

the**DIGEST**

August 2024

Volume 42, Issue 2

In this Issue

Chamber News

2

Business News

3

Leadership

4

Marshalltown Area News

5

Ambassador Visits

6

Chamber News

7

Business Directory

8-9

Tourism News

10

Chamber News

11

Chamber News

12

MARSHALLTOWN AREA CHAMBER OF COMMERCE

One year reflection on Main Street

This month marked the one-year mark since we moved our offices from the basement of Trinity Lutheran Church (our temporary home following the derecho) to 34 West Main Street. This move was scary for a lot of reasons as an organization, we took on larger space than what our current capacity required, we knew that purchases of new equipment, fixtures, and décor would strap our cash reserves, and the cost of renovated space was significantly more than what we had previously been paying. All that is to say, if asked to make this decision again, I would make this same choice every single time.

There are a few key reasons why I believe the return on investment is considerable for our organization to have made this move. Chief among them is that our team of highly talented individuals derive energy and excitement from the work environment that we can provide them. This space has allowed us to hire and retain incredible individuals because they know that the space they get to work from matches their expectation for a dynamic, highly innovative approach to community development work that we navigate every single day. Although there are complaints that I keep the thermostat a bit too cold for most, I view it as an opportunity to provide the team branded office blankets for maximum workplace comfort!

Beyond the value this space provides to our team, this space becomes a sales technique for those that we ask to invest in Marshalltown. It's not uncommon for us to work on economic development projects where we ask companies to invest tens or hundreds of millions of dollars into our community. The investment we have made as an organization is reflective of the investment our community is willing to make in itself and speaks well to those companies and individuals.

I recently attended a conference in Sioux Falls, South Dakota, and if you haven't been to Sioux Falls, I would encourage you to make the 5 hour drive up there to see all of the incredible momentum their community is seeing. The Mayor of Sioux Falls spoke at the conference and one quote I captured from him was "if you show me a community that is dying, I will show you a downtown that is struggling". That was an important reminder that the vibrancy of a downtown is a direct reflection of the vibrancy of a community. Our intentions by being located downtown is to make sure we are leveraging as many resources as possible to maximize the development potential of downtown, in partnership with Marshalltown Central Business District, Arts & Culture Alliance, the City of Marshalltown, and others. It's not lost on me that our office has consumed prime retail space downtown. I would say that the demand for this size space *continued on page 3...*

Marshalltown Area Chamber of Commerce
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Marshalltown, IA 50158

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Small Business Development Center: Let's talk about the economy

Have you noticed that navigating today's economy is like riding a roller coaster? What's a small business owner to do?? Instead of letting the roller coaster jostle us around through hills, valleys, twists, and turns, let's focus on our own little piece of the American Dream, and try not to let the global conversation overwhelm us.

First, let's get comfortable with our numbers. Some inputs to do business may be increasing while others are decreasing. No doubt some of the new costs will need to be passed on to customers. As we determine what that increase may need to look like, this is a great opportunity to take a hard look at the costs of goods and expenses. Has the business had an energy checkup lately? Perhaps the utility provider can offer some cost savings options to reduce usage and/or energy costs? Are there automatic subscriptions being pulled from your business account each month? Are these expenses necessary to the business? Or could the expenses be paused and restarted later? Is it time to move a technology upgrade off the back burner? While doing so is an added expense, it could be a strategic expense that allows the business to realize other benefits.

Next, let's continue to build deeper relationships with our customers. Patrons are doing business with our business because of the value our business brings to their lives and to the community at large. They are for us! How can we be for them? This is, also, a great time to dig deeper into the what, how and why people buy from us. What products or services are clients coming specifically to our business to secure? Should we be offering more of that item? Let's initiate a conversation with clients about goods or services we are anticipating offering in the future and get their input.

Finally, change something! Reorganize the store. Move out old stock that is taking up valuable space. Experiment with a new menu item. Consider offering discounted punch cards or customer check-ins. Economic swings come and go. When we find ourselves living within a peak or valley, returning to the foundational principles we exercised when we first opened the business is as important now as it was in the beginning.

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

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.

Mid Iowa Petroleum Equipment, LLC

Nikkie Minteer, Owner

Troy Meyer, Owner

108 Madison Street, Marshalltown

641-752-7575

Mid Iowa Petroleum Equipment is a full services petroleum contractor, which specializes in sales, service and installation of retail, commercial and Ag fueling systems.

