

the**DIGEST**

February 2025

Volume 42, Issue 8

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

## Marshalltown Area Chamber of Commerce Promotes Sarah Smith to Vice President

The Marshalltown Area Chamber of Commerce is excited to announce the promotion of Sarah Smith to Vice President.

Smith joined the Marshalltown Area Chamber of Commerce in June of 2019. In her time with the Chamber she has held the title of Administrative Assistant, Membership Director, and Membership & Communications Director.

“I’m excited to provide Sarah this next step in her career journey as she has been a tremendously valuable member to our team for the last 5.5 years. Her leadership will be valuable as we continue to grow our organization, strengthen our business community, and grow Marshalltown and Marshall County” said John Hall, President & CEO of the Marshalltown Area Chamber of Commerce.

As Vice President, Smith will continue to oversee the relationships with members, events and activities, marketing and communications, and will add management of the administration of the organization.

“I feel so honored to have been promoted to Vice President of the Chamber,” said Smith. “I am grateful for the opportunity and look forward to continue serving our community through Chamber work.”

Media inquiries:

John Hall, President & CEO, [jhall@marshalltown.org](mailto:jhall@marshalltown.org)

Sarah Smith, Vice President, [ssmith@marshalltown.org](mailto:ssmith@marshalltown.org)

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

Pre Sort Standard  
U.S. POSTAGE  
PAID  
MARSHALLTOWN, IA  
PERMIT NO. 42

© Copyright 2025

[www.marshalltown.org](http://www.marshalltown.org)

# MEMBER SPOTLIGHT

## ALERUS

Home Federal Savings Bank joined Alerus in October 2024 with an eye toward providing expanded products and services to its clients as well as gaining greater capacity to meet client needs. Alerus (pronounced uh-LAIR-iss) is a commercial wealth bank and national retirement services provider that is uniquely diversified. In addition to personal, business, and commercial banking services it also provides wealth services and retirement and benefits services that were not previously available at Home Federal.

“Like Home Federal, Alerus is a community bank that really cares about our clients and helping them achieve their financial goals,” said Amy Feisel, Alerus’ Marshalltown branch manager. “Joining Alerus allows us to serve our clients more comprehensively than before. From traditional banking to wealth services to 401(k) plans to expedited SBA lending, we’re able to grow with clients and be their financial partner for everything they need.”

With roots tracing back to 1879, Alerus has a long history of serving businesses, families, and individuals while continuing to grow. With the addition of Home Federal, Alerus now has 30 locations in Grand Forks and Fargo, North Dakota; the Minneapolis-St. Paul, Minnesota metropolitan area; Rochester, Minnesota; southern Minnesota, Marshalltown, Iowa; La Crosse and Pewaukee, Wisconsin, and Phoenix and Scottsdale, Arizona. Alerus Retirement and Benefits serves advisors, brokers, employers, and plan participants across the United States. Alerus is an SBA Preferred Lender, Member FDIC, and Equal Housing Lender.

Alerus is also unique because it is a publicly traded (Nasdaq: ALRS) employee-owned company. As company owners through the Alerus employee stock ownership plan, team members have a vested interest in each client’s success by providing exceptional service and financial guidance. They also

*continued on next column...*



*Photo courtesy of the Times-Republican*

## 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.

### Great Wall Stone, LLC

Brenda Guan, Counsel  
Jack Guan, President  
1807 West St. S, Grinnell  
515-371-5691  
Greatwallstone.com

*Great Wall Stone has been providing quality wholesale granite products to customers across the Midwest for more than 20 years. Founded in 2000, we are a small, family-owned business with offices in Ankeny and Grinnell. We are always interested in adding self-motivated and reliable team members to our family.*

