



## Ladies Night Out Fall 2025 was a blast!

Thank you to each Chamber member that participated!!

Participants included:

Binford House, Blissful Expressions, Brit Marie's & Co, Brown's Shoe Fit Company, Child, Adolescent, and Parent Support, Happily Ever Crafted-In Stitches, Hellberg's Jewelers, Lillie Mae Chocolates, Lucy's Dive Bar, McGregors Furniture & Mattress, Oliver Beene Designs, Real Deals, Smokin' G's BBQ, Restaurant and Catering, State Street Trading Company, Stepping Stones Christian Bookstore, Tannin Wine Bar, Craft Beer & Small Bites, Tremont on Main

Ladies Night Out was sponsored by our 2025-2026 Think Local First Leading Sponsor Central Iowa Capital Advisors-Gary Schaudt & Champion Sponsor Gregg Young Automotive Group.



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

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# MEMBER SPOTLIGHT

## GNB Bank – Building Lifetime Financial Relationships in Marshalltown

For more than 91 years, GNB Bank has stayed true to its mission of building lifetime relationships and helping customers achieve their financial dreams. Established in 1934, GNB has grown into a trusted, full-service financial partner serving communities across Iowa.

GNB opened its Marshalltown branch at 2504 S. 2nd Street in January 2012, and since then, a dedicated team of employees have been helping meet the financial needs of individuals, families, and businesses in Marshalltown and the surrounding area.

As a true one-stop financial resource, GNB offers comprehensive solutions for every stage of life. Our services include banking, insurance, investment management, trust and farm management, real estate solutions, and even unique programs like the Go Club travel program. In addition to traditional in-branch service, GNB is fully mobile—bringing their expertise and personal touch directly to customers, wherever it's most convenient.

Beyond Marshalltown, GNB proudly serves the communities of Conrad, Grundy Center, Story City, Iowa Falls, Ackley, and Manchester, employing more than 110 team members company-wide.

“Supporting the Marshalltown Area Chamber of Commerce is an excellent example of one of our core values—investing in the community,” said Jessica Vint, Location Manager. “It shows our commitment to making the Marshalltown area thrive as a great place to live and work.”

That commitment extends far beyond banking. GNB Bank is deeply involved in local volunteerism and community support. In Marshalltown, the team participates in and sponsors numerous initiatives including the Marshalltown Area United Way’s Power of the Purse fundraiser, the Animal Rescue League of Marshalltown pet supply drive, Heart of Iowa Big Brothers Big Sisters Bowl for Kids’ Sake, and serving breakfast at the Central Iowa Fair for local 4-H and FFA members. GNB staff also volunteer their time in local schools.

Through both financial investments and volunteer efforts, GNB Bank continues to play an essential role in supporting economic growth, vitality, and community well-being across the region.

To learn more about GNB Bank and its full range of financial services, visit [www.gnbbank.com](http://www.gnbbank.com) or stop by their Marshalltown branch at 2504 S. 2nd Street.



## 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.

### L Hogeland Auto Plaza

Lonnie Hogeland Sr., Owner

Levi Hogeland, Co-Owner

1408 East Main Street, Marshalltown

641-752-0027

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

*L Hogeland Auto Plaza has been offering vehicle services since 1948. They provide towing, new and used auto parts, and auto repair services.*

*With 24 hour emergency towing and lock out services, you can rest assured you will not be left out in the cold. L Hogeland Auto Plaza takes pride in these services leaving you with a smile!*

### The Appliance Doctor

Laura Rasmussen, Owner

3102 S. 6th Street, Marshalltown

641-752-2313

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

[www.facebook.com/Mtownappliancedoctor](http://www.facebook.com/Mtownappliancedoctor)

*Under new ownership, The Appliance Doctor is now located at 3102 S. 6th Street. They specialize in all of your appliance needs from repairs to sales you can find refrigerators, dishwashers, ranges/stoves, microwaves, laundry. The Appliance Doctor offers products lines such as Whirlpool, Amana, Maytag as well as Speed Queen washing machines. Stop by and see them for all your appliance needs!*

### Prairie Ridge Integrated Behavioral Healthcare

Kelly Grunhovd

9 N. 4th Avenue, Marshalltown

641-752-5421

[www.prairieridge.net](http://www.prairieridge.net)

*With over fifty years of experience, Prairie Ridge utilizes the most effective evidence-based programs and processes for prevention, intervention and treatment for mental health and substance use disorders.*

**Interested in becoming a Chamber member?**  
Contact Sarah Smith, Vice President to learn more  
about our membership options!

