



Volume 42, Issue 10



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Women in Business Luncheon

The Annual Women in Business Luncheon is set for April 11, 2025, doors open at 11:30 a.m. and the program begins at noon at Iowa Valley Business & Community Solutions DeJardin Hall. The event will consist of lunch and a special presentation from Rachel Eslick, Mae We All Founder, Coach, and your hype woman!

Rachel Eslick is the high-energy founder and speaker behind Mae We All: Growth & Development, and she’s here to help you get out of your own way and step into a more authentic, fulfilling life. With a background as the Director of National Team Development & Employee Engagement, Rachel knows that true success isn’t just about professional growth—it’s about personal alignment, balance, and showing up fully in every area of life. She brings the same drive and determination that fuels her marathon training into every session, making sure you leave feeling empowered, energized, and ready to take action.

Presenting Sponsor: **Emerson**

Gold Sponsors: **A&M Cleaning Services, Alerus Financial Corporation, Farmers Savings Bank, ImOn Communications, Trending Media**

Location Sponsor: **Iowa Valley Business & Community Solutions**

Cost is \$35/person or table of 6 for \$250. For more information or to register visit www.marshalltown.org/womeninbusiness.

Marshalltown Main Event

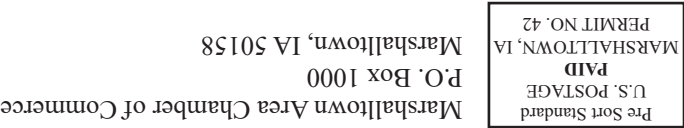
Marshalltown is getting improvements, and we’re bringing you along every step of the way! The Marshalltown Area Chamber of Commerce, Marshalltown Central Business District, Arts + Culture Alliance and the City of Marshalltown are teaming up to help communicate all things reconstruction, from updates and timelines to business spotlights and community stories, we’re here to keep you informed, engaged, and inspired as our downtown transforms.

What to Expect: We will have Facebook , Instagram, & TikTok – Insightful updates, progress highlights, and ways you can support local businesses during this time. There will also be fun, behind-the-scenes content and cool finds that make the journey exciting! Together, we’ll navigate the changes, celebrate the progress, and keep Marshalltown moving forward. Follow along and be part of the transformation!

Facebook: Marshalltown Main Event

Instagram & TikTok: @mtownmainevent

Want to stay in the know for Marshalltown Main Event progress? Sign up for exclusive updates on Marshalltown’s reconstruction journey at www.marshalltown.org/mainevent.



MEMBER SPOTLIGHT

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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 for the public and members to view on our website, www.marshalltown.org under the Work in Marshalltown tab.

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.

Adriana's Agency 2

Adriana Soto, Owner

132 W. Main Street, Marshalltown

515-771-8085

adriana@adrianasagency.com

www.adriana-agency.com

Adriana's Agency 2 offers insurance services of all kinds. Including auto, home, and personal insurance as well as SR-22 and business insurance.

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Mason Olson, Hearing Care Practitioner

Anna Boor, Marketing Manager

28 W. Main Street, Marshalltown

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www.facebook.com/ASIBeltoneMarshalltown

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Samantha Hillier, Owner

3106 149th Street, Urbandale

515-723-3060

that1painter.com/central-iowa

samantha.hillier@that1painter.com

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Business After Hours - Alerus
February 2025



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	3	Hellberg's Jewelers	30
Binford House	21	Inmobiliaria Inc.	1
Brian's Collision Clinic	11	Iowa State Trowel	
Crosby Park of Marshalltown		Trades Apprenticeship	2
MHS Properties	4	Marshalltown Alarm Inc	12
Dairy Queen, North 3rd Avenue	9	Marshalltown Christian School	19
Dandy-Lion Early Childhood		Marshalltown Community	
Learning Place	2	College Foundation	12
Dank's Lazer Engraving	10	Marshalltown Sewing Center	33
Fareway Stores, Inc.	61	MEMBERS1st Community	
Farm Credit Services		Credit Union	9
of America	14	Meskwaki Bingo Casino Hotel	2
Fibrenew of Central Iowa	1	Mid-Iowa Antique	
Freedom Financial	7	Power Association	1
GNB Bank	13	Restore Church	9
H & R Block	18	Sentry Plumbing LLC	3
Hardon's, Inc.	6	Studio M	2
Heart of Iowa		Van Wall Equipment, Inc.	9
Big Brothers/Big Sisters	23		



In February our Leadership Marshalltown class gathered at UnityPoint Health - Marshalltown for the healthcare focused day. The class heard from a panel of local healthcare professionals discussing their struggles and aspirations with the healthcare system. Additionally, the class had the opportunity to tour UnityPoint Marshalltown. To end the day a panel of peers from the class shared how they were able to "Lead From Where You Are" sharing stories of how they became a leader in their own lives, inspiring others to lead from wherever you are. Photo provided by Altar Media.

