

theDIGEST

December 2023

Volume 41, Issue 6

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MARSHALLTOWN AREA CHAMBER OF COMMERCE

2023 Member Appreciation Luncheon was a success

On November 1, 2023 the Chamber hosted the Annual Member Appreciation Luncheon at the new Chamber office located at 34 W. Main Street in downtown Marshalltown.

Chamber members who attended the event had the opportunity to take a self-guided tour of the new office space, have conversation with the Chamber staff and grab a meal to-go from Smokin's G's BBQ Restaurant & Catering.

Thank you to our sponsors! Emerson, Home Federal Savings Bank, Smokin's G's BBQ Restaurant & Catering, Pinnacle Bank, and Sign Creations. Lunch provided by Smokin' G's. Dessert provided by Salina's Small Cakes. Drinks provided by Abarrotes La Salud.



Annual Member Appreciation Luncheon

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MEMBER SPOTLIGHT



EXPANDING FINANCIAL HORIZONS

GNB Bank was established in 1934 and for nearly 90 years has lived its mission to build lifetime relationships to help achieve financial dreams. GNB opened its physical location at 2504 S 2nd Street in Marshalltown in January 2012. Today, a team of nine employees work together to help meet the financial needs of the area.

GNB offers quality and comprehensive banking, insurance, investment, and real estate solutions to our customers. We consider ourselves fortunate to work with families, small and large businesses, and local organizations as a trusted financial partner, helping provide economic growth, health and vitality. We also take pride in the significant financial investments and volunteer efforts of our employees in our community.

“Supporting the Marshalltown Chamber is an excellent example of one of our core values of investing in the community” said Jessica Vint, Location Manager. “It shows our commitment to making the Marshalltown area thrive as a great place to live and work.”

GNB Bank has 8 locations to serve you in Marshalltown, Ackley, Conrad, Geneva, Grundy Center, Iowa Falls, Manchester and Story City. Stop in or visit us online at gnbbank.com to learn more about how we can help expand your financial horizons!



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.

Sol Inn

Omkar Bhatt, Owner

1001 Iowa Avenue W, Marshalltown

641-351-4969

Sol Inn has air-conditioned rooms with a private bathroom and free Wi-Fi. All rooms have a desk, a flat-screen TV and free toiletries.

Binford House Celebrates 150 Years with Gourmet Dining

The Binford House has long been known for its delicious food and warm hospitality. The historic Binford House in downtown Marshalltown recently announced they will be holding a unique fundraiser to benefit the 150 year old Victorian home. They will be offering a Passport Dining card which will entitle the card holder to enjoy twelve gourmet meals served monthly at the Binford House throughout 2024. Caterers Missy Sharer Pieters and Leona Wallen will be providing a unique dining experience with a different theme for each month. These five course meals will serve an array of specialty foods which are rarely offered to diners in our community. A maximum of 38 Passport Dining cards will be available for 2024. Please call 753-5450 if you are interested in purchasing this unique gift or if you have any questions.



The Chamber Member Moment

Presented by Gregg Young Chevrolet of Marshalltown

The Chamber Member Moment presented by Gregg Young Chevrolet of Marshalltown and produced by KFJB radio. The show will air every Wednesday morning on KFJB. Chamber staff will interview and highlight a Chamber member businesses, discuss upcoming events, and opportunities associated with the Chamber and Chamber members.

Chamber members can sign up to participate free of charge. The Chamber member highlight portion of the show will consist of the Chamber member business owner or representative telling their story led by questions from the Chamber staff. These shows can be done live or pre-recorded. Shows will be preserved on 1230kfjb.com and shared to social media.

To sign up to participate or for questions please reach out to Chamber Membership Director, Sarah Smith (ssmith@marshalltown.org)





October 25, 2023
Caffeinated Conversations hosted by
Accura Healthcare of Marshalltown

Thank You Reinvesting Chamber Members

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

Child, Adolescent and, Parent Support (CAPS)	13	Jiffy Convenience Store	31
Edward Jones - Zachary M. Wahl	2	Legends American Grill	14
El Portal, Inc.	14	Lillie Mae Chocolates	3
Executive Inn Motel	2	Lydall Sealing Solutions	28
F & J Racing	16	Main Street Dental	3
Friedrich Realty-Team Mogard	1	Mass Mutual Financial - Tom McCoy	34
Grand Marshall	1	QPS Employment Group	9
Hargrave Construction LLC	1	Zamora's Fresh Market	5
Inner Peace Health			
Coach Services	5		



2023-2024
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AREA CHAMBER
OF COMMERCE

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November 1, 2023
Connect Marshalltown at Rosie's
in **Wayward Social**.
This group is for anyone
looking to network and share ideas
about Marshalltown in a social
setting. Communication and col-
laboration 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 appetiz-
ers come at no cost for those who
sign in!

