



theDIGEST

April 2024

Volume 41, Issue 10

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MARSHALLTOWN AREA CHAMBER OF COMMERCE

Women in Business - April 10, 2024

Join the Chamber and presenting sponsor Emerson for the 6th Annual Women in Business event. Doors open at 11:30 for networking with lunch and presentation beginning at 12 noon. Keynote address will be from Jessi McQuerrey, Foundation Director of Programs with the Iowa Association of Business & Industry. McQuerrey was recently listed as an honoree on the 25th annual Business Record Forty Under 40 list.

Presenting Sponsor: Emerson
Gold Sponsors: Farmers Savings Bank, Home Federal Savings Bank & Trending Media
Location Sponsor: Iowa Valley Business & Community Solutions

Cost is \$35/person. Table of 6 for \$250. Chamber members can register online at www.marshalltown.org/womeninbusiness



CO2 Refrigeration Systems to establish operations in Marshalltown

CO2 Refrigeration Systems is a manufacturer of natural refrigeration systems, an alternative to Freon- and Ammonia-based refrigeration. The company is being led by Marshalltown native, Zach Laws. They plan to establish its U.S. manufacturing presence with the purchase of an existing 34,000-square-foot facility in Marshalltown, formerly the home to Scott Manufacturing.

The Iowa Economic Development Authority Board of Directors awarded the \$1.5 million capital investment project a \$100,000 forgivable loan and tax benefits through the HQJ program, totaling an expected \$177,500 in State of Iowa incentives. In addition, the Iowa 260E New Jobs Training Program that is administered through Iowa Valley Community College has estimated a \$365,205 training incentive program for the company. Finally, the City of Marshalltown has committed to a local \$20,000 match for the investment in Marshalltown.

The details of the project include 48 new jobs over the next three years with a starting wage of \$22.50 per hour and an average wage of \$26 per hour with an employee benefits program that includes 100 percent coverage of insurance premiums for individuals and families.

Marshalltown Area Chamber of Commerce
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Marshalltown, IA 50158

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MEMBER SPOTLIGHT

Smokin' G's BBQ, Restaurant and Catering Celebrates 10 Years!



Smokin' G's BBQ, Restaurant and Catering is excited to be celebrating 10 years on Main St. in Marshalltown. They are also celebrating 16 years of catering service throughout Marshalltown and Central Iowa. Smokin' G's is a little different than a traditional BBQ Smokehouse as they offer full service dining, an extensive menu, carryout, and delivery through delivery.com.

What began in 2008 as a favor for a friend, has grown into a successful restaurant that continues to thrive in the historic downtown. In addition to the restaurant, they continue to offer catering services as well as operating a food truck for large events and festivals.

Early on, a brief stint at the Marshalltown Mall, with a sandwich shop showed the couple they were on the right track. Both knew this was probably not the right location for them, but a great chance to test their business plan. From there they started the search for a restaurant location. Finally the couple settled into 25 W Main St where Smokin' G's BBQ still resides.

Smokin' G's is definitely a family business. Some of Jerry's family still works part time. Kim and Jerry have employed Jerry's parents when living, their daughters, nieces and nephews. Today Smokin' G's BBQ employs 6-8 full time and approximately 15-20 part time staff as well as on call catering staff. Owners Kim and Jerry Gratopp are actively involved in all aspects of their business.

10 years may not seem like a very long time but in the restaurant industry, it is a sign of success. Kim and Jerry have expressed often that it is their team that makes Smokin' G's successful. And of course the loyal followers that frequent their restaurant. "It was always our goal to be one of Marshalltown's favorites" says Kim.

As the duo looks to the future, the mention of a successor has come up. They're hoping someone will want to carry on where they leave off. Until then, they'll keep smokin' the good stuff!

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.

Be Unique Floral Boutique, Inc.

April McKibbin, Owner

234 North 13th Street, Marshalltown

641-753-3330

www.beuniquefloralboutique.com

www.facebook.com/beuniquefloralboutique

Be Unique Floral Boutique offers custom floral design and planning that captures your unique vision for all your life events.

Comfort Inn

Jade Lockhart, Manager

2613 S. Center Street, Marshalltown

641-752-6000

www.choicehotels.com/iowa/marshalltown/comfort-inn-hotels/ia052

At the Comfort Inn® Marshalltown hotel guest rooms are relaxing and inviting, with soft lighting and warm modern décor. With premium bedding, a refreshing indoor heated pool and hearty and healthy breakfast options, you're bound to have a great start to the day. Take a moment to unwind with friends over a hot cup of coffee in our spacious lobby.

