



# theDIGEST

January 2025

Volume 42, Issue 7



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MARSHALLTOWN  
AREA CHAMBER  
OF COMMERCE

## State & Federal Small Business Panel - January 6th

Are you a new small business owner or dreaming of starting your own venture but unsure where to begin? Join us for the State & Federal Small Business Panel, a dynamic event designed to empower aspiring and new entrepreneurs! This event is packed with expert panelists, and open for questions that allow you to get the essential resources and tools needed to succeed. From understanding funding options to elevating programs, this event provides you with a roadmap to turn your business idea into reality.

*Panelist include:*

**Amy Kuhlers, Iowa Economic Development Authority (IEDA)** - Amy Kuhlers is a program manager with the Iowa Economic Development Authority (IEDA), managing the IASourceLink Program. She facilitates the effective connection of small business and startups to financial and technical resources available through resource providers across Iowa, develops and expands relationships with public and private resource providers, and stresses collaboration and partnerships as a tool of organizational success.

**Leah Locke, America's Small Business Development Center (SBDC)** - Leah Locke is the Regional Director for Iowa State University office of America's SBDC Iowa. Her role supports Boone, Story, Marshall, and Hardin counties. As Regional Director, Leah serves as a resource and advocate for small business start-ups, by developing financial statements, business plans and financing applications; counsel businesses on hiring, training, and motivating employees; advising clients on marketing materials including websites and publications; among other things.

**Sveta Miller, Goldman Sachs 10,000 Small Businesses Iowa** - Sveta Miller is a dynamic professional dedicated to supporting business growth and student success. As the Alumni Manager for Goldman Sachs 10,000 Small Businesses Iowa, she has been fostering the growth of small businesses across the state. Sveta excels in event planning, community outreach, and strategic relationship building to help entrepreneurs thrive.

In her role as an Adjunct Professor at Des Moines Area Community College, a position she has held since 2016, Sveta teaches Student Development courses, empowering students with the tools and knowledge needed to achieve academic and personal success. Her experience bridges education and business development, showcasing her passion for driving meaningful change in her community.

**Dave Lentell, U.S. Small Business Administration** - Dave Lentell is a 1994 graduate of Drake University. He has been with the U.S. Small Business Administration since 1993, where he currently serves as the Lead Lender Relations Specialist for the SBA's Des Moines District Office. During his time at SBA, Dave has been involved in lender outreach, lender training, business development, marketing and public affairs. *Continued to page 3...*

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## 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.

### Earl May

Tony Pherigo, Manager  
3001 S. Center Street, Marshalltown  
641-753-6124  
Earlmay.com  
Store13@earlmay.com

*Earl May Garden Center was founded in Iowa in 1919 and has been family owned and operated for over 100 years. Their 28 locations all offer a variety of lawn and garden supplies, plus birding items, houseplants, garden art and more. Services offered include planting, custom container design, and weed and pest ID. Stop in and visit with their team. They are open year-round and ready to help with all your lawn and garden needs!*

### Slumberland

Pamela Taylor, Manager  
Felipe Montes, Sales Associate  
27 W. Berle Road, Marshalltown  
641-752-6140  
Slumberland.com

*Slumberland was founded in 1967 by Ken Larson. He started out selling mattress sets with one store in Minnesota. Currently the company has grown to 120 stores in 12 states where you can find furniture for the entire house. Slumberland Furniture is here to serve 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.



Continued from page 1...

As Lead Lender Relations Specialist, Dave works with the lending institutions in Iowa that provide small business financing with SBA's guarantee. He also helps promote the programs and services offered by SBA to the small business community.

This event is free and open to the public, RSVP is required.

What: **State & Federal Small Business Panel Discussion**

When: **January 6th, 2025 | 5:00 - 7:00pm**

Where: **Marshalltown Arts & Civic Center, 709 South Center**

**Street, Marshalltown, IA 50158**

Sign up: **Contact Brittany Sichra (641)-753-6645 or  
bsichra@marshalltown.org**

## Thank You Reinvesting Chamber Members

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

Belle Glow	1	Mediacom Business	3
Black Tire Bike Company	39	Mitchell Family	
Bobcat Academy	2	Funeral Services	20
Bruin Manufacturing Company	60	Real Deals - Marshalltown	3
Hermanson Orthodontics, P.C.	49	Schendel Pest Control	30
Jiffy Convenience Store	32	Supermarket Villachuato	2
La Carreta Mexican Grill	1	Zeno's Pizza	62
Legends American Grill	15		
Marshalltown Family Dentistry	11		
Maurices	4		



