



October 2025

Volume 43, Issue 4

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2025/2026 Leadership Marshalltown Class Kicked Off

Leadership Marshalltown kicked things off on Thursday and Friday, September 18th and 19th! The opening retreat was held at Iowa Valley, and the Kansas Leadership Center staff was on site to lead the class through the first two days. The group talked about what leadership means to everyone as well as discussed concerns and aspirations for our community. The class completed a heatmap exercise and discussed how "more work gets done when we step outside of our comfort zone". The Chamber along with the teaching team members are excited for the months ahead!

Leadership Marshalltown is a program of the Marshalltown Area Chamber of Commerce in partnership with Iowa Valley Community College District, Emerson, Marshalltown Community School District, Martha-Ellen Tye Foundation, United Bank & Trust, and the Kansas Leadership Center. The program is sponsored by Presenting Sponsor, MARSHALLTOWN Company and Silver Sponsors, A&M Cleaning Services LLC, Emerson, and Iowa Valley Community College District.



Marshalltown Area Chamber of Commerce
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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

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.

McCue & Associates LLC, An American Family Insurance Agency

Daniel McCue, President

809 5th Ave, Grinnell

641-236-3311

dmccue@amfam.com

*McCue & Associates LLC is an agency of American Family Insurance
serving customers in Marshalltown, Marshall County, and Iowa. Li-
censed agent Dan McCue brings a diverse background, including more
than 12 years of experience in the industry.*

E-billing reminder

The Chamber has switched to e-billing for membership dues, so
remember to check your email for your dues billing (and check your
spam/junk folder as well). For more information on your Chamber
membership billing, contact office@marshalltown.org.

Looking to volunteer?

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

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Cindy Parks



Jon Pierce



Andrea Jordan
NMLS 400140



Workforce Wake-Up Caffeinated by Scooter's Coffee was a success!

On August 27th, we held our first ever Workforce Wake-Up event caffeinated by Scooter's Coffee at Iowa Valley Business and Community Solutions! Our attendees enjoyed drinks prepared fresh by our local Scooter's Coffee, networking and then listened to a keynote presentation all about generations in the workforce from Ali with The People Co.

Huge thank you to Scooter's Coffee and our Workforce Program Sponsors, Emerson & Marshalltown Company!



Thank You Reinvesting Chamber Members

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

Animal Medical Clinic, P.C.	38	Marshalltown Central Business District	38
AssuredPartners	49	Marshalltown YMCA-YWCA	48
Brown's Shoe Fit Co.	18	Martin Marietta	48
CENTURY 21 Signature Real Estate	31	McAtee Tire Sales & Service Center	40
Child, Adolescent, and Parent Support	15	McGregors Furniture & Mattress	62
Community Foundation of Marshall County	15	Mosaic Church	6
Edward Jones - Bruce Wirin	45	Multifaceted Approach, LLC	3
Exterior + Home Remodeling	4	Novaspect	65
Eyemart Optical Center	3	OPA Grill LLC	6
First Interstate Bank	62	Ritchie Industries	11
Hampton Inn & Suites	16	Shomo-Madsen Insurance	54
HMC Industries, Inc.	3	Shop Tools Outlet	3
House of Compassion	4	St. Paul's Episcopal Church	3
ImOn Communications	1	Structural Engineers P.C.	38
Iowa Veterans Home	37	Subway	33
JBS Swift & Company	66	Times-Republican	64
Jim Lowrance	4	United Bank & Trust Co.	23
KDAO AM/FM/TV	47	UnityPoint Health - Marshalltown	99
Kimball & Beecher Family Dentistry	47	US Bank	61
Lennox Industries	96	Wolfe Clinic P.C.	33
Marshall County Abstract	41		
Marshalltown Aviation, Inc.	51		





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MARSHALLTOWN Company's Joe Carter named a "Legend in Manufacturing" by the Iowa Association of Business and Industry

The Iowa Association of Business and Industry (ABI) and Elevate Iowa Manufacturing will recognize four manufacturing leaders on October 14, 2025, at its annual Legends in Manufacturing awards program, as part of ABI's Iowa Manufacturing Conference.

The Legends in Manufacturing awardees were nominated for their contributions to the manufacturing industry. The Legends selected this year represent what makes Iowa manufacturing special. The individuals have decades of leadership in their business, a strong commitment to community and educating the next generation. Congratulations to Joe Carter, President & CEO of MARSHALLTOWN Company!

