

January 2024

Volume 41, Issue 7

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MARSHALLTOWN AREA CHAMBER OF COMMERCE

Connect Marshalltown kicks off again in 2024

LET'S CONNECT

Save the date!

1.3.24

LEGENDS

2.7.24

OLD TIMER TAVERN

CONNECT



son, Home Federal Savings Bank & Marshall-

Small Business Saturday was a success!



Small Business Saturday was held on November 25, 2023 with 13 Chamber members participating. As a part of Small Business Saturday promotions the Chamber gave away Holiday Chamber Bucks to 19 lucky winners totalling \$400. The Holiday Chamber Bucks encouraged shoppers to use them at those small businesses who participated supporting local once again. Pictured above are a few of the 19 winners.

Marshalltown Area Chamber of Commerce P.O. Box 1000 Marshalltown, IA 50158

town Company.

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MEMBER SPOTLIGHT

Guiding Star Marshalltown

Guiding Star Marshalltown was established in June of 2020 by founders Mark and Mary Mauk, and Linda Jacobs. The founders and original board members were passionate about increasing awareness of natural fertility and family planning as well as the risks of artificial hormones. After researching various organizations in the area, they decided to affiliate with the Guiding Star Project in December of 2019. In 2021 Lindi Trowbridge was hired as the Executive Director to lead the organization. They currently have four employees and over 45 dedicated volunteers, partners, and board members.

They offer services such as, Fertility Education for achieving or avoiding pregnancy naturally, Pregnancy and Postpartum Support/Classes, Breastfeeding Support, Miscarriage Support, Support After Abortion, Puberty Educational Workshops, Mother/Daughter Classes, Father/Son Classes, Intro to Hormones, Menopause Class, Nutrition and Lifestyle Class, and Parenting and Family Life Classes/workshops. One very unique thing about all Guiding Star Centers is the fact that they offer a kid-friendly, safe space for child watch (this is free of charge) while parents enjoy a class, support group, or any type of appointment.

Executive Director Lindi Trowbridge stated "Because of the closure of the Marshalltown OB/GYN group, we see a huge need for quality local women's healthcare. This allows us to help those expecting mothers with some of their pre and post-natal care through many of our support groups/classes. We are blessed with a dedicated and encouraging community of donors, clients, and supporters here in Marshalltown."

At Guiding Star Marshalltown everyone is welcome through the doors. Guiding Star looks forward to serving you with compassionate care and service.



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.

Ocean City Chinese Restaurant

Li Hao & Qiang Sun, Owners 5 W. Main Street, Marshalltown 641-753-6645

Ocean City Chinese Restaurant offers Chinese and Japanese cuisine with lunch specials, house specials, sushi, sashimi and so much more.

Paws & Play

Katie & Tyler Smith, Owners 1410 Iowa Ave W, Marshalltown 641-752-7387

www.pawsandplaymtown.com facebook.com/pawsandplaymtown50158

Paws & Play is your pets' home away from home when it's time for your family to pause and go play. The facility currently offers 13 kennels available for dog boarding with 8,000+ square feet of outdoor exercise space with 6 foot tall fencing. Paws & Play offers individual enrichment services to all dogs in our care as well as group play to interested and eligible clients.







Central Iowa Capital Advisors





BUSINESS**NEWS**



November 14, 2023 Caffeinated Conversations hosted by **Pinnacle Bank**



November 16, 2023 Business After Hours hosted by **Hellberg's Jewelers**



December 6, 2023
Business After Hours hosted by **Strand's Flooring & Paint**

Thank You Reinvesting Chamber Members

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

AAA Septic Service Inc.	16	Maurices	3
AR Auto Detailing LLC	1	Mediacom Business	2
Black Tire Bike Company	38	Planet Fitness	5
Bruin Manufacturing Company	59	Premier Office Equipment	22
Douglas Reese	42	Rasmussen Tax & Accounting	14
Hawkins Electrical Services	15	RE/MAX Partners Realty	6
Historical Society of		Salvation Army	26
Marshall County	17	Southridge Specialty Care	55
Hospice of the Midwest	1	St. Francis Catholic School	16
Jack's Pho' House	8	Stalzer Photography	19
Karl Auto Group	2	Stepping Stones Christian	
Legacy Real Estate - The Kelli		Bookstore	2
Thurston & Fauna Nord Team	6	Supermarket Villachuato	1
Marshalltown Family		Tremont on Main	29
Dentistry	10	Youth & Shelter	
		Services of Marshall County	7

Save the Date! 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).