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

To learn more about the Chamber visit  
our website at [www.marshalltown.org](http://www.marshalltown.org)

## 2025 Member Appreciation Luncheon

### Thank you sponsors!

The Marshalltown Area Chamber of Commerce was proud to host our annual Member Appreciation Luncheon, a special event dedicated to recognizing and thanking the businesses, organizations, and individuals who make up the heart of our Chamber community.

This year's luncheon was made possible thanks to the generous support of our all our sponsors!



## Thank You Reinvesting Chamber Members

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

Alkegen	30	Mass Mutual
Bobcat Academy	3	Financial - Tom McCoy
Central Iowa Fair	21	Paws & Play
Country Variety	5	QPS Employment Group
Dairy Queen, Center Street	22	Rasmussen Tax &
El Portal, Inc.	16	Accounting Inc.
Hahn Roofing	25	Real Deals - Marshalltown
Hargrave Construction LLC	3	Salvation Army
Historical Society of Marshall County	19	St. Francis Catholic School
Mariscos El Capitan 2	1	Stalzer Photography
Marshalltown Pizza Ranch	1	Stepping Stones
		Christian Bookstore
		4

Presenting Sponsors:



Gold Sponsors:



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Silver Sponsors:

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[iowacrr.org/providers/IQ4K](http://iowacrr.org/providers/IQ4K)   

Congratulations to Dandy-Lion Early Childhood Learning Place, Region 4, for maintaining a Level 4 Rating in Iowa Quality for Kids (IQ4K®)!

**Farmers SAVINGS BANK**

*Does your home need a holiday upgrade?*



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

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.



# MARSHALLTOWN NEWS

(we just have to *brag a little*)

**United Bank & Trust** is pleased to announce that Lauren Zaabel has successfully completed the Iowa Bankers Association's Introduction to Commercial Lending School (IBA-ICLS).

The intensive three-day program, sponsored by the Iowa Bankers Association, provides participants with a strong foundation in commercial lending principles. Through a combination of lectures, a comprehensive case study, and problem-loan exercises, students develop essential skills in credit analysis, risk assessment, and loan structuring.

In her role at United Bank & Trust, Zaabel supports the lending team by assisting with credit analysis and providing tailored loan solutions for business and agricultural clients to help them achieve their financial goals.

**United Bank & Trust** is pleased to announce that Christian McMurray, Trust Officer and Wealth Advisor, has earned the Certified Trust & Fiduciary Advisor (CTFA) designation from the American Bankers Association (ABA).

The CTFA certification recognizes individuals who have demonstrated advanced knowledge and excellence in wealth management, trust, and fiduciary services. Candidates must meet rigorous standards for experience and education, successfully complete a comprehensive examination, and commit to ongoing professional ethics and continuing education. The exam covers key areas such as fiduciary principles, financial and tax planning, asset management, trust administration, risk and compliance, ethics, and relationship management.

McMurray joined United Bank & Trust in 2023 and has more than eight years of experience in the financial services industry. In his role, he provides tailored trust and investment guidance to help clients achieve their financial goals. In preparation for the CTFA exam, McMurray completed the Cannon Trust School Curriculum, graduating with honors. He is a finalist for the 2025 Fran Demaris Award, which recognizes recent CTFA designees' excellence as they prepare for the CTFA exam. Active in the community, McMurray serves on the board of Child, Adolescent, and Parent Support (CAPS), is a cabinet member of the Marshalltown Area United Way Campaign and is a Community Mentor with YSS.



