

the**DIGEST**

October 2024

Volume 42, Issue 4

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Chamber Welcomes April McKibbin as Marshall County Economic Development Director

The Marshalltown Area Chamber of Commerce welcomes April McKibbin as the new Marshall County Economic Development Director!

April is a 1998 Marshalltown High School graduate and has been in Marshalltown for most of her life. After spending 15 years working in telecommunications, she owned and operated Be Unique Floral Boutique in the 13th Street District, which has now transitioned into only weddings and special events. April and her husband, Jeff, have raised their 9 children within the Marshalltown Community School District where they stay involved with a plethora of sports and activities. Outside of work, April stays committed to the community by volunteering and serving on several committees sharing her passion for Marshall County.

“We are thrilled to have April joining our team. Her experience starting and running her own business is going to be a great asset to our organization and the communities we serve,” Chamber President & CEO John Hall said. “Her passion to support the community coupled with her experience made her an ideal candidate for this role, and we are so excited for her to start getting out to our rural communities, learning what growth and development looks like for them and how we can best support them.”

April assumed her duties the second week in September and has hit the ground running with visits to our rural communities. Her immediate goals are to foster relationships and provide support in places where the perception may be that resources are scarce and to create a strong sense of community that will encourage recent graduates entering the job market to choose Marshall County. The position was made possible through a three-year contract the Marshall County Board of Supervisors entered into with the Chamber. April’s efforts will be specifically focused on the areas of the county outside of the Marshalltown city limits, whether unincorporated or in the smaller surrounding communities.



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MEMBER SPOTLIGHT

Hidden facts about your Marshalltown YMCA-YWCA

Yes, we are the area's premier fitness center with state-of-the-art equipment, free weights, two pools, a running track and courts for basketball, volleyball, pickleball and more.

But it's time to let you in on some secrets about your Marshalltown YMCA-YWCA. Let's consider these "insider tips."

- We open at 5 a.m. during weekdays and early risers can do anything from group exercise to swim groups ("bobbers"), tackle the fitness equipment and even early morning pick-up basketball games.

- We also have 24/7 Access memberships for those who want to work on their health in their own time. This allows access on the holidays, midnight and any time.

- We offer hundreds of equipment options, choose one you like or spice it up by rotating.

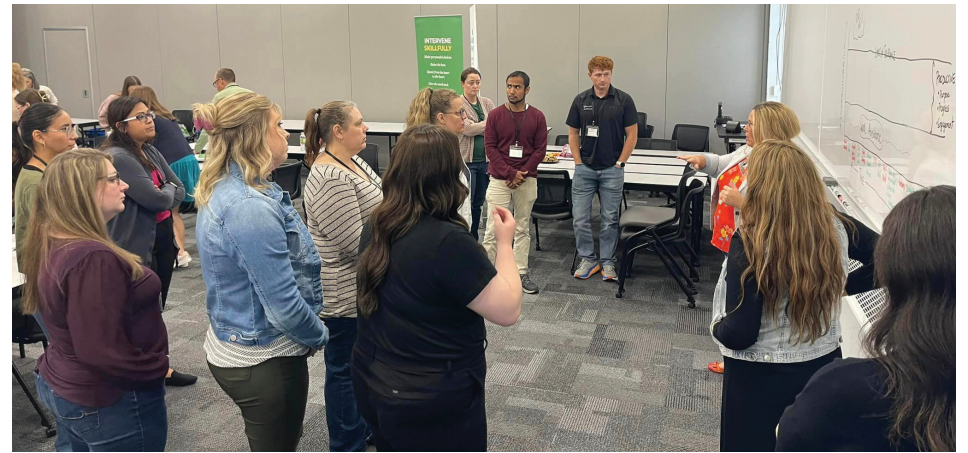
- No other facility like ours in the area has programs for youth as young as 6 months old to quilters, swimmers or exercisers in their 90s. In other words, we are here for the whole community, no matter their age or background.