Reminder! We have relocated!

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



MARSHALLTOWN
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OF COMMERCE



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Dylan Does
Tourism Director
Kate Bowermaster
Workforce Director
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Congrats to **Brit Marie's & Co** for 5 years in business!



McFarland Clinic Wins National Immunization Award

American Medical Group Association (AMGA) Foundation's Rise to Immunize® (RIZE) campaign recognizes McFarland Clinic as a national winner of its 2023 "RIZE to the Challenge" Award. This distinguished award celebrates high-performing medical groups and health systems from across the country that have made significant progress in routine adult immunization care. McFarland Clinic is one of three organizations nationally to receive this distinguished award in 2023.

RIZE is a national campaign that aims to mobilize medical groups and health systems to administer 25 million immunizations by 2025. The campaign focuses on driving improvement in four routine adult vaccinations: influenza, pneumococcal, Td/Tdap, and zoster.

AMGA Foundation recognized McFarland Clinic because of the organization's impressive patient immunization rates for all four vaccines, with particularly notable performance in pneumococcal immunizations. The organization is the top-ranked group—among 54 medical groups and health systems—for administering or documenting pneumococcal immunizations for patients aged 66+. As of June 30, 2023, 91.3% of adult patients 66+ receiving care at McFarland Clinic were up-to-date on their pneumococcal vaccination.

"McFarland Clinic is a nationally recognized leader for its performance in value-based care providing high-quality medical care at a low cost to our patients and insurers. Vaccinations are a critical component to preventative care management," said Andrew Perry, McFarland Clinic CEO. "Our performance in AMGA's Rise to Immunize campaign reflects the dedication of our providers and care teams to provide extraordinary patient care. We are proud to be recognized by the AMGA Foundation for our efforts to improve routine adult immunization rates."

2023 Mid-Iowa Council, BSA "S.T.A.R" event

The 2023 Scouting Trailblazers Award Recognition "S.T.A.R" was held Oct. 26, 2023 at the Elmwood Country Club, in Marshalltown Iowa. The event was attended by numerous community and business leaders, Scouting leaders, families, and friends.

The program featured honoring Mr. Tom Apgar with the North Star Award, the highest-level award presented by Councils, on behalf of the national Court of Honor, for volunteers who have made a significant contribution to Scouting.

Mr. Apgar (representing his family and Apgar Photography) graciously accepted the award and was recognized for his significant donation of a pavilion at the Mitigwa Scout Reservation (near Boone Iowa). The pavilion is a permanent structure that will be enjoyed by generations of Scouting youth and adults. The event successfully raised over \$26,000 that will directly benefit Scouts in the 27 counties served by Mid-Iowa Council, Boy Scouts of America.





ARL of Marshalltown Announces New Leadership

On Monday, November 6, Austin Gillis, began his new role as Executive Director at the **Animal Rescue League of Marshalltown**.

Jim Sams, Board President of the Animal Rescue League of Marshalltown, announced the hire of Austin Gillis of State Center, Iowa as Executive Director. "We're excited to have Austin's leadership. The Board of Directors is confident in Austin's ability to lead the organization forward." He added, "Having someone in this essential role who has hands on experience in animal rescue and advocacy is a tremendous win for the organization and for our community."

Austin Gillis most recently served as Board Member for Diamond in the Ruff Animal Rescue where he was responsible for fundraising and answering calls about animals in need throughout Marshall County and surrounding areas. He is a retired active-duty member of the United States Airforce where he served as War Readiness Liaison and Logistics Personnel. He and his wife Jodi and their two children have a hobby farm between State Center and Marshalltown. "I'm anxious to get started and begin to build upon community relations," said Gillis. He added "there are so many ways that we need the community to lend their support."

