



November 2023

Volume 41, Issue 5



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MARSHALLTOWN
AREA CHAMBER
OF COMMERCE

Marshalltown Chamber Unveils First Bi-Lingual Tourism Identity in Iowa

The Marshalltown Area Chamber of Commerce is excited to announce the first bi-lingual tourism identity in the state of Iowa. The Chamber's tourism identity will now be known as “Meet in Marshalltown” and “Nos Vemos en Marshalltown” to best reflect Marshalltown's diverse community of 28,000 people, located in the heart of Iowa. The tourism identity will include a new website, social media channels, marketing efforts, along with other endeavors moving forward. The identity was launched on Sunday, October 15th at the Festival Cultural at West End Park on 13th Street in Marshalltown.

Marshalltown’s tourism logo seeks to capture the beautiful diversity of Marshalltown, by resembling a piñata or papel picado, along with the black lines reflecting the central location of Marshalltown from Midwestern cities and major highways. The color palette includes 9 colors representing our manufacturing heritage, education, veterans, agriculture, art, indigenous and immigrant populations, rivers and trails.

“In a sea of sameness, Marshalltown is a true original. I believe our new identity reflects the wholistic diversity of our community from language, culture, workforce opportunities, history, future, innovation, and collaboration. With over 50 languages/dialects reflected in our school district, we seek to add additional languages in the future.”

Dylan Does, Tourism Director, Marshalltown Area Chamber of Commerce.

“Estamos muy emocionados para este nuevo capitulo de Marshalltown!”
America Zaragoza, Marshalltown Tourism Advisory Member.

Marshalltown Tourism Information: For more information on “Nos Vemos en Marshalltown” and “Meet in Marshalltown”, please contact Tourism Director, Dylan Does. You may also check out www.meetinmarshalltown.com or www.nosvemosenmarshalltown.com



MEET IN
MARSHALLTOWN

Marshalltown Area Chamber of Commerce
P.O. Box 1000
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.

7 Rayos Liquor Store

Sonia Morciego, Owner

120 E. Main Street, Marshalltown

641-752-2592

Offering a great selection of beer, wine and spirits!

Successful Kick-Off for the 2023-2024 Leadership Marshalltown Class

Leadership Marshalltown started up again in September. The opening retreat was held at Meskwaki Bingo Casino Hotel this year. Just like last year, the experts from the Kansas Leadership Center were brought in for the opening retreat. They started us off by introducing a leadership framework for individual development, organizational effectiveness, and community progress. It was two full days of diving deep into what leadership really is, the technical and adaptive challenges in our community, how much heat is needed to address those challenges, and more.

Kate Bowermaster, Chamber Workforce Director, and facilitator for the Leadership Marshalltown program reached out to this year's class for some initial thoughts. Here is what they had to say:

"Going into the retreat I didn't know what to expect... just a desire to grow professionally. I left the retreat with a new perspective and optimism. The lessons talked about yet so far really made me open my mind to new ways of observing, thinking, and understanding. I cannot wait to see what else we are going to explore throughout this experience." (Lauren Clingerman, Farmers Savings Bank)

"I felt the class structure/curriculum was very engaging. I came into it expecting some typical classroom lecture but was pleased to see we had some meaningful interactions and moments that made you challenge yourself to think and interpret things from different perspectives." (Spencer Wolf, Meskwaki Bingo Casino Hotel)

"The opening retreat was thoughtfully confrontational. It forced you outside of your comfort zone to critically think about the issues, or adaptive challenges, that are affecting our community and how we can work together to face those challenges. Most of the class was on identifying, not solving, but analyzing and looking at all factions of a challenge, then trying to figure out how to engage community members so that they feel implicated in the work of resolving those adaptive challenges." (Erin Krough, Pinnacle Bank)

We look forward to the rest of the class continuing strong into 2024. For more information on this program contact Workforce Director, Kate Bowermaster (kbowermaster@marshalltown.org/641-753-6645).