RE/MAX Precision

David Rodriquez, Owner

132 W. Main Street, Marshalltown

515-223-9492

www.precisiondsm.com

Facebook: Precision DSM

Instagram: @remaxprecisiondsm

RE/MAX Precision is the unrivaled, premier real estate Brokerage in Iowa. Our mission is to remain innovative, ambitious, and passionate about providing unparalleled value to our Agents. Real Estate Agents can Expect More from RE/MAX Precision, as we offer top-tier support Staff and empower our Agents to run their businesses as they see fit. By attracting the best Agents in Iowa and giving them the freedom to operate independently, home Buyers and Sellers can also Expect More from our exceptional real estate professionals.

Leadership Marshalltown 2024/2025 Class Applications Now Open!

The applications for the 2024/2025 Leadership Marshalltown class is now open. Leadership Marshalltown is a 9-month course that introduces a leadership framework for individual development, organizational effectiveness, and community progress. We utilize a curriculum from the Kansas Leadership Center who also leads the opening retreat. The class will tour local business and hear from panelists who talk about their concerns and aspirations within their industries. Participants connect, work through challenges and leave each class with actionable steps they can take back to both their work and personal life. For more information visit our website at www.marshalltown.org/leadership-marshalltown.

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



One year reflection on Main Street

continued from page 1... at this cost is a challenge we need to overcome, and it is my sincere hope that at our lease renewal in 9 years, we have no choice to relocate again to an upper story or an underdeveloped building because demand for downtown space is so strong. We are not averse to constant changes in our world. We need to remain adaptable and flexible to meet the community's needs.

Finally, I want to touch on the future of our organization. Today, I can confidently say that our future is brighter than even one year ago when we made the move. The foundational support without our organization is strong and getting stronger. That means financial resources, certainly, but it also means a true buy-in to the efforts we are pursuing and an understanding that achieving a vibrant and prosperous economy takes time, resources, and a steadfast commitment to pushing the envelope even in the face of discomfort. Our team is growing, our reach is expanding, and our efforts are becoming more robust for you. Thank you for being along and supporting this journey.

Chamber President & CEO, John Hall



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,
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Thank You Reinvesting Chamber Members

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

Adland Engraving & Screen Print Co.	36	Landon-Landon & Associates	60
Ann's Alterations	9	Lennox Employees Credit Union	40
Arby's Restaurant	34	Marshall County Abstract	40
Arts + Culture Alliance	19	Marshall County Farm Bureau	60
AssuredPartners	48	Marshall County Supervisors	32
Barr Asset Management	25	Marshalltown Area United Way	56
Beck's Hybrid Seeds	4	Marshalltown Aviation, Inc.	50
Black Tire Bike Company	39	Marshalltown Company	65
Bolton and Menk Inc.	5	Marshalltown YMCA-YWCA	47
Bowman & Miller, P.C.	60	McAtee Tire Sales & Service Center	39
Buena Vista University	37	McFarland Clinic	26
Chef King	12	Mid-Iowa Workshop, Inc (MIW)	40
China Buffet	9	OPA Grill LLC	5
City of Marshalltown	32	Premier Real Estate	47
Country Variety	4	Rachel Palmer with Sweetbay Travel Concierge	1
Dairy Queen, North 3rd Avenue	8	Rainbow Car Wash-Anson St.	38
Dave & Sally's Bar & Grill		Roseland, Mackey, Harris Architects	22
The Cellar Door	3	ServiceMaster of Marshalltown	39
Dr. David Clark, D.D.S.	41	Soul or System Photography	1
Evans Abstract Company	47	Structural Engineers P.C.	37
Eyecare Associates	65	TIG Distributing, Inc.	13
Git-N-Go Store	12	Trending Media (KFJB/KXIA)	49
HITCHINS & THRONSON PLC	60	Union Pacific Railroad	14
Hoglund Bus Company Inc.	3	United Bank & Trust Co.	22
House of Compassion	3	Wausau Homes	6
Iowa River Hospice	24	Wolfe Ranch/Quakerdale Family Services	4
Iowa Valley Community College District	32		
ITC Midwest	2		
Jennifer Weaver At Law	1		
Jensen Ford-Lincoln, Inc.	57		
Kenn's Transmission	40		
Kimball & Beecher Family Dentistry	46		

Listen to the Chamber Member Moment live every
Wednesday morning at
8:35 a.m. on KFJB News Talk 1230 AM & 93.9 FM



Board of Directors

Damon Morrison, Chair
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Zach Stahlin, Treasurer
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Sarah Smith

Membership & Communications Director

Dylan Does

Tourism Director

Kate Bowermaster

Workforce Director

Nicole Collins

Administrative Assistant

Brittany Sichra

Event & Tourism Coordinator

UnityPoint Health's Tammi Pierce Receives DAISY Award



Tammi Pierce, RN Case Manager at UnityPoint Health – Marshalltown, is the latest recipient of the prestigious DAISY Award.

