

the**DIGEST**

September 2024

Volume 42, Issue 3

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## Leadership Marshalltown 2024-2025 Class Kicks Off in September

Leadership Marshalltown starts back up soon! The opening retreat begins Thursday, September 12th and takes place at Iowa Valley Community College this year. Our friends from the Kansas Leadership Center (KLC) will be back to lead the retreat and immerse this new class into a leadership framework that will spur individual development, organizational effectiveness, and community progress. Many of the challenges we face require a disruption to how we might normally handle them. Anyone can lead, anytime, anywhere, and that is what KLC will begin to engrain in class participants. We will conclude the opening retreat on Friday, September 13th. The class will continue to meet one day a month between October 2024 and May 2025.

## Chamber Networking is in Full Swing!

Chamber networking events have been widely attended in recent months! Caffeinated Conversations (morning event) and Business After Hours (evening event) each happen once per month and are hosted by a Chamber member business/organization. Any employee of a Chamber member business or organization is encouraged to attend. These are relaxed come and go style networking events with refreshments provided by the host Chamber member. Be sure to like and follow the Chamber Facebook page for all upcoming events!

Business After Hours July 2024  
Brit Marie's & Co.

Caffeinated Conversations August 2024  
The Outlet Co-Work & Space

Business After Hours  
August 2024  
Midnight Garden

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

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

## Small Business Development Center: Let's talk about customers

Customers are faced with an abundance of choice to meet their needs in today's marketplace. Just like business owners they are, also, moving through an inflationary marketplace and have become more conscious about how they spend their dollars. We may not be able change the economic cycle, but we can manage customer experience.

If the business has a customer relationship management (CRM) system, this is a great time to see what the data is saying. Information to consider includes customer frequency, purchasing preferences, average sale. This data can help the business focus marketing efforts toward opportunities to encourage more customers and sales similar to those already occurring. If the business does not have or utilize a CRM system, it may be time to learn more about a CRM system and how it could help the business.

Next, understanding the business's unique customer information can be very helpful in retaining existing customers. For instance, perhaps we notice that a once regular customer is absent and a look at the CRM verifies the observation. The data probably doesn't say why. Why is helpful! A customer retention strategy to reach out to the client or clients for feedback would help. The change in use may be due to a previous poor experience, lack of product availability or simply a change in need on the part of the client. Armed with information we then know whether effort should be spent reengaging the customer or developing a new customer.

Finally, we should explore methods to keep our business top of the customer's mind. We could pursue free publicity, volunteer for activities that are meaningful to us, schedule an open house and invite, invite, invite. We could offer coupons or discounts for return visits, ask a customer what they like about our business, ask the customer about complimentary products that they would consider.

No doubt, many of us have already incorporated these ideas or similar ones into our business practices. And, if you are like me, when the business is humming I become lax with the customer focused activities. No worries! We can begin again!

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*

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

## 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.

### **Nina's Attic Boutique**

Emily DeMonte, Partner

Lonnie Ethington, Partner

13 W. Main Street, Suite 102, Marshalltown

641-352-0304/641-751-9402

[Ninasatticboutique@gmail.com](mailto:Ninasatticboutique@gmail.com)

[Ninasatticmyshopify.com](http://Ninasatticmyshopify.com)

Facebook: Nina's Attic VIP

*Nina's Boutique offers a unique mix of contemporary and on trend women's fashion, wellness products, gifts, graphics, and handmade jewelry.*

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**641-844-7422**

## **Kate Bowermaster United Way Campaign Co-Chair invites you to the Kickoff event!**

The Marshalltown Area United Way's Annual Campaign Kickoff will take place on Tuesday, September 17th at 4:30pm at the Marshalltown Arts & Civic Center (709 S. Center Street). The event is open to the public and you do not need to register to attend. We have a couple local volunteers who will be smoking the meat – MCSO Deputy Andy Cole and Pat Hageman with Assured Partners. Big thanks for JBS for donating the meat, Alliant Energy for being our venue sponsor, and Walmart for donating the sides! Meals are for a freewill donation and all proceeds will benefit the Marshalltown Area United Way. Keep in mind that 99% of your donation stays local! Stop by and see Kiley Leger and I as we help kick off this year's campaign!







Connect Marshalltown was hosted at **Midnight Garden** on August 1st. Save the date for the next event at **The Outlet Co-Work & Space** for October 3rd! Connect events are sponsored by: Emerson, Home Federal Savings Bank & MARSHALLTOWN Co.



## Central Iowa Capital Advisors



### Gary Schaudt

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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.