## KAPAUN & BROWN HEATING & COOLING

### The Exclusive Premier Lennox Dealer



*Celebrating  
4 Generations  
of Excellence!*



Bryan, Keith, Josh and Bennett Brown



**KAPAUN &  
BROWN, Inc.**

*“Where Quality is a Promise for 46 Years”*

1002 W. Lincolnway,  
Marshalltown  
641-753-3563

kapaunandbrowninc.com

## Looking to volunteer?

Check out the Chamber volunteer page on our website:  
[business.marshalltown.org/volunteer-opportunities](https://business.marshalltown.org/volunteer-opportunities)

### Chamber Chat - Sundays

**6:30 a.m. on 92.9 KDAO FM**

**7:30 a.m. on 1190 KDAO AM**

understand and value the role banks play in their communities. Through its community giving program, Alerus supports local nonprofits, organizations, and community events through sponsorships and donations. It also provides employees with unlimited paid time off to volunteer for causes they are passionate about. Banks reflect their communities, and Alerus is proud to be part of the Marshalltown community.



### 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](mailto:office@marshalltown.org) for a template. Job postings are available for the public and members to view on our website, [www.marshalltown.org](http://www.marshalltown.org) under the Work in Marshalltown tab.

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

Chamber Bucks come in \$5, \$10, and \$25 increments and can be used at most Chamber member businesses/organizations. Chamber Bucks can be purchased at the Chamber office (34 W. Main Street) during normal office hours, Monday-Friday 8 AM to 4 PM.



## 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.

## Thank You Reinvesting Chamber Members

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

Animal Rescue League	17	MinuteMan	
BrownWinick	1	Printing & Graphics	29
<b>Central Iowa Fair</b>	<b>20</b>	Mojitos Bar & Grill	3
Community Choice		Planet Fitness	6
Credit Union	1	<b>Rasmussen Tax &amp;</b>	
<b>Energy 106.7 FM</b>	<b>30</b>	<b>Accounting Inc.</b>	<b>15</b>
Gregg Young		<b>SportsPlus Sports Medicine &amp;</b>	
Automotive Group	2	<b>Physical Therapy</b>	<b>25</b>
Jack's Pho' House	9	<b>Stalzer Photography</b>	<b>20</b>
Karl Auto Group	3	Steiner & Associates PC	21
KCRM Radio 96.7 FM	21	Stephanie's Auto Detailing	4
Lara's Bakery 3	4	Walmart	41
Livability	3	Youth & Shelter Services of	
Marshalltown Kiwanis-Matins	1	Marshall County	8
Mary Curley	2		
Mary Rund	18		



Caffeinated Conversations at US Bank





#### Board of Directors

Damon Morrison, Chair  
Amanda Accola, Vice Chair  
Zach Stahlin, Treasurer  
Erin McGregor, Past Chair

Aimee Deimerly-Snyder

Kevin Harken

Carol Hibbs

Robert Maharry

Kevin Meyer

Luisa Ortega

Kristin Polley

Todd Steinkamp

Carol Webb

Deb Wollam

#### Ex-Officio

Dr. Theron Schutte, MCSD  
Dr. Anne Howsare Boyens, IVCCD

#### Staff:

**John Hall**

President & CEO

**Sarah Smith**

Vice President

**Dylan Does**

Tourism Director

**Kate Bowermaster**

Workforce Development Director

**Brittany Sichra**

Event & Tourism Coordinator

## Bobcat Boutique Launches

In partnership with the **Marshalltown Community School District (MCSD)** the **Arts + Culture Alliance** is excited to announce the launch of Bobcat Boutique. This new initiative, led by the Marshalltown High School Student Senate Members, will provide formal and professional attire at no cost to students, enabling them to participate in job interviews, school dances, and other formal events without the financial burden of purchasing expensive clothing.

The Bobcat Boutique is tied to the Arts and Culture Master Plan's placemaking theme, "Elevate Youth," which focuses on bringing young people into leadership circles, valuing their voices, and equipping them with the tools and resources they need to fulfill their visions. The initiative allows students to take an active role in both the community and the boutique, empowering them to develop leadership skills while supporting their peers.

