



theDIGEST

February 2024

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Economic Outlook Breakfast 2024

The second annual Economic Outlook Breakfast will be held at Midnight Garden on February 15, 2024. The event will consist of a light breakfast and presentation on the State of Iowa's economy for 2024 by Debi Durham, Director of the Iowa Economic Development Authority (IEDA) and the Iowa Finance Authority (IFA). Cost is \$30/person or table of 8 for \$200. Registration required.

Chamber President & CEO, John Hall is excited about the event, "We are ecstatic to bring Director Debi Durham back (by popular demand) for year 2 of our Economic Outlook Breakfast. Not only does she bring important insights into the focus of the State of Iowa, allowing us to understand how to position our community and development efforts to maximize those resources coming to our community, but she brings great positivity and inspiration with her. Her visit last year was the catalyst for our Linn Creek District Projects advancing."

Please register online at www.marshalltown.org/economic-outlook-breakfast. For questions on this event contact, Chamber Membership & Communications Director, Sarah Smith at ssmith@marshalltown.org.

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MEMBER SPOTLIGHT

HOME FEDERAL

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in Spring Valley, Minnesota in 1934. Since then, the bank has opened numerous branches in southern Minnesota, Wisconsin, and Iowa.

The Marshalltown branch employs 5 full-time employees and one part-time employee. Branch manager – Amy Feisel; Assistant Branch Manager – Hannah Hedum; Consumer Banking Specialist – Jenifer Chavarria; Universal Banker – Missy Taft; Teller – Shelby Haack; PT Teller – Roan Jelken. They offer a wide range of services such as personal checking accounts, savings accounts, Certificates of Deposit, Safe Deposit Boxes, Business checking accounts, Business savings accounts, Money Market accounts, Consumer loans, Commercial loans, Mortgage loans, Investment Services.

Branch Manager Amy Feisel commented on the local involvement of the Marshalltown branch, “We’re the only location in Iowa but that doesn’t stop us from being one of the most successful branches. Due to great community involvement, customer service, and always having fun at work.” The Home Federal employees are very engaged in the community. Amy Feisel is a Chamber Ambassador, an officer on her bowling league and a board member of The Binford House; Hannah Hedum is a board member of ...*cont. on next page.*

Home Federal Savings Bank is celebrating its 90th anniversary this year! They’ve been in the Marshalltown community since 1996. Home Federal Savings Bank was formed as Home Federal Savings and Loan Association



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.

1st Street Dental

Dr. Kent Downing, Owner
110 N. 1st Street, Marshalltown
641-752-3337

www.1ststreetdentalmtown.com

1st Street Dental was established in July 2023 when Dr. Kent Downing purchased Grecian Dental. Dr. Downing and the caring 1st Street Dental team are committed to maintaining high-quality, private-practice dental care in uptown Marshalltown.

La Carreta Mexican Grill

Alfonso Medina, Owner
308 Iowa Avenue East, Marshalltown
641-752-9427

Lacarretaiowa.com

La Carreta Mexican Grill is known for their NO LOVE, NO TACOS campaign, Top 20 Burrito on Food Network and so much more! Offering catering, margarita flights, plant-based friendly meals, and so much more!

Chamber Bucks are a great way to THINK LOCAL FIRST!

Member Spotlight continued...

The Historical Society of Marshall County; Missy Taft is a member of the 2024 Leadership Marshalltown Class. You can be sure to catch representatives from Home Federal Savings Bank at Chamber events and programs as well. Home Federal Savings Bank finds value in the Chamber as Branch Manager Feisel says, “The Marshalltown Area Chamber of Commerce makes each of its member businesses feel valued and supported. It’s important for new businesses to feel welcome and with the wide variety of events offered by our Chamber, there’s something for everyone.”

When asked what the best part of being in Marshalltown is Branch Manager Feisel stated, “We are proud to be a part of the Marshalltown business community. We’ve faced a lot of challenges (tornado, pandemic, derecho) and by working together we’ve only become stronger in our relationships with each other. There’s a tremendous sense of support from our fellow businesspeople. We’re fortunate to live and work in a diverse city.”

Home Federal Savings Bank doors are always open, client or not they are ready to help.



December 19, 2023
Caffeinated Conversations hosted by **Scooter's Coffee**



January 11, 2024
Business After Hours hosted by **Pinnacle Bank**



January 16, 2024
Caffeinated Conversations hosted by **US Bank**

Thank You Reinvesting Chamber Members

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

1st Rate Real Estate	21	Mary Rund	17
Bankers Advertising Company	6	Mid-Iowa Community	
BeMobile Verizon	14	Action, Inc.	21
Boy Scouts	12	Mojitos Bar & Grill	3
Cricket Wireless	3	New Horizons Realty	25
Energy 106.7 FM	29	Pilgrim Heights	
First Wealth Financial		Camp & Retreat Center	17
Group, Inc.	4	Schendel Pest Control	30
Gregg Young		SportsPlus Sports	
Automotive Group	1	Medicine & Physical Therapy	24
Hellberg's Jewelers	30	Steiner & Associates PC	20
KCRM Radio 96.7 FM	20	Stephanie's Auto Detailing	3
Lara's Bakery 3	3	Tele-Difference	8
Lennox Industries	95	The 918	4
Mary Curley	1	USCellular	1



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Membership & Communications Director
Dylan Does
Tourism Director
Kate Bowermaster
Workforce Director
Nicole Collins
Administrative Assistant

CGA Expands Iowa Footprint with Strategic Acquisition of ERG

In a significant move to expand its services and strengthen its presence in Central Iowa, Clapsaddle-Garber Associates, Inc. (CGA) is excited to announce the acquisition of Engineering Resource Group (ERG), effective January 1, 2024.