13th Street District	1	LifeServe Blood Center	24
Action Auto Parts/Krantmans	38	<b>M. Gervich &amp; Sons, Inc.</b>	<b>60</b>
Animal Medical Clinic, P.C.	37	Marshalltown Arts & Civic Center	2
B & G HVAC	18	<b>Marshalltown Senior Citizens Center</b>	<b>5</b>
BDH Technology	21	Marshalltown Water Works	43
Brandenburg Tax & Acct.	17	Martin Marietta	47
Brown's Shoe Fit Co.	17	McGregors Furniture & Mattress	61
Central Iowa Capital Advisors	34	Multifaceted Approach, LLC	2
Central Iowa Residential Services	43	Nied's Pharmacy	1
Con-Struct, Inc.	51	OnMedia Ad Sales	36
Consumers Energy	48	RACOM Corporation	44
<b>CTI Ready Mix INC</b>	<b>60</b>	Smiles In Motion	21
Culver's of Marshalltown	22	Smokin' G's BBQ, Restaurant and Catering	16
Domino's Pizza	41	<b>Starnes TV &amp; Appliance</b>	<b>35</b>
Electric Supply of Marshalltown	47	State Farm Insurance-Tyler Peschong	3
Emerson	111	State Street Trading Company	6
Exterior + Home Remodeling Glenwood Place Retirement Community	3	Taco John's	48
H & F Distributing Company, Inc.	48	Tannin, Inc.	6
Hay Construction Services, Inc.	28	Taylor's Maid-Rite	64
Healing Hands Chiropractic	8	The Outlet Co-Work + Space	1
Home Rental Center & Sales Co.	41	Thrivent Financial	6
Hospice of the Midwest	2	Timber Creek Enterprise, Inc.	38
Hy-Vee Food Store	61	UnityPoint Health - Marshalltown	98
Iowa Veterans Home	36	Wandering Creek Golf Course	16
Joel Greer	1	Williams Plumbing	1
Kapaun & Brown, Inc.	50		

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

Listen to Chamber Chat every Sunday morning at  
6:30 a.m. on 99.5 KDAO FM and 7:30 a.m. on 1190 KDAO AM



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**Brittany Sichra**

Event & Tourism Coordinator

## Marshalltown Fire Department receives critical new safety equipment

With a collaborative focus on safety and community engagement, ITC Midwest and Alliant Energy recently helped the **Marshalltown Fire Department** purchase new safety equipment.

After a fire in May 2024, the Marshalltown Fire Department identified a need for a blitz monitor, which offers a combination of power, efficiency and safety, and is an invaluable tool for handling large-scale fire incidents.

“Blitz monitors can be quickly set up and put into operation, allowing our crew to establish a high-flow water stream in a short amount of time,” said Christopher Cross, Marshalltown Fire Chief. “This rapid deployment is crucial in controlling fires early and preventing them from spreading.”

Through its Charitable Giving Program, ITC Midwest supports organizations that make a strong, positive social impact and improve the quality of life in the communities served by the company.

“We are grateful to the Marshalltown Fire Department for their fast response to safely extinguish fires of all scales,” said Scott Arnold, Local Government and Community Affairs Area Manager, ITC Midwest. “Both ITC Midwest and Alliant Energy are committed to safety and supporting the communities we serve. We are pleased that our collaborative contribution provided a needed piece of equipment to enhance safety and protect not only property, but most importantly, lives.”

Alliant Energy is committed to making a positive difference where Alliant Energy employees, retirees and customers live and work. Community safety and community engagement together are one of the Alliant Energy Foundation’s giving focus areas.

“The opportunity to support the needs of the Marshalltown Fire Department aligns with the Alliant Energy’s goals to help strengthen the communities we serve through improvements for emergency services and disaster preparedness,” said Julie Bauer, Manager Community Affairs, Alliant Energy. “We are happy to offer support, along with ITC Midwest and meet the Marshalltown Fire Department’s safety needs.”

## Woodruff Employees Earn National Design-Build Certification

Five Woodruff Construction employee owners have successfully completed the Design-Build Institute of America’s comprehensive education and certification testing program to achieve the design-build industry’s highest designation as a nationally certified Design-Build Professional®.

Grant Reimers, Central Region President in Ames

Kevin Larsen, Northwest Region Vice President of Project Management in Spencer

John Curran, Northwest Region Vice President of Field Operations in Spencer

Matt Rechkemmer, East Region Vice President in Tiffin

Art Baumgartner, Preconstruction Manager in Ames

Two to six years of substantial, documented direct project experiences in design-build project delivery experience is an additional prerequisite for Designated Design-Build Professional® certification.

DBIA Certification is the nation’s only measurable standard of an individual’s knowledge of the Design-Build Done Right® principles vital to successful project delivery. By completing these requirements, which touch on all aspects of design-build, candidates earn the right to display “DBIA” after their names, identifying them as experienced design-build professionals.

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.





## Welcome!

McFarland Clinic Marshalltown is pleased to welcome Joshua Choi, DO and Faith Thompson, MD to McFarland Clinic's Pediatric department in Marshalltown, located at 421 East Merle Hibbs Boulevard.

