

the**DIGEST**

September 2023

Volume 41, Issue 3

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2023 Chamber Ambassadors Golf Outing

August 18, 2023 the Chamber Ambassadors Golf Outing was held at Elmwood Country Club. This annual event allows Chamber members a fun day of networking, business development, and golf. The outing offered members as sponsors the opportunity to market their business/organization and members golfing the opportunity to treat a client or just get out of the office to network with other Chamber members. Thank you to our sponsors and prize donors!

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MEMBER SPOTLIGHT



In 1993 Sign Creations began with a few pieces of equipment and expanded over the years into a larger format printing and wrapping company. Now in business for 24 years Sign Creations has 4 full time employees. The commercial sign and awning company specializes in graphic

designing such as company logos, custom decals, and vehicle wraps to name a few. A little-known secret is that Sign Creations is the only locally owned commercial sign company in Marshalltown. Sign Creations work can be found all over town and surrounding areas.

Sign Creations is involved in, and donates to, an abundance of charities, activities, and foundations in the community. The best part about conducting business in Marshalltown is the reward we receive from happy locals. Sign Creations owner Kevin Vaughn commented on the best part about conducting business in Marshalltown, "What I like most about being a business owner is the positive outcomes and relationship building that comes with being able to provide multiple types of careers for all of my employees."

Kevin commented on his support and importance of being a Chamber member, "I support the Chamber and feel it is important because it helps build our community, it keeps us all involved, and keeps our business growing." He also included some facts he would like member of the community to know about his business. "We not only do commercial signs, awnings, graphic designing, and vehicle or commercial wrapping, but we also provide anything from a simple "bumper sticker," to professionally custom backlit historical signage. There is no limit to what we can do for your signage and decal needs."

**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**

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

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.

Collison Par 3

Ann Collison, Owner
1731 Taylor Avenue, Marshalltown
641-753-8076

Collison Par 3 started in 1962 when Dr. David Collison decided to build a farm pond at his 40-acre homestead. There was enough excess dirt for four golf greens which inevitably turned into a four-hole pitch and putt layout. By 1972, he had created a beautiful 18-hole par 3 golf course - which still stands as one of the only 18 hole par 3 golf courses in the state of Iowa.

Collison Par 3 continues to be a joy for all ages and skill levels.

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641-352-0047

www.kingconstructioniowa.com

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Remix Dance Studio

Angela Torres, Owner
2500 S. Center Street, Suite 410, Marshalltown
641-328-3085

remixdancestudio@yahoo.com / www.remixdance.org

Remix Dance Academy is a small dance studio located in the Marshalltown Mall. Remix Dance Academy hosts dancers with all levels of abilities including an adult class for people over the age of 18 with intellectual disabilities. Remix Dance Studio provides a fun and accepting atmosphere with support from staff and fellow dancers.

Williams Plumbing

Stacey Williams, Owner
2648 260th Street, Marshalltown
641-750-6034

williamsplumbing22@gmail.com

Established in 2010 Williams Plumbing provides services for both commercial & residential. These services include kitchen & bath remodels, water & drain piping, gas piping, septic installation & time of transfers, rural water services & repairs, sewer inspections, sewer repairs & installation of new sewer service, backflow testing & repairs, and sewer & drain cleaning.



Thank You Reinvesting Chamber Members

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

Adland Engraving & Screen Print Company	35	McFarland Clinic	25
Animal Medical Clinic, P.C.	36	McGregors Furniture & Mattress	60
Arby's Restaurant	33	Mechdyne Corporation	23
aSPArations Salon & Day Spa	10	Mitchell Family	
Bickford of Marshalltown	26	Funeral Services	19
Brandenburg Tax & Accounting	16	Nikkel & Associates, Inc.	19
Buena Vista University	36	Novaspect	63
Clapsaddle-Garber Associates, Inc.	52	NuCara Pharmacy	11
Culver's of Marshalltown	21	OnMedia Ad Sales	35
Dave & Sally's Bar & Grill	2	Premier Real Estate	46
Feldman Financial Group	18	Primary Health Care, Inc.	15
Hampton Inn & Suites	14	Ryerson	36
Hawkeye Flat Roof Solutions	1	Shomo-Madsen Insurance	52
Hay Construction Services, Inc	27	Smiles In Motion	20
Iowa Valley Community College District	31	Strand's Flooring & Paint	47
Kimball & Beecher Family Dentistry	45	Taco John's	47
Lamar Advertising	27	Tannin, Inc.	5
Lennox Employees Credit Union	39	The Flying Elbow	2
M. Gervich & Sons, Inc.	59	Thrivent Financial	5
Marshall County Farm Bureau	59	UnityPoint Health Marshalltown	97
Marshalltown Senior Citizens Center	4	Wandering Creek Golf Course	15
McAtee Tire Sales & Service Center	38	Wolfe Ranch/Quakerdale Family Services	3
		Zeno's Pizza	61

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 billing, contact Administrative Assistant Nicole Collins (ncollins@marshalltown.org).