Ticket information and agenda will be available soon. This event is open to any employee of a Chamber member business or organization. Keep an eye out on our Facebook page as well as Headlines & Happenings email blast for more information.

For questions on this event contact, Chamber Membership & Communications Director, Sarah Smith at ssmith@marshalltown.org.

Chamber Bucks are a great way to THINK LOCAL FIRST!

Reminder! We have relocated!

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



LEADERSHIP

MARSHALLTOWN AREA CHAMBER OF COMMERCE



Board of Directors Erin McGregor, Chair Damon Morrison, Vice Chair Amanda Accola, Treasurer Mike Miller, Past Chair

Aimee Deimerly-Snyder
Carol Hibbs
Robert Maharry
Kevin Meyer
Kristin Polley
Zach Stahlin
Todd Steinkamp
Deb Wollam

Ex-Officio
Dr. Theron Schutte, MCSD
Dr. Anne Howsare Boyens, IVCCD
Heidi Dalal, Martha-Ellen Tye
Foundation

Staff:

John Hall

President & CEO

Sarah Smith

Membership & Communications Director

Dylan Does

Tourism Director

Kate Bowermaster

Workforce Director

Nicole Collins
Administrative Assistant

Congressman Randy Feenstra in Marshalltown



On November 10, 2023 we hosted Congressman Randy Feenstra in Marshalltown for a manufacturing roundtable. Thank you to the Greater Des Moines Partnership for their partnering and support of the event, in addition a big thank you to Lennox for hosting us at their recently rebuilt facility. Conversations like these are incredibly important to make sure our voices are heard in Washington, DC. Thank you, Congressman, for your time, your insights, and you passion for your district!

Leadership Marshalltown November session



On November 16, 2023 the 2023-2024 Leadership Marshalltown class was held at the Marshalltown Police & Fire Department. The class had a day filled of learning about public safety and government including panel discussions and a tour of the police and fire facilities.

For more information on the Leadership Marshalltown program contact Chamber Workforce Director, Kate Bowermaster (kbowermaster@marshalltown.org)





We just have to brag a little)

Congrats!

Owner of Brit Marie's & Co, Brittany Tow was able to be apart of the Goldman Sachs 10,000 Small Business program. The Goldman Sachs 10,000 Small Business program is designed to help entrepreneurs develop and implement next steps within their business to help them grow within their business and within the community in which they are based.

Tow commented on the program, "This fall, I was honored to be accepted into the program along with 22 other small businesses across Iowa. It's a 12 week program and I highly recommend that if you are wanting to move onto the next step within your business, please reach out!"



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)

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

Welcome!

Adam Krebill has joined First Interstate as Bank President. In this role, Adam will be responsible for promoting the Bank within the community, business development, and managing a diverse loan portfolio.

With more than 16 years' experience in the financial services industry, he holds an extensive background in agricultural and commercial lend-

ing, branch operations, and sales. In addition, Adam is a graduate of the Graduate School of Banking in Madison, Wisconsin, and U of I Tippie College of Business in Iowa City, Iowa. His previous experience makes him the perfect candidate for leading bank employees while building client relationships.

Adam is excited to work and collaborate with emerging & established businesses in the greater Marshalltown area.



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**



Oliver Beene Designs (214 E. Main Street) made it to their final destination on November 18, 2023. The celebrated the Grand Re-Opening with a ribbon cutting.



On Tuesday, November 28 the Chamber Ambassadors held a ribbon cutting at the new office location of **Peglow, O'Hare, See & Eilers PLC** (112 E. Linn Street).



The Chamber Ambassadors helped Chamber member **Fencing Solutions** (507 Iowa Ave W, Suite A) celebrate their new location with a ribbon cutting on December 7, 2023.



On December 7, 2023 we celebrated the new location of **Healing Hands Chiropractic** (507 Iowa Ave W, Suite C) with a ribbon cutting.

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!





CHAMBERNEWS

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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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

Nov	ember '23	Avg/Month	YTD Total
Unique Visitors	9,844	10,046	110,503
Number of Visits	20,531	21,190	233,085
Page Views	126,131	31,235	343,588
Hits	547,644	548,303	6,031,338

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.