Fibrenew of Central Iowa

Josh Colwell, Owner

641-691-6037

centraliowa@fibrenew.com

www.fibrenew.com/centraliowa

Fibrenew is a local mobile upholstery and plastic repair service. If your dog scratches your leather couch we can repair it. If your restaurant and medical furniture has tears we can help. If the vinyl window casing on your house breaks we can restore it. If you have a worn seat in your car we can make it look great again. If you have torn linoleum floor in your RV we can repair it. If your boat looks like it's still dirty after you clean it then give us a call.

Marshalltown Senior Residences

Jackie Klacik

Stephen Hiracheta

201 E. Main Street, Marshalltown

641-328-1613

marshalltownsenior.com

Step into the inviting community of Marshalltown Senior Residences, where you'll find one and two-bedroom apartments. Embrace the comfort of spacious layouts and enticing amenities that warmly welcome you home, accompanied by exceptional service. Our prime location places you within walking distance of shopping, dining, and entertainment options.

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.

Mick's Financial Services

Mickey McDonald, Owner

641-691-8521

micksfinancialservices.com

mickey.mcdonald@micksfinancialservices.com

www.facebook.com/MicksFinancialServices.WFG

Mick's Financial Services is your go-to destination for all your financial needs. As an independent contractor affiliated with World Financial Group (WFG), Mick's Financial Services offers a diverse range of services tailored to meet clients where they are and serve them on their life long financial journey.

Tiny Rebellion

Christina Oetker, Owner

Alicia Hernandez, Owner

19 South Center Street, Ste 2, Marshalltown

641-351-0234

Tiny.rebellion.50158@gmail.com

Tiny Rebellion offers organic, vegan homemade items all made in Iowa/U.S. Soaps, hair care, cleaning supplies, kids products, baby products, dog products, perfumes, jewelry, linen sprays, incense, car products, and much more.

**Chamber Bucks make great gifts
and are a perfect way to
THINK LOCAL FIRST!**

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).

Thank You Reinvesting Chamber Members

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

A&M Cleaning Services LLC	1	Marshalltown Sewing Center	32
Accu-Tax	24	MEMBERS1st Community	
Anderson Funeral Homes	11	Credit Union	8
Brian's Collision Clinic	10	Midwest Merchant Processing	11
Brit Marie's & Co	4	New Hope Christian Church	4
Cartwright Downtown		Oliver Beene Designs	4
Farmer's Market	4	Optical Center	26
Fareway Stores, Inc.	60	Restore Church	8
Farm Bureau Financial Sevices-		Rube's Steakhouse & Lounge	10
Agent Chris Edel	2	Sentry Plumbing LLC	2
Hansen Electric Inc.	2	Studio M	1
Hometown Veterinarian (The)	5	Super Shine Car Wash	14
Livability	2	Trinity Evangelical	
Live On Stage-Marshalltown	10	Lutheran Church	19
Marshalltown Alarm Inc	11		

Community Shred Day

When: Saturday, April 27

9:00 a.m.-11:00 a.m.

Where: United Bank & Trust

2101 S. Center St.

Bank Parking Lot

What to Shred

- ▶ Credit Card Statements
- ▶ Documents containing social security numbers
- ▶ Paperwork containing account numbers
- ▶ Bank Statements
- ▶ Medical Records
- ▶ Pay Stubs
- ▶ Canceled Checks
- ▶ Tax Records

Shredding paper not only helps the environment, but also reduces fraud and identity theft. As a service to the community, United Bank & Trust, the Marshalltown Area Chamber of Commerce and the Marshall County Landfill are sponsoring Community Shred Day. Secure Shred Solutions will be on-site to shred your documents at no cost, with a 5-box limit.

Please call United Bank & Trust at 641-753-5900 with questions.





Board of Directors

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Heidi Dalal, Martha-Ellen Tye

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Sarah Smith

Membership & Communications Director

Dylan Does

Tourism Director

Kate Bowermaster

Workforce Director

Nicole Collins

Administrative Assistant

Leadership Marshalltown - Arts & Culture, Community Pride

On March 21st the Leadership Marshalltown has hosted at the Marshalltown Arts & Civic Center (MACC). The class learned about the Arts + Culture Alliance Master Plan, listened to a panel discussion around community pride, viewed the public art around Marshalltown, and toured the MACC facilities including the Fisher Art Museum.