**UnityPoint Health – Marshalltown** is pleased to announce Blaine Westemeyer, MD, has been named Associate Medical Director of Emergency Services for the UnityPoint Health – Waterloo market.

Dr. Westemeyer, who has been with UnityPoint Health since 2018, will continue to serve as an emergency department physician in Marshalltown. He earned his Doctor of Medicine from the University of Iowa and has been the Medical Director of Emergency Services for UnityPoint Health – Marshalltown since 2020. Dr. Westemeyer has demonstrated strong leadership and a deep commitment to clinical excellence throughout his career. He has held leadership positions as Medical Director of Cardiac Rehabilitation in Marshalltown and Medical Director for Marshall County 911 Communications since 2019.

**The Arts + Culture Alliance (ACA)** is excited to announce the hiring of Kelbrynn VanGundy, a Marshalltown native and creative professional, as its new Marketing & Program Coordinator. With a background in graphic design and marketing, Kelbrynn brings a fresh, creative perspective to the ACA's growing impact across the region.

Kelbrynn's Marshalltown roots, combined with her strong foundation in visual communication and design, have shaped her professional path. A graduate of Iowa State University with a BFA in Graphic Design, she has built her career through roles at Iowa Valley Community College District and Peoples Company, where she led graphic design projects, developed multi-channel marketing materials, and maintained brand consistency across print and digital platforms.

Kelbrynn began her role on Monday, November 3, and the Arts + Culture Alliance is thrilled to welcome her to the team. We look forward to the creativity, energy, and innovation she will bring to the organization and to Marshalltown's broader creative community.





# CHAMBER AMBASSADORS VISITS



October 27th was the official grand reopening of **Taco John's** in Marshalltown! Located still at 907 S. Center Street, Taco John's underwent a remodel from August to October.



The **Marshalltown Animal Clinic** opened on October 27th! We helped them celebrate with a ribbon cutting! New business, same veterinarians, same great care! Marshalltown Animal Clinic is a companion animal clinic that will see dogs, cats, pocket pets, and exotic pets.



**Dairy Queen on Center Street** is under new management! Matt Pisney and family have taken the reins at Marshalltown's south side Dairy Queen location! Dairy Queen offers various ice cream treats from Blizzards to classic treats like cones, sundaes, and Dilly Bars. Be sure to try their hot food menu as well, burgers, chicken, salads and more. Stop in and tell Matt hi!

## Member Milestones

*Has your business recently celebrated a major milestone?* The Marshalltown Area Chamber of Commerce is currently seeking member businesses to feature in the 2026 edition of *Meet Marshalltown* magazine. This annual publication is the community's premier lifestyle magazine, dedicated to highlighting the people, places, and progress that make Marshalltown such a vibrant and welcoming place to live, work, and visit.

Meet Marshalltown tells the stories that matter—stories of growth, innovation, resilience, and community spirit. Featuring local businesses that are reaching new heights is one of the ways we celebrate the energy and success of our area.

If your business has reached an important milestone and you'd like to be considered for inclusion in the upcoming issue, we invite you to share your news with us!

Please email details about your milestone to Sarah Smith at [ssmith@marshalltown.org](mailto:ssmith@marshalltown.org).

Don't miss this opportunity to shine a spotlight on your business and share your journey with the greater Marshalltown community!



## McFarland Clinic Awards Grants to Non-Profit Organizations

McFarland Clinic honored 10 Community Grant recipients at their Trusted Choice Honors program on November 6. As part of their annual staff recognition program, McFarland Clinic awarded ten (10) \$1,000 grants (\$10,000 total) to local non-profit organizations nominated by providers and employees. These community grants provide support to organizations directly benefiting residents in the McFarland Clinic service area. Congratulations to Iowa River Hospice in Marshalltown!

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



☆ HAPPY HOLIDAYS, MARSHALLTOWN! ☆

WE APPRECIATE YOU. WE'RE GRATEFUL FOR YOU. WE'RE PROUD TO SERVE YOU.