Established in 1996, ERG has been a steadfast provider of civil engineering and land survey services to the Des Moines area, bringing a wealth of experience and a robust client base to the CGA family.

“ERG’s employees and service lines are a perfect complement to CGA’s. They bring a rich portfolio of expertise in land development, site plans and planning, subdivision platting, and Alta surveys, which will significantly enhance our offerings to CGA clients in central Iowa. We are thrilled to welcome their talented team onboard and look forward to expanding CGA’s reach into the Des Moines metro,” stated Matt Garber, P.E., P.L.S., President and CEO of CGA.

Doug Saltgaver, P.E., President of ERG, echoed this sentiment, “Joining forces with CGA is a milestone in our journey. This merger represents a new chapter for our team, combining our local expertise with CGA’s resources and reputation. We are excited about the opportunities and innovations we can bring to our clients together.”

Engineering Resource Group (ERG) has been a cornerstone in the Des Moines community, offering specialized services in civil engineering and land surveying. With a focus on personalized service and technical excellence, ERG has developed and executed countless projects, driving development and innovation in the region.

Clapsaddle-Garber Associates, Inc. (CGA) is a civil engineering and land surveying firm rooted in Ackley, Ames, Cedar Falls, Des Moines, and Marshalltown, Iowa. Since 1959, CGA has been delivering a comprehensive array of engineering and land surveying services throughout Central Iowa. The firm prides itself on its team of Professional Engineers, Licensed Land Surveyors, Designers, Technicians, and a Real Estate Broker, all committed to providing the highest quality of service. CGA’s areas of expertise include general aviation facilities; construction administration for public and private clients; residential, commercial, and industrial subdivisions; public, commercial, and private site designs; land surveying and construction staking; right of way acquisition; stormwater studies and management plans; construction testing and observation; and comprehensive planning and design of traffic, transportation, water distribution, and wastewater systems. For more information visit www.cgaconsultants.com.

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

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

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641-752-2525
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Welcome!

Pinnacle Bank is pleased to announce the addition of Amy Goettsch to its staff as Customer Service Representative. Goettsch graduated with an associate degree in Human Services from Marshalltown Community College and later received her bachelor's degree in Family Services at the University of Northern Iowa. She most recently worked at Menards. She currently resides in her hometown of Gladbrook.

"I am so excited to join this team, and I look forward to growing my knowledge in banking," Goettsch commented.

"I am delighted to welcome Amy Goettsch to join our friendly customer service team. She is motivated to learn the banking system and will provide good customer service to support Pinnacle Bank's growth," said Rose Duffy, AVP/Branch Manager at Pinnacle Bank in Marshalltown.



Pinnacle Bank is pleased to announce the addition of McKenzie Standley to its staff as Loan Processor. Standley graduated with an associate degree from Iowa Central Community College. She has many years of customer service experience, having worked most recently for State Farm Insurance. She currently resides outside of Marshalltown with her husband, Tyler, and their son, Shayd.

"I am thrilled to have the opportunity to become a part of Pinnacle Bank's outstanding Loan Operations team," Standley commented. "I am eager to provide our customers with the superior level of support and service Pinnacle Bank has become known for. I look forward to growing here and being a part of the Pinnacle Bank family."

"I'm happy to have McKenzie join our team. She brings an enthusiastic attitude, willingness to learn and grow, plus several years of customer service experience. She will be an asset to our loan operations team," said Amy McCready, SVP/Chief Operations Officer at Pinnacle Bank.



(we just have to *brag a little*)

Welcome!

Pinnacle Bank is pleased to announce the addition of Rachel King to its Toledo staff as Customer Service Representative. King graduated with a bachelor's degree in psychology from Clarke University and continued her education at Mount Mercy University graduating with a master's degree in marriage and family therapy. She most recently worked at Jensen Optometrists in Grinnell. She currently resides in Hartwick with her fiancé, Aron. They plan to move to the Tama/Toledo area.

"I am super excited to be joining Pinnacle Bank and look forward to interacting with the community," King commented.

"Rachel will be an asset to our customer service team in Toledo," said Tammy Kalinay, AVP/Branch Manager at Pinnacle Bank in Toledo.



Need an employee? Looking for an employer?

**Check out the Chamber's
Marshalltown Job Postings
at www.marshalltown.org**

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).

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 December 19, 2023 for **Rasmussen Tax & Accounting** (112 W. Church Street) to celebrate their new location and their name change.



On December 19, 2023 we held a ribbon cutting at new Chamber member **Paws & Play** (1410 Iowa Ave W)! We toured their beautifully renovated facility and learned more about the services they offer.