- Every year we run our Y Annual Campaign to raise money to ensure access for the whole community, no matter their ability to pay for memberships. Dozens of youth utilize scholarships funded by the Annual Campaign to access the Y. Our 2024 campaign is going on now and you can donate at www.ymca-ywca.org/donate or mail a check to the Y Annual Campaign, 108 Washington St., Marshalltown, IA 50158.

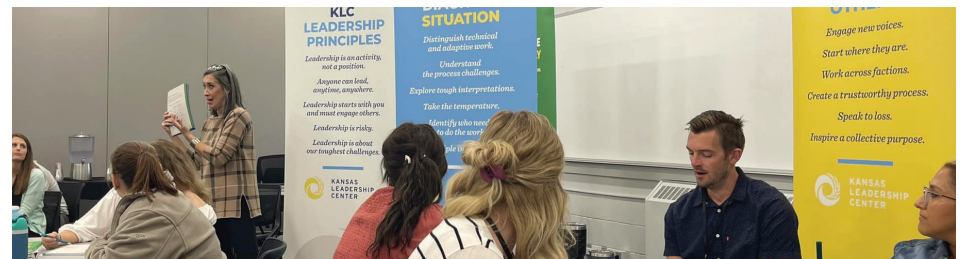
- We are located right along the Linn Creek Recreational Trail, as many of our members ride their bike to the Y or get some jogging on the trail on the way to the Y. Double the workout, double the fun!

- We also operate the Y Cultural Center which includes preschool, after-school and summer camp programs. It also houses the Y School of Dance and CrossFit 641 gym.

With our dozens of programs and a plethora of health and wellness options, we have a place for you at the Y. Visit www.ymca-ywca.org or stop by at 108 Washington Street and take a tour and see where you fit in.



Leadership Marshalltown 2024/2025 class kicked off September 12-13 with the opening retreat at Iowa Valley Business and Community Solutions! Facilitators from the Kansas Leadership Center joined us to share tools and strategies to help the class learn how to exercise leadership.



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Caffeinated Conversations, September 17 at
Home Federal Savings Bank



Business After Hours, September 11 hosted by
CENTURY 21 Signature Real Estate-Polley Team at
The Outlet Co-Work & Space

Thank You Reinvesting Chamber Members

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

Collison Par 3 Golf Course	1	Moore, McKibben,	
Edward Jones - Bruce Wirin	44	Goodman, & Lorenz	31
Edward Jones		Mosaic Church	5
Elisabeth Bieber	3	Novaspect	64
Elmwood Country Club	59	Peglow, O'Hare,	
Eyemart Optical Center	2	See & Eilers, P.L.C.	51
Feldman Financial Group	19	Shomo-Madsen Insurance	53
Hampton Inn & Suites	15	Shop Tools Outlet	2
HMC Industries, Inc.	2	Strand's Flooring & Paint	48
Home Federal Savings Bank	55	Times-Republican	63
JBS Swift & Company	65	US Bank	60
Lennox Industries	95	VCA Marshalltown	
Main Street Dental	4	Animal Hospital	36
Marshalltown Central		Weidner Construction, Inc.	46
Business District	37	Wolfe Clinic P.C.	32
Marshalltown Community		Zamora's Fresh Market	6
School District	32		

Ladies Night Out: November 7

Join in the fun for Ladies Night Out! Participating Chamber member businesses will be offering refreshments, prizes, and promotions. Afterwards enjoy dinner or drinks at one of our local restaurants or bars. November is Alzheimer's Awareness Month and this year we have chosen to support this cause. Each participating business will have a box where you can sign up to be added to the Marshalltown retailers email list. Each email address we receive we will donate \$1 to the Alzheimer's Association. Please wear purple for Ladies Night to support Alzheimer's Awareness!

Be sure to shop early! The first 5 customers to check out at each business when Ladies Night kicks off at 4pm will receive an envelope with Chamber Bucks! One lucky customer will receive \$100 in Chamber Bucks!

Chamber Members can sign up to participate by emailing bsichra@marshalltown.org or calling the Chamber office at 641-753-6645.

Ladies Night Out is hosted by the Marshalltown Area Chamber of Commerce and sponsored by our 2024-2025 Think Local First Leading Sponsor, Central Iowa Capital Advisors-Gary Schaudt & Champion Sponsor, Gregg Young Automotive Group.