"Manufacturing is number one as it relates to our state's GDP and contributes more than \$43 billion to the state's economy annually," ABI President Nicole Crain said. "ABI was founded as a manufacturing organization, and it is fitting that we honor and recognize the founders and leaders of amazing Iowa companies. On behalf of the ABI Board of Directors and Elevate, we say thank you to these honorees for the outstanding contributions they make to our state."



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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.

Are you hosting an event? Do you know of a great event happening in the Marshalltown area? You can submit community events to office@marshalltown.org.

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.



Marshall County Outreach Breakfast

On September 16th the Marshalltown Area Chamber of Commerce hosted the first Marshall County Outreach Breakfast at the Marshalltown Arts & Civic Center! Representatives from communities in Marshall County joined for a presentation from the Community Foundation of Marshall County. Julie from the Community Foundation discussed ways the foundation can be a resource for each of the communities in our county. Thank you to everyone who joined us!



Job Posting

Did you know that included with your membership you can post jobs to the Chamber website for free? Posting jobs with the Chamber is simple, email office@marshalltown.org for a template. Job postings are available for the public and members to view on our website, www.marshalltown.org under the Work in Marshalltown tab.

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

Chamber Chat - Sundays

6:30 a.m. on 92.9 KDAO FM

7:30 a.m. on 1190 KDAO AM

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CHAMBER AMBASSADORS VISITS



On September 15th we helped celebrate the 60th anniversary of **Lowe's Flowers** with a ribbon cutting! The floral shop opened its doors on September 15, 1965 and the current owner Rick Gooding took over the business on November 1, 2006. Congratulations!

Lowe's Flowers offers only the finest floral arrangements, silk and fresh, gift items, and plants. The friendly staff will always go the extra mile to make sure you are completely satisfied!



The Marshalltown Main Event along with community partners celebrated the grand opening of Center Street from Church to Main on September 8th! Center Street from Main to State officially opened on September 19th. Phase 2 of the Downtown Reconstruction is well under-way working along Main Street.



To view images from past ribbon cuttings & courtesy calls visit our website at
www.marshalltown.org/ribbon-cuttings-courtesy-calls

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

Thank You Ambassadors!



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE



September 2025 Business After Hours at
The Outlet Co-Work & Space/The Polley Real Estate Team



September 2025 Caffeinated Conversations at
Alerus Financial Corporation



2025 Chamber Ambassadors Golf Outing

We had a blast at the 2025 Chamber Ambassadors Golf Outing on Friday, September 12th! Thank you to all of our sponsors!

Presenting Sponsors: **Emerson & Gregg Young Chevrolet of Marshalltown**

Lunch Sponsor: **MARSHALLTOWN Company**

Cart Sponsor: **NextEra Energy Resources**

Gold Sponsors: **First Interstate Bank & Pinnacle Bank**

Exclusive Tee Box Sponsors: **Farmers Savings Bank, Glenwood Place, QPS Employment Group, ServiceMaster by Rice, Servpro of Marshalltown, and Marshalltown Main Event**

Contest Hole Sponsors: **AssuredPartners, Con-Struct Inc., Edward Jones -Bruce Wirin & Elisabeth Bieber, Hay Construction Services Inc., Karl of Marshalltown, Meskwaki Bingo Casino & Hotel, McGregors Furniture & Mattress, and Woodruff Construction**

Hole Sign Sponsors: **GNB Bank, M. Gervich & Sons, RACOM Corporation, Schendel Pest Control, Sign Creations, Smokin' G's BBQ, Restaurant and Catering, and Vaughn's Pub**

Bendelow's Pub Sponsor: **Greater Des Moines Partnership**





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www.marshalltown.org Statistics

	August '25	Avg/Month	YTD Total
Unique Visitors	16,570	10,910	87,282
Number of Visits	52,069	35,072	280,574
Page Views	242,914	232,321	1,858,654
Hits	641,346	620,806	4,966,444

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.

Fiesta Season Caps Off and an Arts Doubleheader

On Sunday, October 5th, Francis Fest caps off our “Fiesta Season”! We have had a great season of celebrating all kinds of cultures over the last few months, and Francis Fest will put an exclamation point on the season.

Location: St. Mary’s Church, Marshalltown

Time: 10:30 AM – 4:00 PM

Schedule:

10:30 AM Outdoor Mass (Bring a Chair)

12:00 – 4:00 PM Food, Games, & Entertainment



Ernie Banks famously said, “Let’s play two!” It may not be baseball, but the arts community has taken his words to heart. On Friday, October 17th, Marshalltown will have two great creative showcases.