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

Small Business Development Center addresses the economy

Have you noticed that navigating today's economy is like riding a roller coaster? What's a small business owner to do?? Instead of letting the roller coaster jostle us around through hills, valleys, twists, and turns, let's focus on our own little piece of the American Dream, and try not to let the global conversation overwhelm us.

First, let's get comfortable with our numbers. Some inputs to do business may be increasing while others are decreasing. No doubt some of the new costs will need to be passed on to customers. As, we determine what that increase may need to look like, this is a great opportunity to take a hard look at costs of goods and expenses. Has the business had an energy check up lately? Perhaps, the utility provider can offer some cost savings options to reduce usage and/or energy costs? Are there automatic subscriptions being pulled from your business account each month? Are these expenses necessary to the business? Or could the expenses be paused and restarted later? Is it time to move a technology upgrade off the back burner? While doing so is an added expense, it could be a strategic expense that allows the business to realize other benefits.

Next, let's continue to build deeper relationships with our customers. Patrons are doing business with our business because of the value our business brings to their lives and to the community at large. They are for us! How can we be for them? This is, also, a great time to dig deeper into the what, how and why people buy from us. What products or services are clients coming specifically to our business to secure? Should we be offering more of that item? Let's initiate a conversation with clients about goods or services we are anticipating offering in the future and get their input.

Finally, change something! Reorganize the store. Move out old stock that is taking up valuable space. Experiment with a new menu item. Consider offering discounted punch cards or customer check-ins. Economic swings come and go. When we find ourselves living within a peak or valley, returning to the foundational principles we exercised when we first opened the business is as important now as it was in the beginning.

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



Board of Directors

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Amanda Accola, Treasurer
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Kristin Polley
Zach Stahlin
Todd Steinkamp
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Heidi Dalal, Martha-Ellen Tye Foundation

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John Hall
President & CEO
Sarah Smith
Membership & Communications Director
Dylan Does
Tourism Director
Kate Bowermaster
Workforce Director
Nicole Collins
Administrative Assistant



Welcome!

Pinnacle Bank is pleased to announce the addition of Jeanice Stratton to its staff as Senior Loan Processor. Stratton graduated with a master's degree in psychology from Purdue Global. She has almost 11 years of banking experience, having worked most recently for Greater Iowa Credit Union. She currently resides in rural Rhodes with her husband, Chris, and her sons, Ty, Morgan, Noah, and Harlan.



Adland Engraving & Screen Print Co. recognized as a "Career Readiness Partner"

Marshalltown Community School District recognized Adland Engraving & Screen Print Co. as a "Career Readiness Partner" recently. This recognition honors Adland's outstanding support and service to our district students, parents and staff as we strive to make all Bobcats Career Ready. Their ongoing support and contribution towards the betterment of the MCSD is admirable.

Congrats!

Pinnacle Bank would like to congratulate Marilyn Downs on her recent retirement. Downs has been in banking for 22 years and began her career with Pinnacle Bank in September of 2010 where she has served as the bank's receptionist and customer service representative for 13 years. Pinnacle Bank appreciates her hard work and willingness to assist with anything and everything throughout the years. She has been the first friendly face that customers see when they enter the bank, and her presence will be missed.



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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*)

Welcome!

McFarland Clinic is pleased to announce that Austin Greco, MD has joined McFarland Clinic's Oncology and Hematology department on August 1. Dr. Greco will see patients in Ames, Marshalltown, and Boone.

Dr. Greco will provide services including chemotherapy and biotherapy infusion, non-oncology infusion center services, clinical trials, and cancer-related genetic counseling.



McFarland Clinic is pleased to announce that Justin Davis, MD, has joined McFarland Clinic's General Surgery department on August 1 in Ames.