To support the boutique, community members are encouraged to donate items by dropping them off at the MHS Main Office. For more information about Bobcat Boutique or how to get involved, please contact 641-754-1130.

## Small Business Panel was a Success!

The State & Federal Small Business Resource Panel was a tremendous success, drawing in a great turnout from our local entrepreneurs. The Marshalltown Arts & Civic Center provided an exceptional setup, as always, creating a welcome atmosphere for all. Our panelists were insightful and thoughtful, offering valuable guidance tailored to the unique needs of small businesses. It was inspiring seeing other attendees eagerly share their experiences with different resources and making connections with one another. The evening was a true testament to the power of collaboration in our small business community. If you missed the panel but have questions, please reach out to one of our panelist for their expertise. Amy Kuhlert (IEDA): amy.kuhlert@iowaeda.com | 515-348-6250 Leah Locke (SBDC): llocke@iastate.edu | 515-296-7828 Dave Lentell (USBA): thomas.lentell@sba.gov | 515-284-4522 Sveta Miller (Goldman Sachs): ssmiller5@dmacc.edu | 515-612-8142



### SHOMO-MADSEN INSURANCE



Independent Insurance Agent



**Your Locally  
Owned  
Choice For  
All Your  
Insurance  
Needs!**



**Auto • Home  
Business • Farm  
Life • Health**

## 753-6691

**Toll Free 1-888-753-6691**

**22E. Main St. • Marshalltown**

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*)

## Congrats!

United Bank & Trust is pleased to announce the promotion of Brandi Morris to Retail/Mortgage Loan Officer. Morris has been with the bank since 2021 as a Loan Processor, supporting lenders with the origination, maintenance and servicing of loans. Prior to joining the bank, Brandi worked for 20 years as a Listing Coordinator for a local real estate office.

In her new role, Morris will assist customers seeking mortgage, bridge, home equity loans and lines, and other personal loans.

Bank President, Robert Thomas stated, “Brandi’s career experience has allowed her to build a strong foundation of knowledge and network of partners, both of which will serve her well in her new role”.

As Brandi transitions to her lending position, she commented, “I look forward to my new role in 2025 and am excited to help customers within our community and surrounding areas with their lending needs. Previously working in real estate for 20 years, I understand the market and know this knowledge will help me better serve our community. Stop in and see me anytime”.



## 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 most businesses or organizations that are 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)

## 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](http://www.marshalltown.org)

**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 [ssmith@marshalltown.org](mailto:ssmith@marshalltown.org).**



# CHAMBER AMBASSADORS VISITS



On January 14th the Chamber Ambassadors held a ribbon cutting at **Midnight Ballroom** to celebrate their new sign! Midnight Ballroom can help you celebrate any occasion as this reception hall can accommodate up to 600 guests. The venue is located at 1700 S. Center Street in Marshalltown.

## 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 Melanie Messerli  
Dan Moellers Kris Naughton Mark Osmundson Mary Rund  
Gary Schaudt Roger Schoell Andy Schwandt  
Sandy Short Thanasy Telios Kevin Vaughn Tom Wahl

## Connect Marshalltown-February 6th

Connect Marshalltown is back with a little twist! Have you ever been curious about what things look like at the top of the Marshall County Courthouse? Meet us on the main floor of the courthouse (1 E. Main Street) at 4:45pm on Thursday, February 6th for a short tour. After, we will head over to Zenos for drinks and pizza! All are welcome to attend.

For more information on the event contact Kate Bowermaster (kbowermaster@marshalltown.org). Connect Marshalltown events are sponsored by Alerus, Emerson, & Marshalltown Company.

**Farmers**  
SAVINGS BANK

### FSB Trust Services

could be part of your financial future:

Investment Management / Trustee /  
Estate Administration / Conservator /  
IRA/Retirement Account

**Call Norm Bach**

641-752-2525

or stop in at 205 W. Main St., Marshalltown

as the first step toward achieving your financial goals!