Lennox Feel the Love Program

The **Lennox** Feel the Love program is all about helping deserving families and people in need get new heating and air conditioning units. Lennox provides the HVAC units and a local partner donate their time, labor, and supplies to install the systems. Recently the Marshalltown area has seen the Feel the Love program hard at work. Pictured from top to bottom: **B&G HVAC** completed an installation for the **Animal Rescue League of Marshalltown**; **Hardon's** completed an installation in Albion; **Kapaun & Brown** completed an installation in Marshalltown; and **Ethington Heating & Cooling** completed an installation in Marshalltown. Photos contributed by the **Times-Republican**. For more information on the Feel the Love program visit www.feelthelove.com.





October 19, 2023

Business After Hours at **McGregors Furniture & Mattress**



Connect Marshalltown has started back up again! Our first event post-summer took place at **Tannin** on October 4th. This group is for anyone looking to network and share ideas about Marshalltown in a social setting. Communication and collaboration are important, and both are needed to keep growing our community. Please spread the word about these events and encourage your employees and colleagues to attend.

Your first drink and appetizers come at no cost for those who sign in! The next event will take place on Wednesday, November 1st at Rosie's in **Wayward Social**.

Reminder! We have relocated!

The Chamber is located at 34 W. Main Street, Marshalltown
Please mail payments and correspondence to P.O. Box 1000.

Thank You Reinvesting Chamber Members

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

| | | | |
|---|-----------|---|-----------|
| American Legion #46 | | Hartwig Plumbing & Heating, Inc. | 65 |
| Golf Course & Lounge | 8 | HMC Industries, Inc. | 1 |
| Applebee's Neighborhood Bar & Grill | 26 | KDAO AM/FM/TV | 45 |
| Bobcat Academy | 1 | Legends American Grill | 14 |
| C Eye Care | 6 | LifeServe Blood Center | 23 |
| Community Foundation of Marshall County | 13 | Lydall Sealing Solutions | 28 |
| Concept by Iowa Hearing Aid Center | 15 | Marshalltown | |
| Edward Jones - Nathan Blayer | 2 | Arts & Civic Center | 1 |
| Elim Lutheran Church/ Elim Children's Center | 15 | Marshalltown Water Works | 42 |
| Elmwood Country Club | 58 | Nutrien Ag Solutions | 32 |
| Eyemart Optical Center | 1 | Packaging Corporation of America (PCA) | 5 |
| Farmers Savings Bank Marshalltown | 23 | Quality Service Corp. | 20 |
| GreenState Credit Union | 2 | Real Deals - Marshalltown | 2 |
| H & F Distributing Company, Inc. | 47 | Riverside Cemetery | 4 |
| Hargrave Construction LLC | 1 | Spahn & Rose Lumber Co. | 22 |
| | | Subway | 31 |
| | | Union Pacific Railroad | 13 |
| | | The UPS Store | 19 |
| | | Wolfe Clinic P.C. | 31 |

Save the Date!

31st Annual Holiday Stroll

The Sweetest Christmas

November 18, 2023

The Marshalltown Central Business District host the 31st Annual Holiday Stroll downtown on Saturday, November 18th from 4:00-8:00 p.m.

Festivities include: Carriage Rides, Lit Parade, Santa's Workshop, Holiday Concerts, Kid's Carnival, Holiday Photography, and so much more!

The Christmas Craft Village and Festival of Trees kicks the Stroll off at the Coliseum starting at 12:00 p.m. (noon) and will run until 7:00 p.m.



Board of Directors

Erin McGregor, Chair

Damon Morrison, Vice Chair

Amanda Accola, Treasurer

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Aimee Deimerly-Snyder

Carol Hibbs

Robert Maharry

Kevin Meyer

Kristin Polley

Zach Stahlin

Todd Steinkamp

Deb Wollam

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Heidi Dalal, Martha-Ellen Tye

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Staff:

John Hall

President & CEO

Sarah Smith

Membership & Communications Director

Dylan Does

Tourism Director

Kate Bowermaster

Workforce Director

Nicole Collins

Administrative Assistant

Iowa SBDC Talks Staffing

Let's talk about staffing...

It is difficult to travel down Main Street or search job boards without being inundated with "help wanted" solicitations. It can be easy, and also lazy thinking to presume that no one wants to work. The truth is actually gentler. For instance, the tail of the Baby Boomers is 59 years old. No labor force has been able to compete with the volume of labor this group made available. A labor pool that is now retiring in record numbers daily. Even the Millennial Generation does not spike past the Boomers in labor force contribution. The Generation Z workers create a trough much like Gen Xer's. Additionally, the percentage of women in the workforce mirrors mid 1980 values. That's roughly a 10% downward swing in the past few years.