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See **Andrea Jordan** NMLS #400140  
for home purchases, refinancing,  
& construction

See **Cindy Parks** NMLS #1409566  
for home equity loans & lines of credit

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FDIC



November Business After Hours at **Hellberg's Jewelers**



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Event & Tourism Coordinator

## McFarland Clinic Marshalltown Annual Giving Campaign Supporting United Way

McFarland Clinic Marshalltown conducts an Annual Giving Campaign for physicians and staff to support local non-profit agencies through Marshalltown Area United Way (MAUW). This year's theme was "We Care" and encouraged pledging through this campaign to help support McFarland's mission of caring for people by providing essential human services such as food, housing, transportation, financial assistance and education.

The McFarland team in Marshalltown has consistently supported the Marshalltown United Way through this campaign. "Our care for the health and well-being of our patients also extends to care for our community at large," said Deb Wollam, Executive Director, McFarland Clinic Marshalltown. "We are grateful for our physicians and staff who answer the call each year during our Annual Giving Campaign to pledge their financial support to human service agencies locally."

On December 4, Wollam, Marketing and Public Relations Director Shelley Goecke, and physicians and staff presented MAUW Executive Director Kendra Sorensen and Administrative Assistant Haley Carlon with a check for this year's combined pledges totaling \$14,519.

Marshalltown Area United Way extends a heartfelt thank you to McFarland for their generous support over the years and demonstrating their commitment to our community residents.



## JBS Demonstrates Strong Support for Marshalltown Area United Way with \$10,000 Campaign Contribution

JBS, the largest protein producer in the world, reaffirms its unwavering commitment to the Marshalltown community by making a generous contribution of \$10,000 to Marshalltown Area United Way Campaign. The check presentation was held November 4, attended by JBS management personnel Lucien Banakeng, Brad Comstock, and Joe Mach, with Executive Director Kendra Sorensen and Events & Marketing Manager Michelle Roseburrough gratefully accepting on behalf of MAUW.

Expressing the company's deep support, Joe Mach, JBS General Manager, stated, "JBS is committed to the Marshalltown community. We recognize the transformative work of Marshalltown Area United Way. This donation highlights our belief in their mission. We're proud to build a stronger, resilient community together."

Sorensen expressed gratitude on behalf of MAUW and the 27 locally funded agencies offering 30 critical programs and services in Marshall County. She stated, "We are deeply thankful to JBS for their generous and continued support of our annual campaign. Their commitment to improving lives and building a stronger community is truly commendable. Together, JBS and Marshalltown Area United Way are making a meaningful difference in the lives of our residents."







(we just have to *brag a little*)

## Welcome!

**McFarland Clinic** is pleased to announce that Pam Jach, CNM, DNP has joined McFarland Clinic's Obstetrics & Gynecology (OB/GYN) Department in Ames. Pam will see patients at McFarland Clinic and Ames and Marshalltown.

As a Certified Nurse Midwife, Pam will provide services for annual exams, STI testing, problem gynecology treatment, contraceptive counseling and prescriptions, prenatal care, labor and delivery support, and post-delivery support.



## Planet Fitness donates equipment to Marshall County Sheriff's Office

Planet Fitness in Marshalltown gifted the Marshall County Sheriff's Office (MCSO) 14 pieces of cardio equipment valued at \$5,200. The Marshalltown Planet Fitness donated the roughly eight year old items including, 4 Stair Masters, 4 Treadmills, 2 Arc Trainers, 2 Ellipticals, and 2 Upright Bicycles to the Marshall County Sheriff's Office.



## UnityPoint Health – Marshalltown Receives \$25,000 for Unity Grants

The UnityPoint Health – Marshalltown Foundation recently received a \$25,000 gift from an anonymous donor to revive its Unity Grants program. With Unity Grants, team members request funds for special programs and equipment that further the mission, vision and values of UnityPoint Health. These special requests empower team members to innovate and improve care by focusing on the patient experience.