## Timber Creek Countertops

~ Russ D. Paul ~

### \* Concrete Countertops

Soft Appearance & Warm Earthy Natural Stone Feel

### \* Butcher Block Countertops

Warm Natural Wood Tones & Beautiful Color Shades

### \* Countertop Restoration

Refinish Laminate Tops with a Durable Concrete Overlay.

Kitchens  
Bath  
Bar  
Fireplace  
Islands  
Office  
Patio

**Call 641-751-6440 for more info & FREE ESTIMATES**

Timbercreekcountertops.com • rdpaul@timbercreekcountertops.com

Visit [www.marshalltown.org](http://www.marshalltown.org) for all the latest  
Chamber news and upcoming events.

## Thank You Ambassadors!



**MARSHALLTOWN**  
AREA CHAMBER  
OF COMMERCE



WWW.MARSHALLTOWN.ORG



## Leadership Marshalltown is in full swing!

In November, the class had the opportunity to visit the Marshalltown Police Department and Marshalltown Fire Department for Public Safety/ Government day. The class started the day with a panel discussion and also had the opportunity to tour both the police and fire facilities.

The December Leadership Marshalltown day was all about Advanced Manufacturing. The class took place at Emerson where the class participants engaged with each other during the Edge Group exercise, took a tour of the Flow Lab and then traveled to MARSHALLTOWN Company for a tour of their facilities as well.

In January Leadership Marshalltown hosted the Kansas Leadership Center for the Immunity to Change day at RACOM Corporation. The class participants received a tour and history of RACOM, lunch from Opa Grill, and then spent the rest of the day learning how to manage yourself and experiment outside of your comfort zone.

Leadership Marshalltown is a program of the Chamber in partnership with the Kansas Leadership Center, Iowa Valley Community College District, Marshalltown Community School District, and Martha-Ellen Tye Foundation. The program is sponsored by Emerson, MARSHALLTOWN Company, and Meskwaki Bingo Casino & Hotel.





# BUSINESS DIRECTORY

## ADVERTISING SPECIALITIES

### MARSHALLTOWN TIMES-REPUBLICAN

135 W. Main  
Marshalltown

**753-6611**

## HITCHINS & THRONSON PLC

Kevin R Hitchins  
Joel R. Thronson  
Jeffrey P. Hazen  
Roger R. Schoell

102 East Church St., Marshalltown  
**641-752-4507**

## COMMERCIAL CONSTRUCTION

### WOODRUFF CONSTRUCTION, LLC

info@woodruffcompanies.com  
www.woodruffcompanies.com

**515-232-4535**

## HEATING & COOLING

### B & G HVAC

1208 E. Main Street  
Marshalltown

**641-752-3429**



## AUTOMOTIVE

### ARNOLD MOTOR SUPPLY

116 E. Anson St.  
Marshalltown

**753-5533**

## CREDIT UNIONS



**Lennox Employees Credit Union**  
1004 E. Main Street • Marshalltown, IA 50158

**641-754-4501**

## HEATING & COOLING

### KAPAUN & BROWN

1002 W. LINCOLNWAY  
MARSHALLTOWN

**641-753-3563**

## ATTORNEYS AT LAW

### MOORE, McKIBBEN, GOODMAN, & LORENZ, LLP

James L. Goodman  
William J. Lorenz  
Douglas W. Beals  
Michael R. Horn  
Norma J. Meade  
Sean K. Heitmann  
Brandon J. Buck  
26 S. 1st Avenue  
Suite 302  
Marshalltown