Yes, we can expect to pay more for labor, because there is less. And, once we hire someone, we would like to keep them. Staff turnover is EXPENSIVE! We can help our businesses by understanding what the current workforce seeks. According to HRFORECAST.com the number one reason an employee leaves is lack of career development. This happens with 20% of hires. It is worth exploring meaningful strategies to help an employee develop in their career, even in service businesses, which typically experience high employee turnover. The second leading factor for employee turnover is an employee's relationship with their manager. This is a great topic to tackle via professional development whether we are a managing owner, or whether that responsibility belongs to another. Other qualities that made the top five are work life balance, employee well being and job fit.

"What about the pay," you ask. Pay makes the list at number six. Interestingly, pay has been number six in the list for over 25 years. There have been many economic ups and downs over time, and despite how it seems today wages have been stagnant since the late 1960's. Yes, it is important to have an attractive financial package for employees. It is just as important to create a place where people want to work.

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

The Chamber office is now located at 34 W. Main Street in downtown Marshalltown. Stop by and check out our new space during office hours.

We would be happy to give you a tour!

Please remit payment to:
P.O. Box 1000, Marshalltown

Chamber Chat

Sunday mornings

6:30 a.m.

on 99.5 KDAO FM

7:30 a.m.

on 1190 KDAO AM

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 or questions on your Chamber membership billing, contact Nicole at ncollins@marshalltown.org.

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.



MEMBERS1st celebrates Juntos Avanzamos designation during proclamation ceremony

The Juntos Avanzamos (Together We Advance) designation is awarded to credit unions that are committed to serving and empowering Hispanic and immigrant communities.

MEMBERS1st Community Credit Union earned this designation in December 2022, and the proclamation ceremony was held to celebrate the milestone at noon at the 13th St District - West End Park, Marshalltown, as the opening event during the community's annual Festival Cultural.

The ceremony began with greetings from MEMBERS1st Community Credit Union's Training Coordinator Brenda Rodriguez and CEO Nick Tonelli. "Credit unions were created to be able to accomplish more together, and this designation is a great way to be recognized for the work that we are doing in support of the Hispanic and immigrant communities and the program will help serve as a roadmap in our future efforts to best serve everyone in our community," said MEMBERS1st CEO Nick Tonelli.

To receive the Juntos Avanzamos designation, credit unions must be committed to serving and empowering Hispanic and immigrant consumers – helping them navigate the U.S. financial system and providing safe, affordable and relevant financial services. The credit union must employ bilingual and culturally competent staffing, and the business must be willing to accept alternative forms of government issued photo IDs and those with an ITIN number. The program also has a check list of items to measure other ways the credit union is accessible to Hispanic and immigrant consumers.

The ceremony included speeches from Joa LaVille, Youth Services, Marshalltown Public Library, and Maria Gonzalez, Immigrant Allies of Marshalltown, as well as Jaimie Miller, Vice President, Iowa Credit Union League. Followed by a speech from credit union member Pedro Rodriguez and the presentation of the Juntos Avanzamos award by Lcdo. Rene Vargas Martinez, Director – Puerto Rico Network, Inclusiv.

Closing words were delivered by MEMBERS1st Board Chair Lami Lichtenberg. "We invite you, our community, to come and see what we have to offer and how we might help you realize your financial hopes and dreams."

(we just have to *brag a little*)
Congrats!

Pinnacle Bank is pleased to announce the promotion of Emily Martin to Customer Service Specialist/Executive Assistant. Martin has been a valued employee of the bank and has a wealth of knowledge in customer service with her most current position being Customer Service Representative. She provides the highest level of personalized customer service using her knowledge and banking expertise to help customers with their banking needs. With this promotion, she will have increased responsibilities developed to assist the executive team.

Damon Morrison, President & CEO of Pinnacle Bank, stated, "Emily has been an integral part of the Pinnacle Bank team for close to a decade. Her strong relationships with customers coupled with her knowledge of banking processes and procedures make her the ideal fit for this important position. Customers and Pinnacle Bank employees alike will benefit greatly from Emily's promotion."





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THINK LOCAL FIRST!