Dr. Choi received his Bachelor of Science in Chemistry from Iowa State University in Ames, Iowa, and his Master of Science in Chemistry from the University of Georgia in Athens, Georgia. Dr. Choi earned his Doctor of Osteopathic Medicine from Lincoln Memorial University DeBusk College of Medicine in Harrogate, Tennessee. Dr. Choi completed his Pediatric Residency at ECU Health Medical Center in Greenville, North Carolina.

Dr. Thompson received her Bachelor of Science in Biochemistry & Molecular Biology, and Chemistry from the University of Minnesota Duluth, in Duluth, Minnesota. She received her Doctor of Medicine from the University of North Dakota School of Medicine and Health Science in Grand Forks, North Dakota. Dr. Thompson completed her Pediatric Residency at Blank Children's Hospital in Des Moines, Iowa, and is a Fellow of the American Academy of Pediatrics.



As Pediatricians, Dr. Choi and Dr. Thompson will provide well-child care for children from birth through adolescence. They will offer immunizations, treatment for minor injuries, and management of acute and chronic illnesses. Dr. Choi and Dr. Thompson are accepting new patients.

### Thank you to our 2024-2025

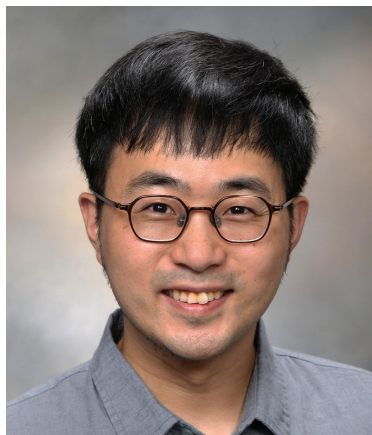
### Think Local First Sponsors!



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MARSHALLTOWN



(we just have to *brag a little*)

## Welcome!

Dr. Kyle Carnahan, a Marshalltown native, is the newest optometrist at **Eyecare Associates** where he joins Dr(s) Chadderdon, Feldman, Monroe and Edwards.

Dr. Carnahan is a 2012 graduate of Marshalltown High School. After high school he attended Washburn University in Topeka, KS where he played baseball and graduated with a Bachelor of Science in Biology in 2017. He went on to attend the University of Missouri - St. Louis College of Optometry where he completed externships at the Kansas City VA Hospital, Chickasaw Nation Medical Center in Ada, OK, and private practices in St. Louis, MO specializing in contact lenses and vision therapy. He was a recipient of the VSP Practice Excellence Award based on clinical and academic performance and commitment to enter the independent practice of optometry. He graduated in 2021 with a Doctorate of Optometry.

Dr. Carnahan spent 3 years after graduation serving on active duty in the U.S. Army and was stationed at Fort Carson in Colorado Springs, CO while practicing optometry at Evans Army Community Hospital.

Dr. Carnahan is an avid Iowa Hawkeye and St. Louis Cardinals fan. Him and his wife both grew up in the Marshalltown area and are excited to be back home with their young daughter.



## Congrats!

**Dandy-Lion Early Childhood Learning Place** Rebecca Kouang recently attended the Iowa Farm to School and Early Care Conference in June and was awarded the Golden Root Award as well as the Local Food Procurement Grant.

The Golden Root Award is a celebration of Farm to School and Early Care efforts across Iowa, showcasing those working to grow and share their love of local foods and community. All K-12 schools, residential child care institutions, center-based Early Care sites, and in-home Early Care sites currently operating a USDA Child Nutrition Program are eligible to apply. The Local Food Procurement Grant provided funds to purchase local food. Dandy-Lion Early Childhood Learning Place purchased beef from a local farmer and had it processed locally supporting small, family-owned, Iowa businesses.





# CHAMBER AMBASSADORS VISITS



On July 23rd the Chamber Ambassadors held a ribbon cutting at **DOO Dah's Diner**! Serving delicious breakfast and lunch diner items, stop in to see what they are all about!



We celebrated new Chamber member **Mid Iowa Petroleum** with a ribbon cutting on July 23rd! Welcome to the Chamber!



**SportsPlus Sports Medicine and Physical Therapy Center** is celebrating 25 years in business! Congratulations!



**MEMBERS1st Community Credit Union** celebrated their new space at 104 W. Anson in Marshalltown with a Grand Opening event on August 16th!

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

## Thank You Ambassadors!



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Mid-Iowa Workshop, Inc. (MIW) helped the Chamber stuff bags for the Chamber Ambassadors Golf Outing! MIW provides supported employment programs for individuals with disabilities. Thanks for helping us out MIW!