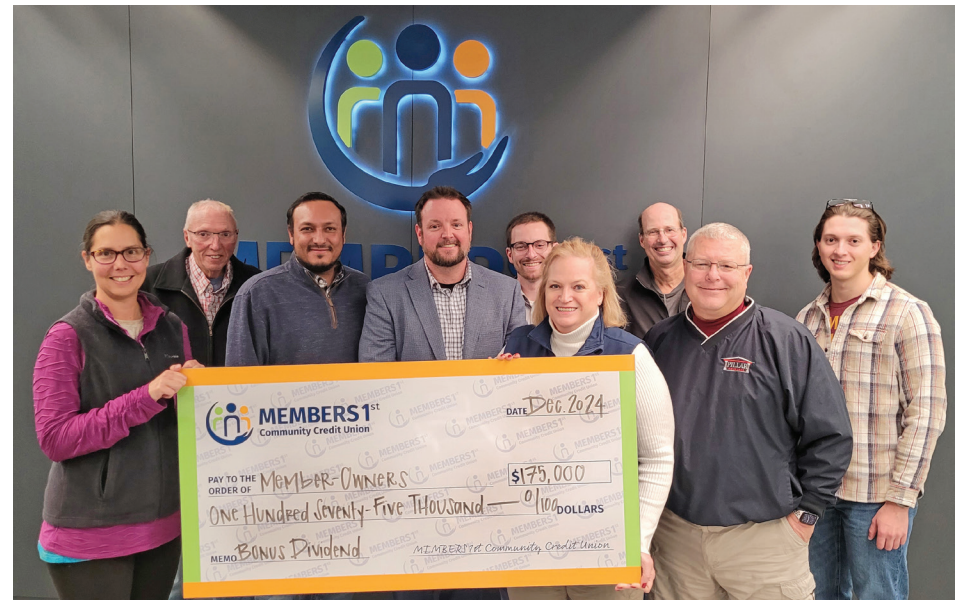
Unity Grants in previous years have paid for a diagnostic imaging lift chair, a paraPac Plus Transport Ventilator for the ambulance service, an ankle brachial index machine for the wound center and surgery bedside tables. "We're truly grateful for this special gift, which comes from an especially generous individual," says Becky Dirks, Foundation Development Director. "Our mission to improve the health of the people and communities we serve is more important than ever, and gifts like this truly make a difference."

## MEMBERS1st Community Credit Union to Distribute Bonus Dividends to Members

Nearly 10,000 members of MEMBERS1st Community Credit Union received between \$5-\$500 in December, as their portion of a bonus dividend (also known as patronage dividend) distribution taking place December 15. The decision to distribute a bonus dividend totaling more than \$175,000 was approved by the credit union's Board of Directors in November.

"2024 was one of the most successful years in the credit union's history financially, and we are proud to share that success with the member-owners," said MEMBERS1st CEO Nick Tonelli. "This is just one of the many ways that credit union membership has its advantages."

The bonus dividend will be deposited to qualifying member-owners' basic share/savings accounts and the amount received will be based on an average of their deposits and/or balance of loans at the credit union from January 1, 2024, through November 30, 2024. The larger the average sum of deposits and/or the larger the total loan balance the larger the bonus dividend deposit, up to \$500.



If you have Marshalltown area news to brag about, submit it to The Digest via email to [office@marshalltown.org](mailto: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



The Chamber Ambassadors held a ribbon cutting at the new **Arby's Restaurant** (3405 South Center Street) in Marshalltown! The new location provides a large updated dining area as well as great visibility from the highway. Stop by and check it out!

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

## Thank You Ambassadors!



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## December Business After Hours at Pinnacle Bank



## November Caffeinated Conversations at Community Choice Credit Union





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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](mailto:rjames@timesrepublican.com)

## www.marshalltown.org Statistics

	November '24	Avg/Month	YTD Total
Unique Visitors	10,541	10,348	113,823
Number of Visits	18,591	17,900	196,896
Page Views	250,536	136,067	1,496,739
Hits	679,535	533,623	5,869,853

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.



## \$92.2 Million in Marshall County

You read that right, tourism created \$92.2M in economic impact on Marshall County. Every year, Travel Iowa (State tourism entity under the Iowa Economic Development Authority) publishes county and state level tourism economic impact reports through Symphony, Oxford Economics' tourism arm. Marshall County continues to make great strides and outpaced the state average year-over-year economic impact growth. Our 6.2% year-over-year growth was in the top 5 in the state. With the diverse collection of competitions, festivals, conferences and events, Marshall County is poised to eclipse \$100M in economic impact sooner rather than later.