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.

Need an employee? Looking for an employer?
Check out the Chamber's
Marshalltown Job Postings
at www.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.



MARSHALLTOWN NEWS

(we just have to *brag a little*)

Welcome!

UnityPoint Health – Marshalltown is pleased to announce the promotion of Becky Dirks as Development Director for the Foundation.

Dirks has more than 10 years fundraising and marketing experience. In her new role, she's responsible for fundraising activities and donor relations.

"I'm so excited to join the Marshalltown team and get to know the community," says Dirks. "I love the story of how UnityPoint Health came and revitalized health care in Marshalltown. I hope to help continue the trajectory we're on."

Previously, Dirks served four years as Development Coordinator for UnityPoint Health in Waterloo, serving both Allen Foundation and UnityPoint Hospice. Prior to that, she was the Community Outreach Coordinator for Grundy County Memorial Hospital.

Dirks is a graduate of the University of Northern Iowa. She's a native of Grundy Center, where she and her husband, Jordan, have five children.



Acupuncture is coming to Marshalltown!

Bantz Chiropractic is thrilled to announce that they will be offering Acupuncture out of their office one day a week. Anne Stephens of the Acupuncture clinic of Grinnell will be coming to Marshalltown every Wednesday beginning April 3rd! Anne has been serving Grinnell since 2004 and is excited to expand to the Marshalltown area. To schedule please text or call 641-821-0108.

Interested in becoming a Chamber member?

Contact Sarah Smith, Membership & Communications Director to learn more about our membership options!

(ssmith@marshalltown.org)

To learn more about the Chamber visit our website at www.marshalltown.org

MARSHALLTOWN
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Celebrating
1 year with the
Chamber!



Dylan Does
Tourism Director



2023-2024
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Central Iowa Capital Advisors



CHAMBER AMBASSADORS VISITS

**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!

Cynthia Albert 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
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**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**



Central Iowa Capital Advisors



Gary Schaudt

25 S. Center Street
Marshalltown, IA
641-752-2041

Securities and advisory services offered through
LPL Financial, a registered investment advisor,
Member FINRA/SIPC.

**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
AREA CHAMBER
OF COMMERCE





Connect Marshalltown at **Wandering Creek Golf Course**
March 6, 2024



Small Business Development Center: Scams & Your Business

Let's talk about scams and your business...

Do you remember the news story which broke in early 2023 sharing the plight of Big Acai? The businesses in Des Moines and Ames owned by the same franchisee were stripped of cash in the registers and safes by well meaning employees, who believed a fake IRS agent's story. You're probably thinking, "Well...this couldn't happen to me." Or could it?

According to the Better Business Bureau two-thirds of small businesses have been scammed at least once. The Federal Trade Commission (FTC), states that the parties who are scamming businesses tend to be someone the business trusts, create a sense of urgency, use intimidation and fear, and use untraceable payment methods. Check out Big Acai's story online at (who13.com/news/big-acai-loses-significant-amount-of-money-in-phone-scam). All four tactics were used by the scammer.

Fortunately for us, scammers don't want to work too hard and have a general set of tricks. What should we look for? We should keep an eye out for fake invoices, unordered supplies or inventory, directory listing and advertising scams, utility company imposters, government agency imposters, tech support imposters, social engineering, phishing, ransomware, business promotion or coaching scams, changing online reviews, credit card processing equipment and phony check scams. Whew...that's a lot of opportunities to deceive!

What's a business owner to do? As always, the best defense is a good offense. Train and dialogue with employees often. Help them to identify potential threats. Verify invoices and payments. Be tech savvy or know someone who can help cover this base. Know who you are dealing with. This brochure created by the FTC is a great learning resource (https://www.ftc.gov/system/files/documents/plain-language/scams_and_your_small_business.pdf)

Finally, notify the FTC and the Iowa Attorney General if you have been scammed and get the word out.

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

Looking to volunteer?

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

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

Chamber Bucks make great gifts!



BUSINESS DIRECTORY

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Fax: 641-752-8095
Email: info@peglowlaw.com
www.peglowlaw.com

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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

	February '24	Avg/Month	YTD Total
Unique Visitors	11,909	10,718	21,436
Number of Visits	18,940	18,244	36,487
Page Views	103,038	28,962	57,923
Hits	414,183	413,226	826,452

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.