IAHSEA Fall State Showdown

The "Epicenter of Esports" was held on Main Street in Marshalltown November 15-17, 2023. The Orpheum Theater Center hosted Iowa High School Esports Association "State Showdown" where 40 teams from across the state of Iowa came to capture the crown in "Smite", "Rainbow Siege 6" and "Super Smash Brothers Ultimate".





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What is your "one thing" you want to accomplish with your business in 2024?

Let's talk about business planning....What is your "one thing" you want to accomplish with your business in 2024?

Would you like to hire more employees...or maybe even your first employee? Would you like to add a product line to your inventory? Would an additional revenue stream be beneficial to the bottom line? Are you contemplating a second location or buying a building as your next step?

Whatever your "one thing" is, Iowa State University SBDC can help you think about what it looks like to take that step through business planning. ISU SBDC recommends and counsels in partnership with a web-based business planning program, Live Plan (partners.liveplan.com/iowa-sbdc). The program is user friendly. It syncs with Quick Books. It can easily help businesses explore the financial feasibility of the "one thing". The program can, also, help prepare business owners to meet with lenders, if additional financial backing may be necessary to accomplish the growth.

Business planning is a great exercise to look at the "one thing" objectively, whether the business is preparing to launch, celebrating its 100th anniversary, or dancing somewhere in between. Business planning, removes the mystery of feasibility. Planning can provide businesses information necessary to take the steps to move from dream to goal. Conversely, if the "one thing" isn't currently a healthy move for the business, planning helps an owner understand why. Positively, after completing the exercise, planners are armed with information to move along and pursue the "one thing", or to instead ponder a new "one thing".

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

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.

Chamber Bucks FAQ

How do I purchase Chamber Bucks?

Chamber Bucks can be purchased at the Marshalltown Area Chamber of Commerce office located at 34 W. Main Street.

Chamber Bucks come in \$5, \$10, and \$25 increments. We accept cash, check, or credit card for payment. Need to place a large order? You can pre-order Chamber Bucks by contacting the Chamber office (office@marshalltown.org or 641-753-6645).

Where can I use my Chamber Bucks?

Chamber Bucks can be used at any business or organization that is a member of the Marshalltown Area Chamber of Commerce. In addition to redeeming Chamber Bucks at retail locations, you can use them to pay a utility bill or donate to a local charity/non-profit! Contact our office for an updated copy of the Chamber Bucks Redemption list.

How do I use my Chamber Bucks?

Chamber Bucks are treated like cash. Simply hand the Chamber Bucks over to the business or organization that you are redeeming them and that's it!

I am a Chamber member business/organization. How do I accept Chamber Bucks?

All Marshalltown Area Chamber of Commerce members can accept Chamber Bucks just like they would cash/check.

- 1. If the payment is more than the amount of the bill, simply give the customer change.
- 2. Be sure to stamp or otherwise clearly endorse the back of the check so that your organization name is clearly visible.
- 3. Deposit Chamber Bucks checks along with other checks and cash in your normal bank deposit. The full amount of the Chamber Bucks check will be credited to your account.

It's that simple!

Don't see your question answered here? Contact the Chamber Office for more information.

(office@marshalltown.org or 641-753-6645)

Chamber Chat

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





Economic Statistics Employment – Marshall County - October 2022 (Source: Iowa Workforce Development) Labor force 17,140 16,950 830 630 Unemployed Percent unemployed 4.8 3.7 16,310 **Total employment** 16,320 2023 2022 **Marshall County Construction - October** (Source: Marshalltown Building Department) **Building permits New Residential Construction** \$4,074,710 Residential Addition/Remodeling \$198,745 \$99,512 New Commercial/Industrial Const. \$49,840 \$37,538 **Commercial/Industrial Remodeling** \$16,097 **Housing Sales Data - November** 2023 2022 (Source: Mid-Iowa Regional Board of Realtors) 46 Single family home sales \$144,745 \$172,638 Average sale price Median sale price \$145,000 \$146,000

Upcoming Chamber Events

January 3-Connect Marshalltown Legends American Grill **January 9-Caffeinated Conversations** US Bank **January 11-Business After Hours** Pinnacle Bank **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





























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