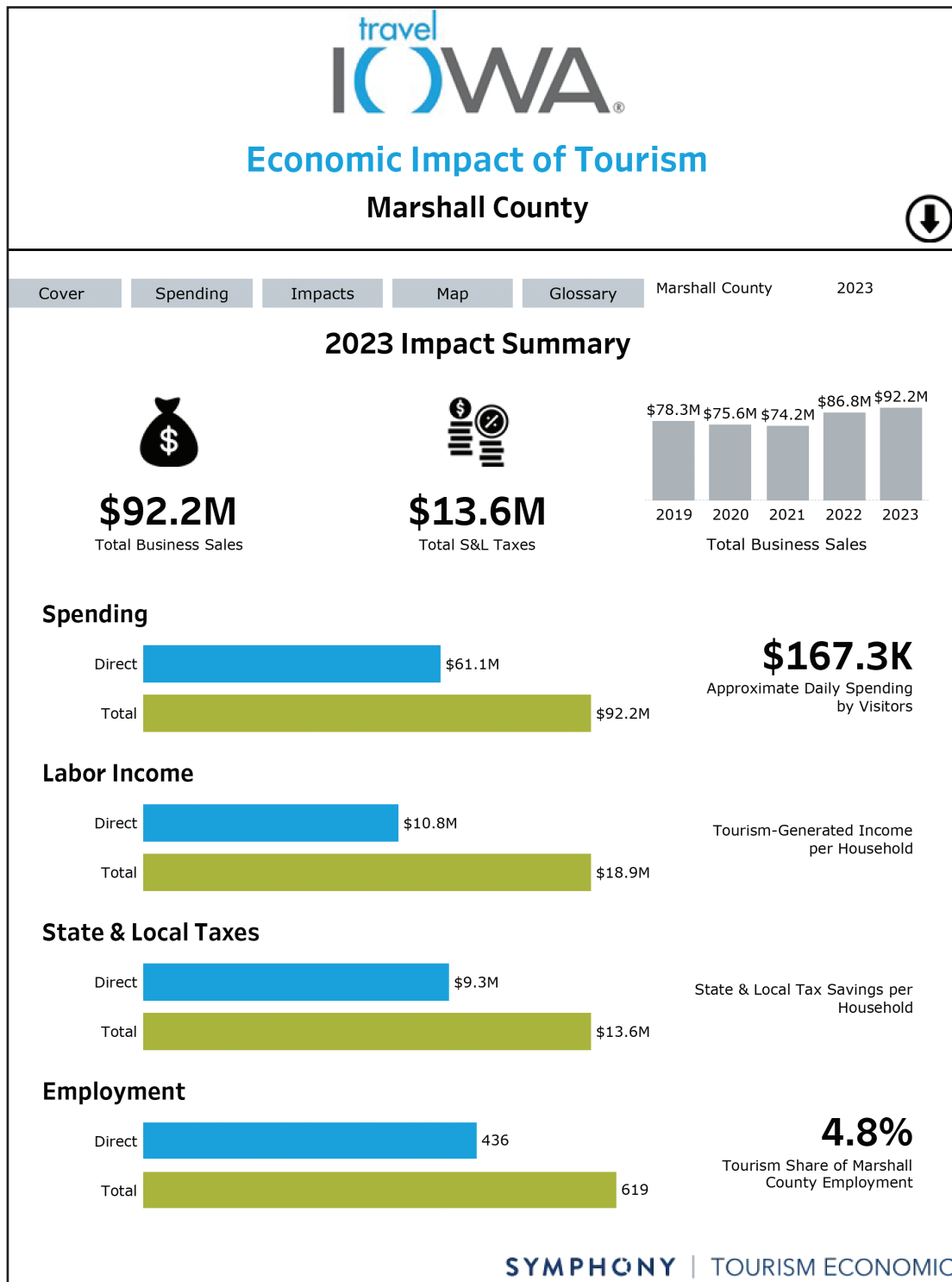
## Sign up for ‘This Week in Marshalltown’ weekly events newsletter

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).

## Workforce Tours

The Marshelltown Area Chamber of Commerce offers guided tours around our community to showcase local industries and businesses, housing options, and places to eat as well as many unique and fun activities. When you go on a tour of Marshelltown with the Chamber, you get a customized experience with a professional tour guide who brings firsthand experience with enthusiasm and authenticity. You will get exclusive access to local businesses, and you will learn some of the history of our town, as well as current and future projects.