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Application is now open for the Goldman Sachs 10,000 Small Businesses (10KSb) program

The Goldman Sachs 10,000 Small Businesses Program is your gateway to a world of unparalleled opportunity and growth. Designed to empower small business owners, this no-cost educational program offers a transformative experience aimed at propelling your business forward. Through a comprehensive curriculum crafted by industry experts, you'll gain invaluable insights into strategy, finance, operations, and leadership. But it's not just about knowledge—you'll also receive personalized support and guidance to address the specific challenges facing your business. What sets this program apart is its vibrant community of like-minded entrepreneurs, providing you with a network to learn from, collaborate with, and lean on. Goldman Sachs 10,000 Small Businesses Program is your catalyst for success. Deadline to apply – November 1st for spring cohort. Register for the upcoming info session to learn more iowa10ksb.com.



Thank you to our 2024-2025 Think Local First Sponsors!



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MARSHALLTOWN

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



Accepting Nominations for the 1st Annual Jessie Binford Advocate for Youth Award

The Marshalltown Federation of Women's Clubs (MFWC), in collaboration with Marshalltown Area United Way, Marshalltown Area Chamber of Commerce, and the Historical Society of Marshall County, is accepting nominations for the 1st Annual Jessie Binford Advocate for Youth Award. The purpose of this award is to recognize, celebrate, and encourage people in the Marshall County area who make a significant positive difference in the lives of youth, particularly those in need of an advocate for social justice.

Jessie Binford was born in Marshalltown in 1876, and her lifelong passion was advocating for children. As stated in the Des Moines Register following her death in 1966, "In her six decades as a social worker and juvenile rights advocate, Miss Binford battled with local and state politicians in what she called a crusade aimed at the delinquency of adults against children."

This award aims to honor her legacy by recognizing people in the Marshall County area who are continuing this work locally. In addition to providing public recognition of those advocating for youth in Marshall County, this award is intended to elevate the community's awareness of the accomplishments of Jessie Binford and the causes she championed.

This award is intended to be given annually to a Marshall County resident or to someone who works in or serves Marshall County, who has demonstrated commitment to and effectiveness in advocating for children, regardless of their socioeconomic status and cultural background.

The due date for nominations is Friday, October 11. Nominations must be submitted in writing, and may be submitted via email to binfordhouse@gmail.com or mailed to Binford House, 110 N 2nd Ave, Marshalltown, IA 50158. The nomination should describe the ways in which the nominee

has been an advocate for youth, evidence of the nominee's commitment to all youth, and the results or effectiveness of the nominee's efforts.

Please contact Michelle Roseburrough for more information at 641-691-4592 or marcom@unitedway-marshalltown.org.



(we just have to *brag a little*)

Congrats!

Pinnacle Bank wishes to congratulate Laura Farrington on 25 years of outstanding service. Farrington began her career with Pinnacle Bank in August of 1999 when the bank was charted as TSB Bank. During her 25-year tenure, she began as a Personal Banker, became a loan officer and compliance officer then to her current position as Senior Vice President/Chief Compliance Officer/Loan Officer. She is a wealth of knowledge and an integral part of the executive team.



Damon Morrison, President & CEO of Pinnacle Bank, stated, "Laura has demonstrated a tremendous display of loyalty and longevity through the cyclical ups and downs of Banking. She has accomplished an incredible amount during her 25 years at Pinnacle Bank providing a consistent source of expertise for customers and employees alike. Congratulation SVP Laura Farrington on an amazing career to date with much more success to come as an executive officer of Pinnacle Bank."

"Change is in the air" at KDAO

KDAO 99.5 FM Radio has changed frequency to **KDAO 92.9 FM** Radio. Mark Osmundson, Owner/Manager of KDAO is excited about this change that will encompass increased power and a wider coverage area. Tune in to KDAO 92.9 for the same great music, news, weather and area sports coverage.

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

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CHAMBER AMBASSADORS VISITS



On August 30th the Chamber Ambassadors helped the **Marshalltown Community School District** celebrate the new Tornado Safe Team Room at the stadium complex! This new facility will be used during sporting events and in the event of extreme weather.