"In this difficult hiring environment, we knew finding a great candidate for the role could be a challenge" said outgoing Interim Director, Deirdre Gruendler. "The ARL is blessed to find someone with Austin's dedication, track record, and commitment."



Welcome!

UnityPoint Health is excited to welcome orthopedic surgeon, Darin Larson, MD, to its hospital in Marshalltown.

Dr. Larson – one of the only fellowship-trained joint replacement surgeons in the region – will see patients in the MultiSpecialty Clinic at the hospital while performing surgeries and procedures on-site in the hospital's surgical suites. Dr. Larson will begin seeing patients in January 2024.

A medical school graduate of the University of Iowa's Carver School of Medicine, Dr. Larson comes to UnityPoint Health with years of experience, where he specialized in total knee and hip replacements, along with hip and knee revision surgeries.

To schedule an appointment with Dr. Larson's office, call (641) 844-6259.

Bunn Promoted to Operations Specialist

Pinnacle Bank is pleased to announce the promotion of Misty Bunn to Operations Specialist. Bunn has been a valued employee of the bank and has a wealth of knowledge in customer service with her most current position being Operations Processor. With this promotion, she will have increased responsibilities in the Operations department assisting the Operations Manager.

Jodi Wegner, Assistant Vice President of Pinnacle Bank, stated, "Misty provides a high level of customer service to our clients. This promotion allows her to expand and grow in her knowledge and expertise in all aspects of Operations. I am excited to have her on my team."

Bunn has been with Pinnacle Bank for 4 years, and graduated from MCC with an AA in Business Administration. She is a member of Journey Church and resides in Marshalltown with her husband, Jeff, and they have four grown sons between them.

"I am blessed to work with such an amazing group of professionals and am thankful for the opportunity to grow in my career with them," Bunn commented. "One really could not ask for a better place to work, co-workers to share your day with or customers to serve!"




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CHAMBER AMBASSADORS VISITS



The Ambassadors held a ribbon cutting for **Child, Adolescent, and Parent Support (CAPS)** as they celebrated their new name on October 24, 2023!

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



Congratulations to **Ritchie Industries** as they recently completed renovations to their office space and facade! On November 7, 2023 the Chamber Ambassadors helped Ritchie Industries celebrate with a ribbon cutting. We also received a tour of their facility learning how their automatic waterers are made.



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!





On November 9, 2023 **Iowa River Hospice** celebrated their 40 year anniversary with a ribbon cutting and open house! Photo provided by the Times-Republican.

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



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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

	October '23	Avg/Month	YTD Total
Unique Visitors	8,765	10,066	100,659
Number of Visits	15,796	21,255	212,554
Page Views	99,974	31,321	313,213
Hits	417,659	548,369	5,483,694

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.



Marshalltown was the place to be in 2023

10+1 Great Events in 2023

1. IAHSAA & IGHSU State – Coed Tennis Championships

In June, the Marshalltown Tennis Complex was pleased to host 100s of student athletes and fans to enjoy an action-packed competition at the award-winning complex.

2. WHO Great Iowa Tractor Ride

The WHO Great Iowa Tractor Ride brought in over 1000 participants from 14 states to explore Marshalltown and the surrounding communities for 4 days in June. The highlight for many riders was the special event at The Iowa Veterans' Home.

3. Iowa High School Esports Association State Showdown

This is a brand-new State finals event in Marshalltown! From November 15-17th, 500 participants and over 1000 spectators descended on The Orpheum Theater Center to battle for state supremacy in Iowa High School Esports Associations 3 Fall titles: Smite, Rainbow Siege 6, and Super Smash Bros. Ultimate. IAHSEA will be back in February and May for the IAHSEA Winter and Spring finals.

4. IGHSU State Swimming & Diving Championships

Marshalltown YMCA-YWCA again was the perfect place to host 350+ student-athletes and 2500 passionate spectators for the most important girls' swimming and diving competition in the State of Iowa. Marshalltown continues to be synonymous with swimming and diving in Iowa.

5. Sabado de Gloria – Latino Rodeo

“Sabado de Gloria” is a traditional Latino rodeo held the Saturday of Easter weekend. This year over 2000 people from throughout the Midwest attended the festival filled with food, bull-riding, iconic bands, and cowboy hats.