This is a chance to learn more about the place you thought you already knew everything about! Tours are typically offered Monday – Friday during business hours. If you are interested in setting up a time to tour Marshalltown, you can reach out to Kate at [kbowermaster@marshalltown.org](mailto:kbowermaster@marshalltown.org).



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







December Caffeinated Conversations at the Chamber hosted by **Scooter's Coffee**



## Thank you to all our Small Business Saturday participants!!

Appleberry Farm, Brit Marie's & Co., Brown's Shoe Fit Co., Hellberg's Jewelers, In Stitches, Lillie Mae Chocolates, Mariscos El Capitan 2.0, Oliver Beene Designs, Real Deals-Marshalltown, Shoe Sensation, Smokin' G's BBQ Restaurant, Tannin, Taylor's Maid-Rite, and Tremont Restaurants

## Small Business Development Center: Beneficial Ownership Information (BOI)

Greetings Marshalltown Chamber members!

Let's talk about Beneficial Ownership Information (BOI) reporting.... AGAIN...

Do you know that your business is most likely impacted with the need to file BOI before the end of the year?

Beneficial Ownership Information reporting is administered by the Financial Crimes Enforcement Network (FinCen). Businesses which organized before December 31, 2023, have until December 31, 2024, to comply with the reporting requirement. Businesses organized January 1, 2024, or after must report the entity ownership within 90 days of being notified that their filing to organize has been approved by the Secretary of State. Businesses organizing on January 1, 2025, or after have 30 days to comply with filing.

E-filing seems to be the most user-friendly avenue to report. There is no cost to file. The process should take 10-15 minutes. FinCEN also has a robust FAQ connected to this link to help understand the information they seek. Unless the business ownership or address changes, this should be a one-time event. Reporting will go more smoothly if you have the business EIN, and digital copies of recognized photo ID's such as driver's license or passport of all owners. ([www.fincen.gov/boi](http://www.fincen.gov/boi))

Additionally, companies organized after January 1, 2024, are required to identify the person(s) who filed the organizing paperwork with the Secretary of State or other registering body. This may be the business owner, an employee of the business, attorney, accountant, third party service, etc. Personal information such as name, address, email, phone number or FinCEN ID will need to be reported for the applicant. Completing the Beneficial Ownership Information report can generate a FinCEN ID if the business owner elects.

Finally, ignoring the ruling to report or failing to report is not an option. The ruling carries with it a significant financial penalty of \$500 per day to businesses which fail to comply. Learn more about beneficial ownership information reporting and small businesses online at [www.fincen.gov/boi/small-business-resources](http://www.fincen.gov/boi/small-business-resources).

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*





## Economic Statistics

<b>Employment – Marshall County - October</b>	<b>2024</b>	<b>2023</b>
(Source: Iowa Workforce Development)		
Labor force	16,960	17,140
Unemployed	800	830
Percent unemployed	4.7	4.8
Total employment	16,160	16,310
<b>Marshall County Construction - October</b>	<b>2024</b>	<b>2023</b>
(Source: Marshalltown Building Department)		
Building permits	14	5
New Residential Construction	\$9,240	\$4,074,710
Residential Addition/Remodeling	\$146,586	\$198,745
New Commercial/Industrial Const.	\$647,191	\$0
Commercial/Industrial Remodeling	\$28,324	\$16,097
<b>Housing Sales Data - November</b>	<b>2024</b>	<b>2023</b>
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	16	22
Average sale price	\$222,050	\$144,745
Median sale price	\$197,450	\$145,000

## Upcoming Chamber Events

**January 6 - 5:00 - 7:00 PM**

State & Federal Small Business Panel at the Marshalltown Arts & Civic Center, RSVP to [bsichra@marshalltown.org](mailto:bsichra@marshalltown.org)

**January 6 - 7:30 - 9:00 AM**

Caffeinated Conversations at US Bank

**January 23 - 4:30 - 6:00 PM**

Business After Hours at Glenwood Place

**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)

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



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Marna Mitchell-Butler  
Agent-CSA



Ryan Larmore  
Agent



Pat Hageman  
Agent



Paul Beals  
Agent



Tyler Slagle  
Agent



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