As a General Surgeon, Dr. Davis will provide comprehensive preoperative, operative, and postoperative care for adult and pediatric patients with diseases, conditions, or injuries that require surgery for treatment. He will offer general surgeries for the breast, endocrine, colorectal, gastroesophageal reflux disease, and hernia. Dr. Davis will provide laparoscopic and robotic surgery, and endoscopies.

McFarland Clinic is pleased to announce that Grant Young, MD has joined McFarland Clinic's Anesthesiology Department on August 1.

Dr. Young will provide services in Anesthesiology including care of patients during and immediately following surgical procedures, visiting the patient prior to surgery, planning an anesthetic procedure, while also serving as a consultant in the areas of critical care involving ventilators, resuscitation, and invasive monitoring.



McFarland Clinic is pleased to announce that Thomas Wernimont, MD, will join McFarland Clinic's Emergency Medicine department in Ames on August 1.

As an Emergency Medicine provider, Dr. Wernimont will provide patients with high-level emergency care from minor illness and injury management to advanced trauma life support at Mary Greeley Medical Center in Ames.

Welcome!

Marshalltown Christian School recently welcomed Michelle Brown to her first meeting of its board of directors. Originally from the suburbs of Washington DC, Brown, and her husband, Mitch, currently reside in Marshalltown, Mitch's childhood hometown.

Brown and her family attend 1st Presbyterian Church, and she enjoys travel, history, digging into the scriptures, and spending time with her family.



Marshalltown Christian School is pleased to announce that Justin Goodwin has been installed as school board president at its annual school board meeting.

Goodwin joined the MCS Board of Directors and the Finance and Budget Committee in 2020 and served as vice president during the 2022-23 school year.



The recent addition of Matthew Hoven to the board of directors of **Marshalltown Christian School** has been a valuable asset to the MCS governing body. "It has been an exciting time to help guide the Christian school. I look forward to increased participation in how God is growing the school both in its enrollment and its maturity," said Hoven.

Since 2021, Hoven has served on the Building & Grounds Committee, which has seen increased management responsibilities as the growth of the school advances.

United Bank & Trust is pleased to welcome Christian McMurray as a First Point Investment Representative/Wealth Advisor.

In his role with United Bank & Trust, McMurray will continue to offer brokerage and advisory investment services, along with the additional responsibility of managing the bank's trust, estates, and endowment relationships.





CHAMBER AMBASSADORS VISITS



On July 25th the Chamber Ambassadors held a ribbon cutting for **Midnight Garden**. Owner of the venue Luisa Ortega continues to put work into the property while hosting many events both public and private.



On August 9th a ribbon cutting was held for **MOBI the Marshalltown Public Library Book Mobile**! MOBI is the new library services vehicle. MOBI creates a "pop-up" browsing experience that is featured at different library events.



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

Thank You Ambassadors!



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Looking to volunteer?

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

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
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Membership &
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Director to learn more
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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

	July'23	Avg/Month	YTD Total
Unique Visitors	12,634	10,435	73,044
Number of Visits	22,839	23,486	164,400
Page Views	122,545	33,921	237,444
Hits	556,969	606,169	4,243,181

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.

September is for festivals!

Throughout September, Marshalltown will have fun, music, parades, amusement attractions and great food. Kicking off the calendar is the Cruise-in Car Show on Thursday, September 7th on 13th Street, with the Harvest Market following on Friday, September 8th. The Harvest Market will include a selection of food trucks, live music by special guests the Pork Tornadoes, adult beverage tents, and tons of vendors selling fresh produce, freshly-made baked goods, handmade art, and more. More info to come!! The Harvest Market will be held from 5:00-9:00 p.m. on 13th Street and The Pork Tornadoes will go on from 7:00-9:00 p.m. in the West End Park!

MHS Homecoming Week will be September 11-15th. The highlights of the week will be the annual Homecoming Parade on Thursday and the football game on Friday night at the newly completed football field at Marshalltown High School.

The month of festivals concludes with Iowa's Best Family Fall Festival, Oktoberfest! The festival will happen downtown from Thursday, September 21st to Sunday, September 24th. The festival will kick off Thursday with Kids' Night and offer live music, carnival rides, food and craft vendors, a car show, low-rider contest and much more!

Iowa's largest cross-country meet is September 7th

2,000 runners, fans and schools will be at Iowa's best cross country course at Marshalltown Community College on Thursday September 7. The Bobcat Invite will yet again, be the LARGEST cross country meet in Iowa, with 40+ girl and boy teams competing.