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Brittany Sichra

Event & Tourism Coordinator

Jenna Dooley

Administrative Assistant

Don Woodruff Honored with Prestigious Build Iowa Award

Woodruff Construction is proud to announce that Don Woodruff has been awarded the distinguished Build Iowa Award, at the Master Builders of Iowa Winter Conference. This award recognizes his outstanding contributions to the construction industry, and celebrates Don's decades-long dedication to innovation, safety, workforce development, and community service.

Growing up in the construction industry, Don followed in the footsteps of his father, Leonard Woodruff, who co-founded Woodruff Construction in 1956. Over the past 35 years, Don has played a pivotal role in expanding the company beyond its Fort Dodge home office to four additional regions across Iowa. His leadership has not only fueled company growth but has also significantly shaped the industry through his advocacy and service.

Don Woodruff's career has been defined by his unwavering commitment to safety, innovation, and community. His advocacy for the construction industry and the impact he has made on countless individuals and organizations. Woodruff Construction congratulates Don on this well-deserved honor and remains committed to upholding the values and legacy he has built over the years.



Marshalltown Students to Represent Iowa at National Competition

More than 400 high school students and nearly 60 employers across Iowa participated in the annual Iowa Career Development Conference (CDC) presented by The Wellmark Foundation. The event was hosted by Iowa Jobs for America's Graduates (iJAG) at Iowa State University in Ames on March 5.

Emily, Joanna, Shalayia and Sophie of Marshalltown High School earned first-place in the Creative Decision-Making competition at CDC. The competition challenges youth to apply problem-solving skills and strategies to create a solution to a hypothetical issue.

First-place winners from all eight student competition categories will advance to a national competition held by iJAG's national organization, Jobs for America's Graduates, for its 31 state affiliates. The national competition, the National Career Development Conference (NCDC), will be held in Indianapolis, Ind., April 24-26.





Welcome!

The **Marshalltown Central Business District (MCBD)** is pleased to announce the hiring of Danielle Lakin as its new Executive Director. With a strong background in nonprofit finance, community engagement, and stakeholder relations, Lakin brings a wealth of experience and passion to the role as she steps in to lead the organization into its next chapter.

A recent transplant to Marshalltown, Danielle has long admired the vibrancy of the city and is eager to contribute to its ongoing growth and revitalization efforts. Her professional experience spans multiple sectors, including financial management, grant writing, public speaking, and program development. She has successfully managed budgets, built strong relationships with community partners, and spearheaded initiatives to raise awareness and secure funding for critical programs.

Danielle's expertise in stakeholder engagement, advocacy, and inclusive leadership makes her an excellent fit to lead MCBD in its mission to support and enhance downtown Marshalltown. Her ability to collaborate with businesses, local leaders, and residents will be a key asset in fostering growth and revitalization efforts.



(we just have to *brag a little*)

Welcome!

The **Arts + Culture Alliance** is delighted to announce the hiring of Shannon Johnson, a Marshalltown native, as the new Marketing and Program Coordinator. With extensive experience in marketing, program management and event planning, Shannon will play a pivotal role in the continued growth and success of the ACA's initiatives.

In this new role, Shannon will oversee the development and execution of marketing strategies, manage key programs, and collaborate with our creative community to enhance awareness and engagement. Her natural talents in building relationships, program management and event coordination will support us in reaching new heights in its programming and outreach efforts. Before joining the ACA, Shannon was the Event and Marketing Manager at Marshalltown Area United Way where she successfully led significant community events and fundraisers.



The **Marshalltown Area Chamber of Commerce** is excited to announce Jenna Dooley has joined the team as Administrative Assistant for the organization.

Jenna moved to Marshall County in May 2023 and lives with her husband, Wade, on their farm outside of Albion. She has over 6 years of experience as an Administrative Assistant and is excited for this opportunity to work with the Chamber. When not in the office, Jenna likes to spend her time crafting, volunteering at her local library, and going on long walks with their Australian Shepherd, Red. Jenna is at her happiest when her home is filled with good food and great company.