Pierce received two separate nominations for the DAISY. The first involved a patient on the med/surg unit who required help with resetting his life to allow for a safe discharge. Pierce collaborated with the individual, outside housing, outpatient resource programs and home health care, while exhibiting courtesy, compassion, empathy and respect.

The second nomination came from a team member who cited how Pierce routinely goes above and beyond her job description to safely discharge patients, help in the emergency department and improve the culture at work. The nomination closed, "She is always willing to take on a challenge, especially if it means ensuring a smooth discharge for our UnityPoint Health – Marshalltown patients. Tammi is amazing!"

The DAISY Award is a national program to recognize the clinical skills, extraordinary compassion and care exhibited by nurses every day. The award is given monthly to outstanding nurses in more than 2,300 health care facilities, in all 50 states and 15 countries.

Congrats!



After 26 years of service at **MIW, Inc.** Jack Allen is retiring. Jack started working at MIW in 1998 as a controller and was promoted to CFO in 2005. In 2021 Jack was again promoted to President and CEO. Jack has guided and supported MIW through the year, to his credit, MIW continues to serve the community. Jack's coworkers stated, "Jack has always had an open door and been available to talk to. He is so knowledgeable and helpful. Working with him has been a true pleasure we can't imagine MIW without him. We are so happy for Jack and his family, but he will be greatly missed!"

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

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.



(we just have to *brag a little*)

Welcome!

MIW would like to welcome Cody Beckham as the new President and CEO. His first day was June, 3rd 2024. Cody and his family are current residents of Marshalltown. He is a graduate of the University of Iowa with a degree in Global Social Enterprise Leadership. He started his career with Stover Controls in 2017 and worked for them until they relocated in 2021. Since 2021 he has been employed by Marshalltown Company, most recently as the Corporate Accounts manager. Cody would like to thank MIW for this wonderful opportunity and also for Jack's 26 years of dedication to MIW and our mission. He looks forward to working with our staff, employees, and community members to continue the MIW mission.



Marshalltown Christian School recently welcomed Nick SyWassink to its board of directors. He has served on the Building and Grounds Committee for the past 2 years and was instrumental in the completion of the playground project in 2019.

Nick's personal philosophy regarding Christian education is that "it should be Christ-centered, focusing primarily on the condition of the heart, then focusing on how our children can positively impact our society, equipping them with the means to be in a place to do that intellectually, physically, and mentally."

Nick moved to Marshalltown 16 years ago, where he manages an engineering group that reviews customer specifications for code requirements and manufacturability at Emerson Fisher Controls.



Welcome!

Marshalltown Christian School is pleased to announce the addition of Mikki Johnson as a new member of the school board. Born and raised in Green Bay, Wisconsin, Mikki attended dental school at the University of Iowa where she met her husband, Dan, and they together decided to make their home in Marshalltown. "I work as a dentist at Marshalltown Family Dentistry and am so grateful that God called me to serve our community in this way," said Mikki.

Mikki and Dan have been blessed with five children and made the choice for Christian education "to invite more godly influence into our children's lives and to partner with other families in pursuing quality education for our children."



Marshalltown Christian School welcomes Jeff Groth to the recently developed position of Director of Academics. Jeff grew up in Richfield, Minnesota, and earned his Master's Degree in Teaching, Learning, and Leadership from Southwest Minnesota State University. He has been a part of various leadership teams in his previous schools, having most recently taught in Albert Lea. "I look forward to meeting each MCS student and working closely with the teachers in developing, achieving, and maintaining the strongest possible educational program and services in commitment to the vision and mission of Marshalltown Christian School," said Groth.

Groth attends Mosaic Church in Marshalltown with his wife Brooke and her two boys.



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).



CHAMBER AMBASSADORS VISITS



On June 25th the Chamber Ambassadors helped **Central Iowa Residential Services Inc. (CIRSI)** celebrate their 50th anniversary!

Chamber Bucks make great gifts!

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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Congratulations to **The Hometown Veterinarian** celebrating 5 years in business! On June 28th Dr. Jacobson and the friendly staff at The Hometown Veterinarian hosted an open house with hospital tours!

Looking to volunteer?

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



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

Thank You Ambassadors!