The Arts + Cultural Alliance is celebrating the life and artistry of Helen Fitz of Melbourne, Iowa for a special exhibit opening on Friday, October 17th from 5-7 PM at the ACA in Downtown Marshalltown. Helen was an exceptional artist across many mediums. She had multiple pieces featured at the New York Folk Art Museum in New York City.

Opening Reception: Friday, October 17 | 5–7 PM at 126 W Main St in Marshalltown

Music by Buz Owen

Beverages & snacks provided

Exhibit runs through Monday, November 10

The Iowa Arts Council and the Marshalltown Arts & Civics Center will pick up the schedule with the 2025-26 Arts Fellows program and presentation. Arts Fellows Eloy Barragán, Nicholas Cladis, Susan Metrican, Jason Snell, and Kelly Devitt will each present through each unique creative medium.

Location: Marshalltown Arts & Civic Center

Time: Friday, October 17th at 7:00 PM (Doors open at 6:30 PM)



**IOWA ARTS COUNCIL
2025 FELLOWS**

EXHIBITION + SHOWCASE

Friday, October 17th | 7 PM
Marshalltown Arts & Civic Center
6:30 PM | Doors Open
7 PM | Program + Presentation



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A message from the ISU Small Business Development Center:

Let's talk about artificial intelligence...

Artificial Intelligence (AI) is no longer just for big corporations—it's transforming how small businesses operate, market, and manage finances. By integrating AI tools, entrepreneurs can save time, reduce costs, and make smarter decisions.

Marketing: Personalized Customer Engagement

AI enables small businesses to deliver personalized marketing campaigns that resonate with individual customers. For example, platforms like Mailchimp use AI to analyze customer behavior and automatically send targeted emails based on purchase history or browsing patterns. This increases engagement and conversion rates without requiring a full-time marketing team.

Financial Management: Smarter Budgeting and Forecasting

AI-powered financial tools like QuickBooks or Xero can automate book-keeping, detect anomalies, and generate predictive cash flow reports. A small retail shop, for instance, can use AI to forecast seasonal sales trends and adjust inventory and staffing accordingly helping avoid overstock or understaffing during peak times.

Operations: Streamlined Inventory Management

AI can optimize supply chains and inventory levels by analyzing sales data and predicting future demand. A local bakery might use an AI tool to track ingredient usage and automatically reorder supplies before they run out, reducing waste and ensuring consistent product availability.

By embracing AI, small business owners can work smarter—not harder. These tools are increasingly affordable and user-friendly, making it easier than ever to stay competitive in a fast-changing market. Positively, utilizing AI in a small business need not be an all or nothing proposition. Start small. Pick one facet of business where AI support could be beneficial to the business, works in your budget and has staff buy-in. Then, learn and grow!

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

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Economic Statistics

Employment – Marshall County - July	2025	2024
(Source: Iowa Workforce Development)		
Labor force	20,300	17,400
Unemployed	1,240	1,020
Percent unemployed	6.1	5.9
Total employment	19,060	16,380

Marshall County Construction - July	2025	2024
(Source: Marshalltown Building Department)		
Building permits	15	2
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$85,385	\$9,280
New Commercial/Industrial Const.	\$0	\$0
Commercial/Industrial Remodeling	\$5,847	\$0

Housing Sales Data - July	2025	2024
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	47	29
Median sale price	\$169,900	\$193,000

Upcoming Chamber Events

October 21 - 7:30 - 9:00 AM

Caffeinated Conversations at **Pinnacle Bank**

October 29 - 4:30 - 6:30 PM

Business After Hours at **UnityPoint Health-Marshalltown**

November 6- Ladies Night Out

Chamber Members can get registered to participate by emailing

Vice President, Sarah Smith (ssmith@marshalltown.org)

Ladies Night Out is open to the public.

November 13 - 11:00 AM - 1:00 PM

Member Appreciation Luncheon at the Chamber office

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
Agent



Paul Beals
Agent



Tyler Slagle
Agent



Mark Rohde
Agent



Rich Mohon
Agent



Heather Hanus
Agent-CSA



Jeni Chavarria
Administrative Assistant



Bonnie Ohrt
Processor



Darla Rowley
Agent-CSA



Carla Nordstrom
Agent-CSA



Kristi Carlson
Office Manager



Matt Roelsgard
Information Systems



Denice Vega
Agent-CSA



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