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Marshalltown Area Chamber of Commerce Board of Directors asks for support of the Franchise Fee

The Marshalltown Area Chamber of Commerce Board of Directors encourages our membership to vote in favor of and help to provide accurate information on the franchise fee vote coming on September 12th.

At the August 3rd Board of Directors Meeting for the Marshalltown Area Chamber of Commerce, the Board had the opportunity to hear from City Councilmember Jeff Schneider about the proposed franchise fee. This franchise fee of 5% on both electric and gas (net 4% with Local Option Sales Tax reduction) is being setup to force necessary investment into road infrastructure, existing city assets, and our fire & police departments that cannot be changed by future councils. Marshalltown City Council has made decisions over the last 40 years that have ultimately led to woefully underfunding the necessary improvements for existing infrastructure. While we know that there are many reasons and justifications for those choices, we also believe that we cannot continue down this path without seeking solutions for restrictive funding resources to support the necessary infrastructure improvements. That is why, at the August Board of Directors Meeting, the Board voted unanimously (two abstentions: Amanda Accola, Alliant Energy & Robert Maharry, Time Republican) to support the franchise fee and encourage our members to support it as well.

While we know the impact that this will have on our business community, we are also aware that the lack of investment into infrastructure is not sustainable and will be costly to the community. Those who would encourage the city to look at existing spending priorities to solve this issue are not wrong, but that cannot be the entire solution. In order to begin reversing our trend of deteriorating streets, we need to see significant multi-year investments in road building. Current City Council spending priorities have seen an uptick in investment for streets, but with the franchise fee we are able to invest an additional \$1.85 million.

Consideration of how this will impact our competitiveness when it comes to recruitment and retention of businesses to our community is of vital importance to our organization. While we know that these fees have the potential to have impact, we also know that businesses make investment decisions on more factors than just pure input costs. With workforce challenges being the number one issue for business locations decisions, communities that show investment into improving things like roads, schools, downtowns, and amenities often outweigh those increased costs. Our community is doing remarkable work on many of these fronts and this additional dedicated revenue stream will only amplify those efforts.

While the consideration, discussion, and deliberation for this issue was not easy, we believe that this is the right investment for our community and the necessary time to step up and make this investment. We hope that you will take the time to research fully the impact this can have and support this ballot initiative on September 12th!

-Marshalltown Area Chamber of Commerce Board of Directors

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.



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Economic Statistics

Employment – Marshall County - June	2023	2022
(Source: Iowa Workforce Development)		
Labor force	17,750	17,290
Unemployed	1,050	780
Percent unemployed	5.9	4.5
Total employment	16,710	16,520
Marshall County Construction - June	2023	2022
(Source: Marshalltown Building Department)		
Building permits	8	7
New Residential Construction	\$0	\$13,720
Residential Addition/Remodeling	\$12,740	\$176,199
New Commercial/Industrial Const.	\$859,394	\$0
Commercial/Industrial Remodeling	\$452,494	\$10,350
Housing Sales Data - July	2023	2022
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	25	40
Average sale price	\$177,888	\$142,925
Median sale price	\$173,000	\$132,450

Upcoming Chamber Events

.....
September 12-Caffeinated Conversations

Home Federal Savings Bank

September 13-Business After Hours

Five Star Real Estate Group/The Outlet

October 5-Ladies Night Out

Marshalltown Chamber Members

November 14-Caffeinated Conversations

Pinnacle Bank

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

Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM



Lance Horbach
Agent



Marna Mitchell-Butler
Agent-CSA



Ryan Larmore
Agent



Pat Hageman
Agent



Paul Beals
Agent



Tyler Slagle
Agent



Mark Rohde
Agent



Robin Angstman
Agent-CSA



Rich Mohan
Agent



Bonnie Ohrt
Processor



Darla Rowley
Agent-CSA



Carla Nordstrom
Agent-CSA



Jodi Eygabroad
Agent-CSA



AssuredPartners

POWER

through Partnership



Kristi Carlson
Office Manager



Matt Roelsgard
Information Systems



Heather Hanus
Agent-CSA



Vivian Ceron
Agent-CSA



LeAndrea Abel
Administrative Assistant

11 EAST CHURCH STREET - MARSHALLTOWN, IA

(641) 752-4618

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HEALTH - WORKERS COMPENSATION - MEDICARE - LONG-TERM CARE - ANNUITIES**

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