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FDIC



June 27-Caffeinated Conversations at Karl of Marshalltown



June 25-Business After Hours at Glenwood Place



July 17- Caffeinated Conversations at Taylor's Maid-Rite

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Douglas W. Beals
Michael R. Horn
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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

	May '24	Avg/Month	YTD Total
Unique Visitors	12,299	9,387	46,935
Number of Visits	19,226	15,762	78,808
Page Views	116,415	25,149	125,743
Hits	589,442	437,855	2,189,274

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.

August is for Cultural Celebrations



The 108th Annual Meskwaki Powwow returns from Thursday, August 8 – Sunday, August 11th at the Meskwaki Powow Grounds outside of Tama. The Powow is an incredible experience with traditional dancing, singing, native art, games, food and fun!

Thursday, August 8 – Children's Day with youth Head Dancers and children's specials during Grand Entry.

Friday, August 9 – Senior Citizen's Day with Senior Head Dancers during Grand Entries

Saturday, August 10 – Veteran's Day with Veteran Head Dancers during Grand Entries.

Sunday, August 11 – Special Event's Day.

For more information go to www.meskwakipowwow.com

The Marshalltown Area Chamber of Commerce's Spanish language tourism efforts (Nos Vemos en Marshalltown) is partnering with local Latino owned and/or operated businesses to be the presenting sponsor of Latino Celebration Night at the Iowa State Fair on Sunday, August 11th from 7:00 -9:00 PM. The event will be held at the Anne & Bill Riley Stage and does not have an additional ticket price. For more information, please follow at facebook.com/meetinmarshalltown or facebook.com/nosvemosenmarshalltown.



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 & Communications Director, Sarah Smith (ssmith@marshalltown.org)

Authentically Marshalltown

Damon Morrison, Chamber Board of Directors Chair 2024-2025

It is my honor to be the 2024-2025 Chair for the Marshalltown Area Chamber of Commerce. This marks the beginning of my second term and fourth year on the Executive Committee for the Board first as Treasurer for two years and Vice Chair last year. I have had the privilege of following the lead of three strong Chairs who were Joe Carter, Mike Miller and Erin McGregor. All three have uniquely effective leadership styles and I have learned a lot from all three. I have also worked with a strong Executive Committee including current year Vice Chair Amanda Accola and Treasurer Zach Stahlin. The remainder of the Board current and past have all been active on the Board and come to meetings as highly respected community leaders and have been a pleasure to work with.



I came onto the Board just prior to John Hall being hired as President & CEO and have watched him build a strong and incredibly well rounded team that have been the catalyst for significant momentum for Marshalltown and the surrounding nearby communities. As President & CEO of Pinnacle Bank with this being my tenth year based in Marshalltown, it is in my belief that economic and political forces have properly aligned for optimal success for businesses large and small as well as those who work here and call Marshalltown home. I felt so compelled with Marshalltown's success and the community pride that John Hall has instilled, that I moved my family to Marshalltown during 2023. Through several years of strategic planning that has helped the Board focus on strategic goals and actionable plans, one word that sums up what I know has created the momentum and competitive advantage for Marshalltown is AUTHENTIC. This is true for a lot of Iowa communities who have invented or reinvented identities. As we head into another year of progress, growth and transition, I challenge us all to do it Authentically Marshalltown.

Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM

Chamber member benefit tip

Did you know a benefit to Chamber membership is that you are able to "brag" about your business or organization in The Digest? 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. If you have Marshalltown area news to brag about, submit it to Sarah Smith via email at ssmith@marshalltown.org



July 10-Why Marshalltown Cocktails & Mocktails at Wayward Social





Economic Statistics

Employment – Marshall County - May	2024	2023
(Source: Iowa Workforce Development)		
Labor force	17,070	17,610
Unemployed	980	1,050
Percent unemployed	5.7	5.9
Total employment	16,100	16,570
Marshall County Construction - May	2024	2023
(Source: Marshalltown Building Department)		
Building permits	9	17
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$160,328	\$153,975
New Commercial/Industrial Const.	\$0	\$1,740,367
Commercial/Industrial Remodeling	\$0	\$122,666
Housing Sales Data - June	2024	2023
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	27	30
Average sale price	\$234,207	\$180,723
Median sale price	\$218,000	\$166,500

Upcoming Chamber Events

August 14 - 7:30- 9:00 AM

Caffeinated Conversations at **The Outlet Co-Work + Space**

August 21 - 4:00 - 6:00 PM

Business After Hours at **Midnight Garden**

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

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.



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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



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