**Need an employee? Looking for an employer?**

**Check out the Chamber's  
Marshalltown Job Postings  
at [www.marshalltown.org](http://www.marshalltown.org)**

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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

	July '24	Avg/Month	YTD Total
Unique Visitors	10,940	10,356	72,495
Number of Visits	19,899	17,494	122,456
Page Views	134,267	108,595	760,163
Hits	606,470	502,971	3,520,797

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.

## So Much in September!

School is starting. Summer is moving to our rearview. Pumpkin spice is beginning to flow. But we won't say goodbye to fun! Marshalltown, and the surrounding area, will be bursting at the seams with festivals, competitions and events.

On Friday, September 6th, 13th Street District brings back the crowd favorite, "Pork Tornadoes", to be a part of the Harvest Market. There will also be many vendors and food trucks to cap off a spectacular evening. ([www.facebook.com/13thstmtown](http://www.facebook.com/13thstmtown))

There are 2 major sporting events that will be held at Marshalltown Community College in September. On Friday, September 6th and Saturday, September 7th, MCC will host 16 Volleyball teams for a spectacular "bump, set, spike" weekend. Then on Thursday, September 12th, the Bobcat Cross Country Invite will be held at the course on MCC's campus. Over 2200 runners from 25+ schools will participate in the largest cross country meet in Iowa.

As we get to the end of September, the fun doesn't run out of steam. On Sunday, September 22nd, the "Festival Cultural" will begin at 1 p.m. in downtown Marshalltown (notice location change). There will be music, opportunities to shop and discover multicultural businesses downtown, and more! ([www.facebook.com/artsandculturealliance](http://www.facebook.com/artsandculturealliance))

Iowa's Best Family Fall Festival, Oktoberfest, returns from Thursday, September 26 until Sunday, September 29th. Kids' Night on Thursday will kick off the festivities, with live music, amusement rides, vendors, food, activities and more throughout the weekend. The massive Oktoberfest parade will be on Saturday. ([www.oktoberfest.com](http://www.oktoberfest.com))

The month ends with the 15th Annual Iowa Jeep Show on Saturday, September 28th – Sunday, September 29th at Oak Ridge MX, outside of Garwin. This is the first time the event will be held at Oak Ridge MX and will draw 400+ Jeeps from throughout Iowa to the incredible 120+ acres motocross park. ([www.oakridgemx.com](http://www.oakridgemx.com) | [www.facebook.com/iowajEEP.show](http://www.facebook.com/iowajEEP.show))



## Over the next few months, there's a plethora of events on the horizon

- September 6th - Harvest Market
- September 6 - 7th - MCC Volleyball Tournament
- September 12th - Bobcat Invite Cross Country
- September 20 - 22nd - Yamaha Rumble at Oakridge MX
- September 22nd - Culture Festival/Festival Cultural
- September 25 - 27th - PDI Conference
- September 27 - 29th - Iowa Jeep Club at Oakridge MX
- September 26 - 29th - Oktoberfest
- October 10 - 12th - NSSE Conference
- October 24th - Haunt The Block
- November 2nd - Day of the Dead
- November 15 - 16th - IGHS AU Girl's State Swim
- November 20 - 22nd - IAHSEA Fall Showdown
- November 22 - 24th - Marshalltown Showdown with Black Iron Barbell
- November 23rd - 32nd Holiday Stroll



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## 2024 Chamber Ambassadors Golf Outing

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## Economic Statistics

<b>Employment – Marshall County - June</b>	<b>2024</b>	<b>2023</b>
(Source: Iowa Workforce Development)		
Labor force	17,250	17,750
Unemployed	990	1,050
Percent unemployed	5.8	5.9
Total employment	16,260	16,710
<b>Marshall County Construction - June</b>	<b>2024</b>	<b>2023</b>
(Source: Marshalltown Building Department)		
Building permits	6	8
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$17,880	\$12,740
New Commercial/Industrial Const.	\$0	\$859,394
Commercial/Industrial Remodeling	\$0	\$452,494
<b>Housing Sales Data - July</b>	<b>2024</b>	<b>2023</b>
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	29	25
Average sale price	\$244,737	\$177,888
Median sale price	\$193,000	\$173,000

## Upcoming Chamber Events

**September 11 - 4:00 - 7:00 PM**

Business After Hours at **The Outlet Co-Work + Space**

**September 17 - 7:30 - 9:00 AM**

Caffeinated Conversations at **Home Federal Savings Bank**

For more information on these Chamber events visit our website at [www.marshalltown.org/chamber-events](http://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](mailto:office@marshalltown.org) for a template. Job postings are available to for the public and members to view on our website, [www.marshalltown.org](http://www.marshalltown.org) under the Work in Marshalltown tab.



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



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through Partnership

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Kristi Carlson  
Office Manager



Matt Roelsgard  
Information Systems



Vivian Ceron  
Agent-CSA



LeAndrea Abel  
Administrative Assistant