve our members," said MEMBERS1st CEO Nick Tonelli. "This is just the start of our journey of employees participating this program, and we look forward to additional employees earning the certification in 2023 and beyond."



Congrats!

Marshalltown Community School District recently recognized **Stalzer Photography** as a "Career Readiness Partner". This recognition honors Stalzer's outstanding support and service to the students, their parents, and MCSD staff as they strive to make all Bobcats Career Ready. The human capital support through volunteering their time, talent and resources for the betterment of the district is commendable.





CHAMBER AMBASSADORS VISITS



On May 24, 2023 the **Marshall County Supervisors** and staff (left) cut a ribbon to celebrate the re-opening of the Marshall County Courthouse. A ribbon was also cut with community members who joined the celebration (below).



May 26, 2023 the dedication ceremony for **Marshall County as a Home Base Iowa community** was held at the Iowa Veterans Home. The ceremony was concluded with a ribbon cutting.



Wolfe Ranch of Quakerdale in collaboration with the **Animal Rescue League of Marshalltown** has opened Whiskers & Manes Cat Cafe! A ribbon cutting was held with the Chamber Ambassadors on June 2, 2023.

To view images from past ribbon cuttings & courtesy calls visit our website at
www.marshalltown.org/ribbon-cuttings-courtesy-calls

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

Thank You Ambassadors!



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Cybersecurity for Small Business from the Iowa Small Business Development Center

Cybersecurity is an important topic for small business owners to learn about and embrace, even when we are convinced that our digital presence is negligible, and we cannot even fathom who would want to take the time to disrupt our “small town Iowa” small business. Although our businesses may not be on the radar of international hackers, our businesses may be on the radar of a disgruntled employee, dissatisfied client, or the kid down the block, who is honing hacking skills for fun. We may shy away from the topic, because it is “one more thing,” in an already overflowing day, week or month. Fortunately, there are resources available to simplify the learning, increase our knowledge about cybersecurity and provide us with some steps for action.

First, let's explore some ways that cyber attacks regularly impact small businesses. For instance, phishing emails can bait unaware business owners and employees to disclose information or respond to requests that are illegitimate. It may appear a friend asking to purchase gift cards or we may unknowingly click on a link that looks official, only to discover that the link unleashed a ransomware attack on our system and has locked us out until payment has been made. Check out videos created by the National Institute of Standards and Technology (NIST) to learn more at www.nist.gov/itl/smallbusinesscyber/videos.

Once we have determined that cyber risk is real, now what do we do? NIST has created a website dedicated to small business cybersecurity issues (www.nist.gov/itl/smallbusinesscyber). The Iowa SBDC offers a series of on demand cybersecurity webinars (iowasbdc.org/services-on-demandtraining). You can also make a date with your insurance agent and learn about the cybersecurity coverage that your business insurance policy may or may not offer. The information may be helpful as you explore what a cybersecurity plan for your business should look like.

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

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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

	May '23	Avg/Month	YTD Total
Unique Visitors	9,067	9,774	48,868
Number of Visits	17,970	23,466	117,328
Page Views	100,064	33,239	166,196
Hits	404,069	632,104	3,160,520

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.

4th of July Celebration

Each year, thousands of area residents enjoy celebrating our nation's independence from the confines of the Central Iowa Fairgrounds. This year, the fireworks, food, fun and music return to the Central Iowa Fairgrounds on July 4th. Doors open at 4pm, with live music starting at 5pm. Bring your friends, your red, white and blue hats, and a lawn chair.



EVERYONE IS WELCOME!

4th OF JULY

INDEPENDENCE DAY LIVE MUSIC

PAUL MICHAEL DAVIS
5:00-6:30 PM

FINAL MIX BAND
7:30-FIREWORKS

GROUNDS OPEN AT 4PM

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MARSHALLTOWN MUNICIPAL BAND
6:30-7:30 PM

KIDS ACTIVITIES

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HyVee

Taco La Cruz

Chinchilla Cones

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Central Iowa Fair July 12-15, 2023

The Central Iowa Fair will return to the Central Iowa Fairgrounds on July 12th through July 15th. The 4-day event will be bursting at the seams with all of your fair-time favorites. There will be animal showings, live music, great food vendors, crafts, rodeo, bags tournament, CIF beer tent, and much more!

This great annual event is bound to attract loads of people from around the area. For more information go to the www.centraliowafairgrounds.net



Need an employee?
Looking for an employer?
Check out the Chamber's online Marshalltown
Job Postings at:
www.marshalltown.org/jobs

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.

2023 WHO Tractor Ride

Marshalltown was the host city of the 2023 WHO Tractor Ride. The Central Iowa Fairgrounds was homebase for the riders beginning and ending each day in Marshalltown. The riders traveled to and from neighboring communities from June 19-21. Hundreds of riders visited our community for this ride, some from as far as Texas, Florida and Washington.



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Economic Statistics

Employment – Marshall County - April	2023	2022
(Source: Iowa Workforce Development)		
Labor force	17,570	17,190
Unemployed	1,010	860
Percent unemployed	5.7	5
Total employment	16,560	16,330
Marshall County Construction - April	2023	2022
(Source: Marshalltown Building Department)		
Building permits	11	36
New Residential Construction	\$27,160	\$2,175,483
Residential Addition/Remodeling	\$30,940	\$67,001
New Commercial/Industrial Const.	\$9,857,808	\$159,182
Commercial/Industrial Remodeling	\$0	\$178,376
Housing Sales Data - May	2023	2022
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	43	28
Average sale price	\$176,749	\$157,750
Median sale price	\$175,000	\$159,950

Upcoming Chamber Events

.....

July 25-Caffeinated Conversations

Taylor's Maid-Rite

July 27-Business After Hours

Brit Marie's Country Boutique (5 year celebration)

August 10-Caffeinated Conversations

State Farm Insurance Tyler Peschong Agency

August 18-Chamber Ambassadors Golf Outing

Elmwood Country Club

August 24-Business After Hours

Midnight Garden

For more information on these Chamber events visit our website at www.marshalltown.org/chamber-events



Lance Horbach
Agent



Ryan Larmore
Agent



Pat Hageman
Agent



Tyler Slagle
Agent



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