**641-752-4271**

www.marshalltownlaw.com

## BUILDING SUPPLIES

### SPAHN & ROSE LUMBER CO.

110 W. Madison St.  
Marshalltown

**752-1541**

## ENGINEERING & LAND SURVEYING

### CLAPSADDLE-GARBER ASSOCIATES, INC.

16 E. Main St.  
Marshalltown

**752-6701**

## INSURANCE

### AssuredPartners

11 E. Church Street  
Marshalltown

**752-4618**

### SHOMO-MADSEN

#### INSURANCE

22 E Main St.  
Marshalltown

**753-6691**



**GET STARTED TODAY**

Place your  
business here  
call 641-753-6611







# BUSINESS DIRECTORY

## JANITORIAL



ServiceMaster of  
Marshalltown  
[www.svmmarshalltown.com](http://www.svmmarshalltown.com)

**641-752-3956**

## PLUMBING & ELECTRIC

### ELECTRIC SUPPLY OF MARSHALLTOWN

1008 S. 12th Ave.  
Marshalltown  
**752-4672**

### HARTWIG PLUMBING & HEATING INC.

1002 W. Lincolnway  
Marshalltown  
**752-5707**



## SALVATION ARMY

107 W. State St.,  
Marshalltown  
**753-5236**

## REAL ESTATE

### VALERIE BELLILE

**641-751-1873**  
**1st Rate Real Estate**  
1610 South Center Street  
Marshalltown, Iowa 50158  
641-753-3080

## TAX SPECIALISTS

### ACCU-TAX

1302 W. Main St.  
Marshalltown  
**752-6033**



"Since 1994"

*Family owned and operated*

9 E Southridge Rd, Suite B,  
Marshalltown, IA 50158, USA  
641-753-1227  
[lisa@wanateeaccounting.com](mailto:lisa@wanateeaccounting.com)



## TELEPHONE SYSTEMS

### Tele-Difference

Telephone Sales & Installation Phone &  
Data Cabling Specialists  
**641/753-6422**

[telediff@heartofiowa.net](mailto:telediff@heartofiowa.net)  
Steve Hubbard • Adam Grant

## 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](mailto:rjames@timesrepublican.com)

## www.marshalltown.org Statistics

	December '24	Avg/Month	YTD Total
Unique Visitors	8,588	10,201	122,411
Number of Visits	16,093	17,749	212,989
Page Views	176,628	139,447	1,673,367
Hits	466,232	528,007	6,336,085

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.

## Meet in Marshalltown Gears Up for 2025!

As we anxiously anticipate if Punxsutawney Phil will see his shadow, we are certain that events in Marshalltown are right around the corner beginning in February. Marshalltown will host 3 seminal events over the next four weeks.

On February 4th, Marshalltown will welcome 60+ tourism professionals from around the state for the “Winter Tourism Insider Meeting” sponsored by Travel Iowa. It will be a great opportunity to share the one-of-a-kind pieces of Marshalltown and learn the great things Iowa is doing to market our state across the nation and the globe.

From February 26-28th, the Iowa High School Esports Association (IAHSEA) returns to Main Street to host their Winter State Showdown. High School Esports teams from across the state will vie for 1st place in Overwatch 2 and Rocket League. Overwatch 2 is a team-based action game set in the optimistic future, where every match is the ultimate 5v5 battlefield brawl. Rocket League is a vehicular soccer game, using "rocket-powered" vehicles to hit a ball into their opponent's goal and score points throughout a match.

As IAHSEA wraps up its Winter State Showdown on the 28th, hundreds of participants and spectators will pull up to their hotel to prepare for the Iowa YMCA-YWCA State Swimming and Diving competition. The event will be held on Saturday, March 1st at the Linda Bloom Natatorium at the Marshalltown YMCA-YWCA.