**GREGG YOUNG**  
MARSHALLTOWN





**October 2025 Caffeinated Conversations**  
**Pinnacle Bank**



**October 2025 Business After Hours**  
**UnityPoint Health-Marshalltown**



## Riverside Cemetery

*"Serving Our Community Since 1863"*

A place of peace, memory, and belonging. Where every life is honored, every tradition held with care—a sanctuary of dignity, nature, and remembrance. Offering burial plots, memorial markers, and florals with perpetual care.



611 N Center St, Marshalltown, Iowa  
641-753-7891

## [www\\_marshalltown.org](http://www_marshalltown.org) Statistics

	October '25	Avg/Month	YTD Total
Unique Visitors	14,535	12,056	120,557
Number of Visits	44,025	38,232	382,320
Page Views	577,108	270,013	2,700,134
Hits	1,039,307	674,890	6,748,896

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.



## A message from the ISU 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](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 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](mailto: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](mailto:office@marshalltown.org) or 641-753-6645

If you would like to schedule a visit with the Chamber Ambassadors contact Vice President Sarah Smith.

[ssmith@marshalltown.org](mailto:ssmith@marshalltown.org)/641-753-6645

## Jingle & Mingle on 13th Street

Get ready to celebrate the season in style at the 13th Street District's Jingle & Mingle Holiday Pop-Up, a festive community event bringing holiday cheer to the heart of our district! Stroll through twinkling lights, sip on hot cocoa, and explore a curated selection of our local businesses open to you and hosting pop-up vendors offering handmade gifts, seasonal treats, and unique holiday finds inside!

Enjoy pops of live music, festive refreshments, and cheerful specials perfect for capturing the magic of the season. Families can delight in a traveling holiday activity for the kids, meet Santa and have their photos taken by Shots by Shanna Draper, and join in fun activities for all ages. Whether you're shopping for the perfect gift or simply soaking in the festive atmosphere, the Jingle & Mingle Pop-Up is the perfect way to connect with neighbors and celebrate the holidays together.

Date: December 11th, 2025 5:30-8:00 PM

Location: Participating Businesses in the 13th Street District

Admission: Free and open to all to join us

Mark your calendars today, text your friends, call your family, or pencil yourself in for a personal night out to check your gift list off! Participating businesses and vendors, specials, and live entertainment to be announced before Thanksgiving!

Come jingle, mingle, and make merry memories this holiday season with the 13th Street District!



### 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).

"Always here for you."