Interested in becoming a Chamber member?
Contact Sarah Smith, Vice President to learn more
about our membership options!

(ssmith@marshalltown.org)

To learn more about the Chamber visit
our website 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.



CHAMBER AMBASSADORS VISITS



On February 14, 2025 **Meskwaki Bingo Casino Hotel** hosted the Grand Opening of their new Starbucks franchise located in between the hotel and casino at 1504 305th Street outside of Tama.



Congratulations to the **Arts + Culture Alliance** on their new beautiful space at 126 W. Main Street! The Chamber Ambassadors and community members held a ribbon cutting during their Grand Gathering on February 21, 2025



Lucy's Dive Bar opened on March 7, 2025. Located at 207 E. Main Street they are a full service bar offering craft cocktails.

Thank you 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!

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

Thank You Ambassadors!



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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

	March '25	Avg/Month	YTD Total
Unique Visitors	8,320	8,452	16,903
Number of Visits	16,527	15,938	31,875
Page Views	95,740	107,389	214,778
Hits	366,103	402,710	805,419

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.

The 2nd Annual Red, White & Blue Celebration Returns July 3rd & 4th

The Marshalltown Red, White & Blue Celebration planning is in full force. The planning group is comprised of members from Marshalltown Area Chamber of Commerce, local business owners, Iowa Veteran's Home, 13th Street District, Live After Five, firework committee members, elected city council persons, and churches dedicated to bringing a first-class 2-day (July 3rd & 4th) event celebrating our nation's independence.

This two-day event will begin on Thursday, July 3rd, with an evening of fun on 13th Street and the Iowa Veteran's Home grounds. There will be a "Car Cruise In", live music sponsored by "Live After 5", food trucks, a beer tent, and more.

Beginning at 10:30 a.m. on Friday, July 4th, the 4th of July Parade will start on 13th Street and wrap through the Iowa Veteran's Home, with kid's activities, food trucks, a baseball game, and a softball game following on the Iowa Veteran's property. At 4 p.m. the event will move to the 6th Softball Complex area. There will be kids' activities, live music, food trucks, and vendors, culminating with a fantastic fireworks show.

Are you interested in participating in the parade, volunteering, or more information? Please, contact Dylan Does at 641.753.6645 or ddoes@marshalltown.org.



Stay connected to events & activities in Marshalltown and the surrounding areas.

Like us on Facebook & Instagram

@mtownchamber

@meetinmarshalltown

Visit our Community Events Calendar

business.marshalltown.org/community-events

Sign up for

'This Week in Marshalltown'
weekly events newsletter

To sign up for the newsletter contact the Chamber office at office@marshalltown.org



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Dylan Does Tourism Director





Business After Hours - Karl of Marshalltown
March 2025

Community Shred Day

When: Saturday, April 26
9:00 a.m.-11:00 a.m.

Where: United Bank & Trust
2101 S. Center St.
Bank Parking Lot

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.

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



A message from the ISU Small Business Development Center:

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. Visit www.ftc.gov/system/files/documents/plain-language/scams_and_your_small_business.pdf to view a great learning resource brochure created by the FTC.

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

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



Economic Statistics

Employment – Marshall County - January	2025	2024
(Source: Iowa Workforce Development)		
Labor force	20,260	17,700
Unemployed	1,780	1,620
Percent unemployed	8.8	9.1
Total employment	18,480	16,080
Marshall County Construction - January	2025	2024
(Source: Marshalltown Building Department)		
Building permits	7	4
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$132,831	\$0
New Commercial/Industrial Const.	\$0	\$1,326,732
Commercial/Industrial Remodeling	\$6,150	\$3,220,261
Housing Sales Data - January	2025	2024
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	16	18
Average sale price	unavailable	\$243,895
Median sale price	\$167,450	\$149,950

Upcoming Chamber Events

April 3 - 4:00 - 5:30 PM

Connect Marshalltown at **Lucy's Dive Bar**

April 8 - 7:30 - 9:00 AM

Caffeinated Conversations at **Iowa River Hospice**

April 11

Women in Business Luncheon

Register online at www.marshalltown.org/womeninbusiness

April 17 - 4:00 - 6:00 PM

Business After Hours at **Adriana's Agency 2**

April 24 - 4:00 - 7:00 PM

Ladies Night Out

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



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Agent



Marna Mitchell-Butler
Agent-CSA



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Agent



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