The addition of the Fitness Court Studio adjacent to the tennis courts at Marshalltown High School was celebrated on August 30th with a ribbon cutting! The **Marshalltown Community School District** is committed to supporting the physical well-being of their students and the community!



The Polley Real Estate Team has officially transitioned to **Century 21 Signature Real Estate**! Congrats!



September 10th we celebrated the new facade of **Stepping Stones Christian Bookstore**! So much natural light and great window displays with the new facade, congratulations!

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

Thank You Ambassadors!



MARSHALLTOWN
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WWW.MARSHALLTOWN.ORG

2024 Educator Appreciation Events

The 2024 Educator Appreciation events were a success! In August the Chamber along with our sponsors visited our local educators, brought them a treat and thanked them for all they do. Iowa Valley and Marshalltown Community College along with St. Francis Catholic School and Marshalltown Christian School received paletas from La Michoacan Xtra while the Marshalltown Community School District had Dilly Bars from South Center Street Dairy Queen!

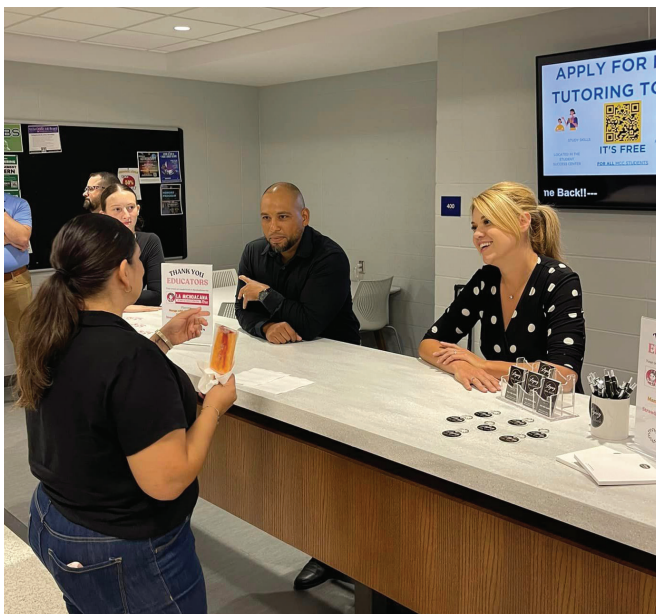
Thank you to all of our sponsors!

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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

	August '24	Avg/Month	YTD Total
Unique Visitors	10,737	10,404	83,232
Number of Visits	19,318	17,722	141,774
Page Views	106,151	108,289	866,314
Hits	536,372	507,146	4,057,169

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.

Toursim Director attends TEAMS Conference 2024

Marshalltown's tourism economy is strongly supported by sports and activities of all kinds. From large volleyball events at MCC, to dance competitions, powerlifting events, youth basketball, esports, and more. Sports equals big business in Marshalltown and throughout our state.

On September 23-26th, Marshalltown Area Chamber of Commerce Tourism Director, Dylan Does, joined other members of "Team Iowa" to talk with various sports organizers and industry leaders. The statewide collaboration, allows us to share the full capacity of our state, which can be overlooked nationally, while still finding unique contacts within sports organizers that fit our individual strengths. Over the course of the event, "Team Iowa" had interviews with almost 40 sports organizers, ranging from the National Junior College Athletic Association, Cal Ripken Baseball League, 7 on 7 football, esports associations, and the National Collegiate Athletic Association.

This is the second time we have been a part of "Team Iowa" and it continues to bear fruit with conversations with nationwide and regional sports organizers and networking with leaders in various parts of the sporting tourism industry.



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Small Business Development Center: Let's talk about staffing

It is difficult to travel down Main Street or search job boards without being inundated with “help wanted” solicitations. It can be easy, and lazy thinking to presume that no one wants to work. The truth is actually gentler. For instance, the tail of the Baby Boomers is 60 years old. No labor force has been able to compete with the volume of labor this group made available. It is a labor pool that is now retiring in record numbers daily. Even the Millennial Generation does not spike past the Boomers in labor force contribution. The Generation Z workers create a trough much like Gen Xer's. Additionally, the percentage of women in the workforce mirrors mid 1980 values. That's roughly a 10% downward swing in the past few years.