6. Marshalltown Speedway 2023 Racing Season

The Marshalltown Speedway provided incredible dirt-track competitions on the weekends throughout the Spring and Summer. Each weekend 1500+ spectators came out to cheer on their favorite drivers. The Marshalltown Speedway continues to be a leader in dirt track racing in the Midwest.

7. Oktoberfest – Iowa’s Favorite Fall Family Festival

Thousands upon thousands of people celebrated at the 4-day festival in the last full week of September. The festival provided great food, kids' activities, car-centric competitions, great music and so much more. The annual highlight is the Saturday parade, which saw thousands lining the streets of Marshalltown to take in 125+ entrants and great high school marching bands.

8. Bobcat Invite – Iowa’s Largest Cross Country Meet

On September 7th, 2300+ cross country runners, from the best high school programs in the state, flocked to the #1 course in the state (voted on by the Iowa High School Track Coaches Association). The Bobcat Invite continues to show the ability of our community to host the best events!

9. IGHSU 2A State Golf

The American Legion Memorial Golf Course is not a stranger to hosting the best competition in the state. This year, Marshalltown was the context where Chloe Bolte, Sumner Fredericksburg, captured the individual title and Roland-Story captured the team title.

10. Our great business community brought in people from around the globe!

Marshalltown's rich business community continues to connect Marshalltown to every continent on the globe (Is Antarctica really a continent?). Due to this impact, hoteliers routinely say the best part of their job is meeting people from Europe, Africa, Asia, South America, and event Oceania, as they travel to Marshalltown for business.

11. Dozens of other great conferences, competitions, and celebrations brought in over 150,000 visitors to Marshalltown.



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 for a template. Job postings are available to for the public and members to view on our website, www.marshalltown.org under the Work in Marshalltown tab.

Updates from Iowa Small Business Development Center

The new year is quickly approaching! It is a busy time working **IN** your business. Did you know that it is, also, a great time of year to work **ON** your business? We change the batteries in our smoke detectors annually. We keep annual dental, vision and/or medical appointments to make sure we are running smoothly. We even honor service schedule for our vehicles! **SO**, how about scheduling regular check-ups or ins with the people who help keep your most important economic engine healthy- your business?

For instance, year end is a great time to talk to your accountant. Discussion topics could include: Am I maximizing my tax deductions? I am contemplating hiring a new employee, what does that look like? I understand Iowa income taxes are changing. What does that look like for me? I am frustrated with my bookkeeping software. Can you help me? I might want to sell my business this year. What should I think about? How do I know how much it is worth?

Then, how about a conversation with your attorney? Perhaps, the business has been organized as a sole proprietorship since inception. Your attorney is a great resource to help you think about the different legal forms an Iowa business can organize as. There may be benefits available to you

through organizing differently than when the business first opened.

How about your insurance agent? Sometimes we steer clear of these business partners, because they might “sell us something”. They might **ALSO** keep us from experiencing a financial loss, because the business insurance coverages do not match the current business risk. Does your agent know that the business keeps inventory at the owner’s home? Does the agent know the business has expanded into woodworking and has a lathe? Does the agent know the building has recently been fitted with new wiring, plumbing and mechanicals? An annual checkup/in is a great way to convey changes.

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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Economic Statistics

Employment – Marshall County - September	2023	2022
(Source: Iowa Workforce Development)		
Labor force	17,300	16,970
Unemployed	850	620
Percent unemployed	4.9	3.6
Total employment	16,460	16,350

Marshall County Construction - September	2023	2022
(Source: Marshalltown Building Department)		
Building permits	3	21
New Residential Construction	\$0	\$8,876,756
Residential Addition/Remodeling	\$67,365	\$259,347
New Commercial/Industrial Const.	\$0	\$857,223
Commercial/Industrial Remodeling	\$731,821	\$801,467

Housing Sales Data - October	2023	2022
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	36	26
Average sale price	\$197,127	\$151,665
Median sale price	\$185,000	\$144,250

Upcoming Chamber Events

December 6-Business After Hours

Strand's Flooring & Paint

December 19-Caffeinated Conversations

Chamber office-hosted by Scooter's Coffee

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