Race Cars and Red Shells Come to Marshalltown

As the snow melts and the sun shines brighter, Marshalltown is gearing up to be the hotbed of racing both inside and outside. The whirl of dirt track racing will soon be filling the air on Friday nights, and the familiar sounds of Mario Kart will echo at the B.A. Niblock Welcome Center at The Orpheum.

Marshalltown Speedway has been a long staple and is prepared to kick off their 7-month season with the IMCA Frostbuster on April 5th. The season will end with the Harvest Hustle on the High Banks from October 24-26th. In between, the 20+ race season is set to attract thousands of spectators from both near and far. For tickets and information on the race schedule, please check out www.marshalltownspeedway.com

The Iowa High School Esports Association Spring State Showdown will be held at the best esports arena in Iowa from May 11-13th. Mario Kart will be one of three championships up for grabs during the event. The competition and community could not be better suited for each other. Marshalltown is referred to as the “Mecca of Mario” due to the unprecedented success the Marshalltown Community College Esports team has experienced. Most recently, this has included 2 individual National Championships for Amber Lawthers and 1st and 2nd place for 4 v 4 Mario Kart National Championship. The community is invited to experience the game play in the best esports arena in Iowa. Games will be held May 11-13th from 9a – 7p at the B.A. Niblock Welcome Center at The Orpheum Theatre.



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 business, 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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Iowa Economic Development Authority Talent Attraction Strategy Visit

Did you know that Iowa has been ranked the #1 state for cost of living and affordability? When someone is considering a move, cost of living is one of the top quality of life factors taken into account. But our slowing population growth has left Iowa with more job openings than there are people to fill them. With all this information, Iowa has decided to ramp up our talent attraction efforts. The Iowa Economic Development Authority has partnered with RoleCall, an Iowa City-based talent recruitment agency, to launch a pilot program where they will connect workforce leads with communities in Iowa. Marshalltown is one of the pilot communities!

In March, the IEDA and RoleCall made a visit to Marshalltown to meet with a group of community leaders and hear about our local talent attraction efforts. This group was also able to share their workforce challenges from an employer perspective and their individual thoughts on what we can do to help change the sometimes negative perception of Marshalltown. After the meeting, we took our guests on a tour around town so they could see all we have to offer and hear more about what's coming.

How is this all going to work? Here are a few words from IEDA: IEDA showcases Iowa's incredible quality of life to out-of-state audiences through the This is Iowa campaign. When the talent attraction program launches, marketing will drive users to ThisIsIowa.com, where prospective residents/job seekers will find a mechanism to provide their contact information and answer questions about:

- *What kind of job and industry they're interested in.
- *Community and lifestyle preferences.
- *Hobbies and interests.

Once we have this information, our software will sort people into lists based on where they would like to live and/or what topics they'd like to learn more about. From there, they will be assigned to the right community champion with local knowledge to answer their questions.

As the community champion for Marshalltown, I will have quarterly meetings with other community champions to share feedback and hear success stories. I will reach out to all leads that come our way and connect them with the resources they need to learn more about our what it's like to live and work in Marshalltown.

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



March 21, 2024
Business After Hours at **Karl of Marshalltown**



Chamber Chat

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

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.



Economic Statistics

Employment – Marshall County - January	2024	2023
(Source: Iowa Workforce Development)		
Labor force	17,700	17,900
Unemployed	1,620	1,720
Percent unemployed	9.1	9.6
Total employment	16,080	16,180
Marshall County Construction - January	2024	2023
(Source: Marshalltown Building Department)		
Building permits	7	4
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$0	\$14,560
New Commercial/Industrial Const.	\$1,326,732	\$0
Commercial/Industrial Remodeling	\$3,220,261	\$132,319
Housing Sales Data - February	2024	2023
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	19	16
Average sale price	\$122,515	\$187,350
Median sale price	\$115,000	\$158,500

Upcoming Chamber Events

April 2: Caffeinated Conversations

OPA Grill (7:30-9:00 AM)

April 24: Business After Hours

The Willows (4:30-6:30 PM)

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



Heather Hanus
Agent-CSA



Rich Mohan
Agent



Bonnie Ohrt
Processor



Darla Rowley
Agent-CSA



Carla Nordstrom
Agent-CSA



Jodi Eygabroad
Agent-CSA



Kristi Carlson
Office Manager



Matt Roelsgard
Information Systems



Vivian Ceron
Agent-CSA



LeAndrea Abel
Administrative Assistant



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