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

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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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!



MARSHALLTOWN
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Community Ice Rink Officially Open

The ice rink project is the result of a partnership between the Iowa Wild and MARSHALLTOWN Company, which is serving as the sponsor of the team's community rink program for the next three years. MARSHALLTOWN Director of Product Solutions and Customer Success Zach Stahlin explained that the roots of the collaboration were planted when some company employees attended a game and noticed the organization was using a product similar to their polar pusher snow shovel. Soon a partnership was born and plans for the ice rink came to life.

On Wednesday, January 17th the public was invited to celebrate the grand opening and ribbon cutting of the ice rink. The event had local vendors, giveaways, free skate rental, and so much more!

The City of Marshalltown will be operating an ice rink at 2 W Main Street (SW Corner of Main and Center St). When the rink is open and available for use there will be GREEN flags on the rink walls showing the ice is safe to use. If there are RED flags on the rink walls then the ice is not safe and the rink is not open for public use. The rink is open from dawn to 9pm. Other rules and safety guidelines are posted on signs located at the rink.

Skates may be rented for \$2/pair at the Marshalltown Parks & Recreation Office, 10 W State St (just 1 block north of the rink). Renters are asked to sign a rental agreement, and provide a credit card/debit number as a deposit. The office is open 8:30am-4:30pm, Monday - Friday. Skates can be rented for a 24-hour period on weeknights, or over the weekend (rent them on Friday and return them on Monday). Helmets are available at no charge with skate rentals, if requested. For additional information visit, www.marshalltown-ia.gov/809/Ice-Rink.



Photos contributed by: MARSHALLTOWN Co.



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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

	December '23	Avg/Month	YTD Total
Unique Visitors	7,471	9,831	117,974
Number of Visits	14,686	20,648	247,771
Page Views	79,525	30,479	365,745
Hits	309,978	528,443	6,341,316

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.

Business Expansion: Hiring

Perhaps, your business began as a one person show. Now, you are a few years on the other side of your start up and you have discovered there just is not enough of you to meet all of the needs of your business. The resolution to this stretch is more person power. You know this. The thought of even stepping into the arena of more people working in your business haunts your dreams. Perhaps, you revisit “hiring horror stories” another has shared with you. Or, you tried hiring once, and it wasn’t for you, or so you thought. And, yet, if you want your business to continue growing, hire you must! GULP!!

There are three primary investments a business owner makes when adding staff. The first is a financial investment. It is important to review the business’s financial position. Is there revenue to cover this new long term expense? How will staff contribute to additional revenue? Are there other expenses that can be cut or reduced to offset staff expense?

Next an owner weighs the time investment of hiring. This can be overwhelming when it already seems like there is not enough of you to go around. Such thoughts mean this front- loaded investment of time is even more important and must be made. Appropriately invested, the time should pay great dividends.

Finally, an owner must consider people management. Bringing new members onto the team requires business owners to provide training, support and leadership. It is a critical shift to create a culture of “our” business, when for so long it has been “my” business.

Fortunately, our friends at SCORE have developed a fantastic e-guide to help small business owners conquer HR management. Check it out! (www.score.org/resource/eguide/so-you-want-be-boss) It may be just the resource you have been looking for, so that you can get back to work on growing your business...with a little help from your staff.

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

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

Leadership Marshalltown

Leadership Marshalltown December session was hosted at the new McFarland Clinic in Marshalltown. The class had a day filled with learning more about healthcare in our area. For more information on Leadership Marshalltown contact Chamber Workforce Director Kate Bowermaster (kbowermaster@marshalltown.org).



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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)



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Connect Marshalltown

Connect Marshalltown January social gathering was held at Legends American Grill. This social gathering is open to the public, anyone is able to attend. The group meets the first Wednesday of each month. The next meetings are scheduled for February 7th at the Old Timer Tavern, March 6th at Wandering Creek Golf Course, and April 3rd at Mojitos Bar & Grill. For more information on Connect Marshalltown contact Workforce Director, Kate Bowermaster (kbowermaster@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 Bucks are great gifts and a perfect way to THINK LOCAL FIRST!



Economic Statistics

Employment – Marshall County - November	2023	2022
(Source: Iowa Workforce Development)		
Labor force	17,010	16,850
Unemployed	790	730
Percent unemployed	4.6	4.3
Total employment	16,220	16,120
Marshall County Construction - November	2023	2022
(Source: Marshalltown Building Department)		
Building permits	7	12
New Residential Construction	\$0	\$402,411
Residential Addition/Remodeling	\$96,747	\$56,100
New Commercial/Industrial Const.	\$347,895	\$539,841
Commercial/Industrial Remodeling	\$0	\$103,415
Housing Sales Data - December	2023	2022
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	27	27
Average sale price	\$166,533	\$165,671
Median sale price	\$147,000	\$152,500

Upcoming Chamber Events

February 7-Connect Marshalltown

Old Timer Tavern

February 8-Caffeinated Conversations

Iowa Valley Community College District

February 13-Business After Hours

Home Federal Savings Bank

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

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

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