Yes, we can expect to pay more for labor, because there is less. And, once we hire someone, we would like to keep them. Staff turnover is EXPENSIVE! We can help our businesses by understanding what the current workforce seeks. According to HRFORECAST.com the number one reason an employee leaves is lack of career development. This happens with 20% of hires. It is worth exploring meaningful strategies to help an employee develop in their career, even in service businesses, which typically experience high employee turnover. The second leading factor for employee turnover is an employee's relationship with their manager. This is a great topic to tackle via professional development whether we are a managing owner, or whether that responsibility belongs to another. Other qualities that made up the top five are work life balance, employee well-being and job fit.

“What about the pay,” you ask. Pay makes the list at number six. Interestingly, pay has been number six in the list for over 25 years. There have been many economic ups and downs over time, and despite how it seems today wages have been stagnant since the late 1960's. Yes, it is important to have an attractive financial package for employees. It is just as important to create a place where people want to work.

ISU SBDC is here to work with you. Our services are without cost and confidential. How can we help? Let's get a conversation going. We can be reached through a click or a call. The fastest method to connect with us is to visit iowasbdc.org, select the request counseling button, complete the electronic form and choose Iowa State as your center of choice. Call us at 515-296-7828 or, ask a Chamber official how to reach us and they will point you in our direction.

Enjoy today-Sheri Benson, CBA, CGBP, ISU SBDC business counselor

**Chamber Bucks are great way to
THINK LOCAL FIRST!**

Human Resources Roundtable

Chamber members are invited to attend the next Human Resources Roundtable discussion! College and Career Readiness Counselors, GEAR UP Counselors, and iJag Teachers will be at the meeting to talk about their role with students at the middle and high school. We will discuss any high school internship opportunities, summer job options, and post-high school opportunities as well. Next event will be held at the Marshalltown Area Chamber of Commerce office at 34 W. Main Street on October 8th at 2:00 p.m. If you are interested in attending or have questions reach out to Workforce Development Director, Kate Bowermaster (kbowermaster@marshalltown.org).

**Need an employee? Looking for an employer?
Check out the Chamber's
Marshalltown Job Postings
at www.marshalltown.org**

Member Appreciation Luncheon November 1

Save the date for the Annual Member Appreciation Luncheon presented by Emerson! Chamber members join us at the Chamber office (34 W. Main Street) to meet the Chamber staff, tour our office and grab lunch from Smokin' G's BBQ Restaurant! Any employee of a Chamber member business/organization is welcome to attend.

**Chamber Chat - Sundays
6:30 a.m. on 92.9 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

Economic Statistics

Employment – Marshall County - July	2024	2023
(Source: Iowa Workforce Development)		
Labor force	17,400	17,860
Unemployed	1,020	1,030
Percent unemployed	5.9	5.7
Total employment	16,380	16,840
Marshall County Construction - July	2024	2023
(Source: Marshalltown Building Department)		
Building permits	2	3
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$9,280	\$4,680
New Commercial/Industrial Const.	\$0	\$2,137,008
Commercial/Industrial Remodeling	\$0	\$0
Housing Sales Data - August	2024	2023
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	33	35
Average sale price	\$220,487	\$187,404
Median sale price	\$195,000	\$169,000

Upcoming Chamber Events

October 8 - 4:00 - 6:00 PM

Business After Hours at **Elmwood Country Club**

October 16 - 7:30 - 9:00 AM

Caffeinated Conversations at **Pinnacle Bank**

November 1 - 11:00 AM - 1:00 PM

Member Appreciation Luncheon at the Chamber office

November 7 - 4:00 - 7:00 PM

Ladies Night Out - Participating Chamber Member Businesses

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



Lance Horbach
Agent



Marna Mitchell-Butler
Agent-CSA



Ryan Larmore
Agent



Pat Hageman
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Paul Beals
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