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



## Thank you to all our MACC the Elf participants!!

Alerus Financial Corporation  
 Appleberry Farm  
 Brit Marie's & Co.  
 Brown Shoe Fit Co.  
 Dairy Queen - Center Street  
 Eyecare Associates  
 Eyemart Optical Center  
 First Interstate Bank  
 Gregg Young Automotive Group  
 Hellberg's Jewelers  
 In Stitches  
 La Carreta Mexican Grill  
 Lillie Mae Chocolates  
 Mariscos El Capitan 2.0  
 Marshalltown Arts & Civic Center  
 Maurices  
 McGregors Furniture & Mattress  
 MEMBERS1ST Credit Union  
 Oliver Beene Designs  
 QPS Employment  
 Real Deals - Marshalltown  
 Riverside Cemetery  
 S&S Lawn and Landscaping Maintenance  
 Scooter's Coffee  
 Smokin' G's BBQ, Restaurant and Catering



State Street Trading Co.  
 Tannin Wine Bar  
 Taylor's Maid-Rite  
 The Outlet Co-Work + Space  
 Tremont on Main  
 Wayward Social



**Chamber Chat - Sundays**  
**6:30 a.m. on 92.9 KDAO FM**  
**7:30 a.m. on 1190 KDAO AM**

## Small Business Development Center: Business Planning

Let's talk about business planning....

What is your "one thing" you want to accomplish with your business in 2025?

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](http://partners.liveplan.com/iowa-sbdc)). The program is user friendly and even has AI built into the program. 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](http://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*

### Sign up for 'This Week in Marshalltown' weekly events newsletter

Don't miss out on upcoming community events! Sign up for the weekly event email newsletter "This Week in Marshalltown" and receive a listing of upcoming events via email each Monday. To sign up for the newsletter contact the Chamber office at [office@marshalltown.org](mailto:office@marshalltown.org).



## Economic Statistics

<b>Employment – Marshall County - November</b>	<b>2024</b>	<b>2023</b>
(Source: Iowa Workforce Development)		
Labor force	16,920	17,010
Unemployed	810	790
Percent unemployed	4.8	4.6
Total employment	16,110	16,220
<b>Marshall County Construction - November</b>	<b>2024</b>	<b>2023</b>
(Source: Marshalltown Building Department)		
Building permits	4	7
New Residential Construction	\$9,240	\$0
Residential Addition/Remodeling	\$42,000	\$96,747
New Commercial/Industrial Const.	\$0	\$347,895
Commercial/Industrial Remodeling	\$162,639	\$0
<b>Housing Sales Data - December</b>	<b>2024</b>	<b>2023</b>
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	34	27
Average sale price	\$177,755	\$166,533
Median sale price	\$150,500	\$147,000

## Upcoming Chamber Events

**February 11 - 7:30 - 9:00 AM**

Caffeinated Conversations at **United Bank & Trust**

**February 18 - 7:30 AM**

Economic Outlook Breakfast at Midnight Garden, tickets on sale now at [www.marshalltown.org/economic-outlook-breakfast](http://www.marshalltown.org/economic-outlook-breakfast)

**February 24 - 8:30 - 10:00 AM**

Welcome Marshalltown at Iowa Valley Business & Community Solutions, email Brittany at [bsichra@marshalltown.org](mailto:bsichra@marshalltown.org) to register

**February 25 - 4:30 - 6:30 PM**

Business After Hours at **Alerus**

For more information on these Chamber events visit our website at [www.marshalltown.org/chamber-events](http://www.marshalltown.org/chamber-events)



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



# AssuredPartners

POWER

through Partnership

11 EAST CHURCH STREET - MARSHALLTOWN, IA

(641) 752-4618

AUTO - HOME - BUSINESS - FARM PROPERTY & LIABILITY - CROP/HAIL - LIFE  
HEALTH - WORKERS COMPENSATION - MEDICARE - LONG-TERM CARE - ANNUITIES

LOCAL CLAIMS SERVICE

[www.AssuredPartners.com](http://www.AssuredPartners.com)



Kristi Carlson  
Office Manager



Matt Roelsgard  
Information Systems



Vivian Thronson  
Agent-CSA



LeAndrea Abel  
Administrative Assistant