Check out the Chamber volunteer page on our website:
business.marshalltown.org/volunteer-opportunities



CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors helped **JBS** (1804 S. 7th Ave) celebrate the opening of their new housing units with a ribbon cutting.
Photo contributed by the Times-Republican.



Nied's Pharmacy (211 W. Main Street) opened late September 2023. The Chamber Ambassadors held a ribbon cutting for the new business.
Photo contributed by the Times-Republican.

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

Listen to Chamber Member Moment every
Wednesday morning at 8:35 a.m. on
News-Talk KFJB 1230 AM or 93.9 FM
To sign up to participate in the Chamber Member
Moment email office@marshalltown.org

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.

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!

Don Albert Doug Beals Cindy Brodin
Heidi Drager Amy Feisel Pat Gulbranson Joe Hannam
Denny Hass Andrea Jordan Kari Kilstrom Terry Kluck
Melanie Messerli Dan Moellers Kris Naughton
Mark Osmundson Jon Pierce Mary Rund Gary Schaudt
Roger Schoell Andy Schwandt Kevin Vaughn Tom Wahl

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

Thank You Ambassadors!



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THINK LOCAL FIRST!



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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

| | September '23 | Avg/Month | YTD Total |
|------------------|---------------|-----------|-----------|
| Unique Visitors | 9,657 | 10,210 | 91,894 |
| Number of Visits | 16,725 | 21,862 | 196,758 |
| Page Views | 108,206 | 32,072 | 288,652 |
| Hits | 448,666 | 562,893 | 5,066,035 |

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.

**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.

Chamber Chat

every Sunday morning
6:30 a.m. on 99.5 KDAO FM
7:30 a.m. on 1190 KDAO AM

Chamber member benefit tip

Did you know a benefit to Chamber membership is that you are able to "brag" about your business or organization in The Digest? 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. If you have Marshalltown area news to brag about, submit it to Sarah Smith via email at ssmith@marshalltown.org

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Ladies Night Out was a success!

October 5, 2023 was an evening filled with fun for the Ladies! Participating Chamber member businesses hosted refreshments, prizes, and promotions!

Thank you to our participating Chamber members:

Blissful Expressions, Brit Marie's Country Boutique, Brown's Shoe Fit Company, Calvin Rockett, Hellberg's Jewelers, Lillie Mae Chocolates, Maurices, McGregors Furniture & Mattress, Oliver Beene, Real Deals-Marshalltown, Shoe Sensation, State Street Trading Company, Stepping Stones Christian Bookstore, Tannin Wine Bar, The Flying Elbow, Tremont on Main, Wax Xtatic



2023-2024
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Central Iowa Capital Advisors



MARSHALLTOWN
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Member Appreciation Luncheon

Please join us Wednesday, November 1 for the 2023 Member Appreciation Luncheon. Stop by to meet the Chamber staff, tour our new office space and grab lunch provided by Smokin's G!

NOVEMBER 1
11:00 AM - 1:00 PM
34 W. Main Street

Thank you to our Presenting Sponsor Emerson!



Economic Statistics

| Employment – Marshall County - August | 2023 | 2022 |
|---|-----------|-----------|
| (Source: Iowa Workforce Development) | | |
| Labor force | 17,430 | 16,980 |
| Unemployed | 930 | 730 |
| Percent unemployed | 5.4 | 4.3 |
| Total employment | 16,940 | 16,250 |
| Marshall County Construction - August | 2023 | 2022 |
| (Source: Marshalltown Building Department) | | |
| Building permits | 12 | 24 |
| New Residential Construction | \$0 | \$346,323 |
| Residential Addition/Remodeling | \$176,436 | \$483,535 |
| New Commercial/Industrial Const. | \$0 | \$0 |
| Commercial/Industrial Remodeling | \$10,080 | \$40,313 |
| Housing Sales Data - September | 2023 | 2022 |
| (Source: Mid-Iowa Regional Board of Realtors) | | |
| Single family home sales | 33 | 42 |
| Average sale price | \$177,509 | \$172,466 |
| Median sale price | \$150,000 | \$153,500 |

Upcoming Chamber Events

.....
November 14-Caffeinated Conversations

Pinnacle Bank

November 16-Business After Hours

Hellberg's Jewelers

December 6-Business After Hours

Strand's Flooring & Paint

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

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