#Marshalltown Strong

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**CIACA**

## Central Iowa Capital Advisors



## Gary Schaudt

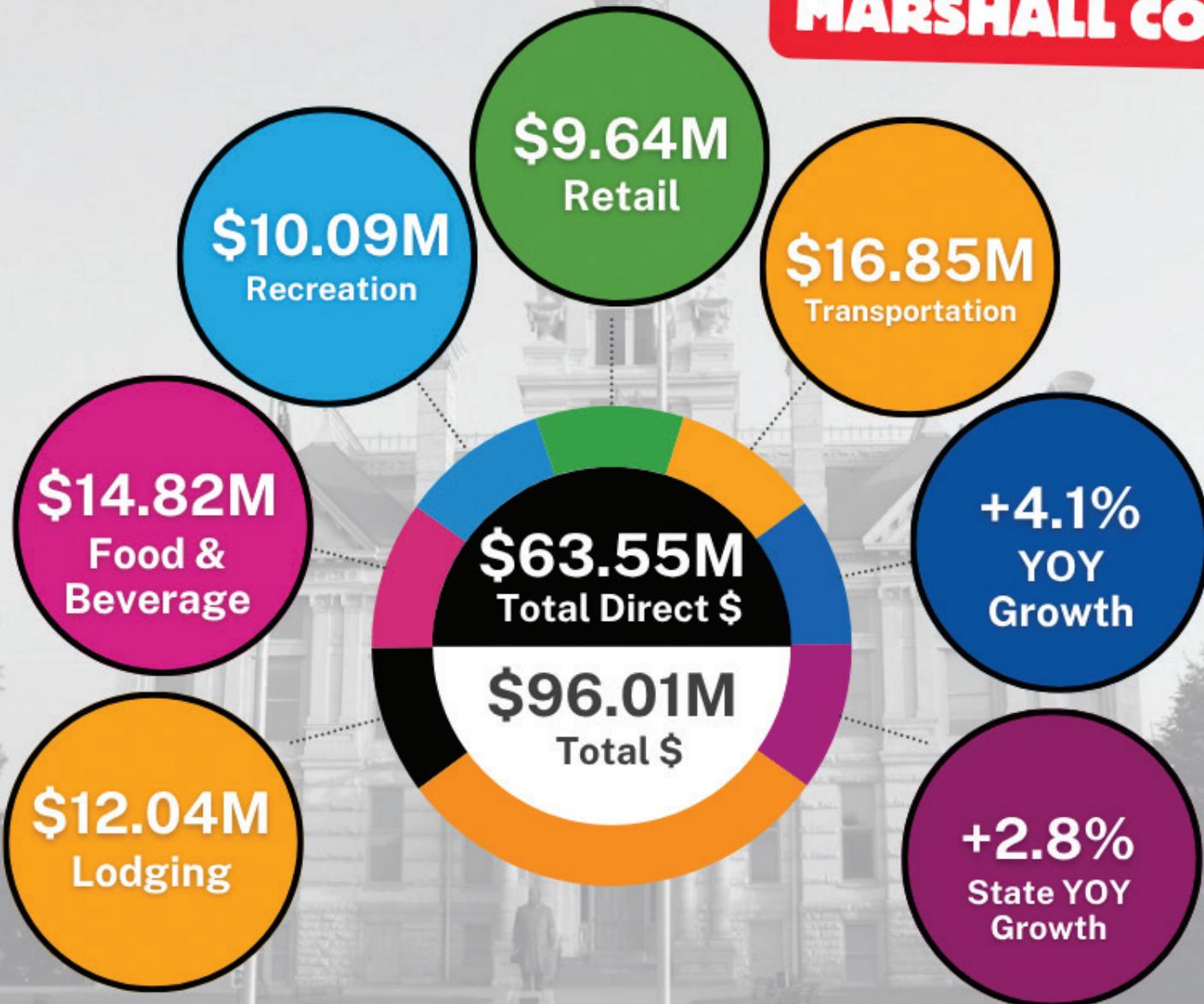
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## 2024 VISITOR SPENDING MARSHALL CO.



\*Data compiled by State of Iowa - Released November 2025 Data covers 2024

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



## Economic Statistics

**Employment – Marshall County - August**  
(Source: Iowa Workforce Development)

	2025	2024
Labor force	20,090	17,130
Unemployed	1,190	980
Percent unemployed	5.9	5.7
Total employment	18,910	16,140

**Marshall County Construction - September**  
(Source: Marshalltown Building Department)

	2025	2024
Building permits	17	7
New Residential Construction	\$571,220	\$0
Residential Addition/Remodeling	\$138,809	\$108,809
New Commercial/Industrial Const.	\$15,286,069	\$3,780,606
Commercial/Industrial Remodeling	\$907,855	\$20,040

**Housing Sales Data - September**

(Source: Mid-Iowa Regional Board of Realtors)

	2025	2024
Single family home sales	39	26
Median sale price	\$155,000	\$169,000

## Upcoming Chamber Events

**December 4th - 4:30 - 6:30 PM**

Business After Hours at Pinnacle Bank

**December 10 - 7:30 - 9:00 AM**

Caffeinated Conversations hosted by Scooter's Coffee  
at the Chamber office

**December 10 - 4:00 - 5:30 PM**

Connect Marshalltown Ugly Sweater Party at  
Wayward Social-Rosie's Bar

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  
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