



theDIGEST

January 2026

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In this Issue

Chamber News	2
Business News	3
Leadership	4
Marshalltown Area News	5
Ambassador Visits	6
Chamber News	7-9
Tourism News	10
Chamber News	11-12



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE

Workforce Wake-Up: January 28th

We successfully launched our first Workforce Wake-Up event in August 2025 with 50 attendees, and we are grateful to Scooter's Coffee for serving as our sponsor both then and again in January! Our inaugural event focused on the different generations in the workforce and how organizations can leverage those differences to build stronger, more resilient teams. This January, we are excited to welcome Sara Richardson of Connectify HR, who will present on "Benefits and Compensation Trends." Sara will explore how employers are expanding benefits beyond traditional health coverage to include mental health support, financial wellness programs, and flexible perks, as well as how compensation strategies are increasingly incorporating pay transparency and performance-based incentives to attract and retain top talent.

Workforce Wake-Up Caffeinated by: Scooter's Coffee

Wednesday, January 28, 2026

8:30 AM Networking

9:00 AM Program Begins

Cost: \$15/person

Includes a drink from Scooter's Coffee

Register online at www.marshalltown.org/workforcewakeup

Iowa Valley Business & Community Solutions

Dejardin Hall

3702 S. Center Street, Marshalltown

Any employee of a Chamber member business/organization is encourage to attend. Questions? Contact Chamber Workforce Development Director, Kate Bowermaster kbowermaster@marshalltown.org / 641-753-6645



Sara Richardson, Connectify HR

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

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The Letter We Almost Wrote (But Didn't)

Dear Chamber and Community Members,
We almost wrote the usual year-end letter.

You know the one, a tidy list of accomplishments, a few carefully selected statistics, and a hopeful sentence about the year ahead. It would have been easy. And it would have missed the point, because this year wasn't about checking boxes. It was about momentum and what it takes to create it.

This was a year when progress became visible again in Marshalltown. Not because everything is finished, but because important things finally started moving. The former mall site, long seen as a symbol of decline, took a meaningful step forward as the redevelopment of The Shops at Marshalltown received approval and work began. For many in our community, that shift alone changed the conversation from what we lost to look what's coming.

It was also a year when businesses downtown asked for patience and responded with resilience. As infrastructure reconstruction began, businesses faced disruption that would have been easy to let define the story. Instead, the Main Event was launched to align communication and marketing between the City, the Chamber, and the Central Business District, with one shared goal: helping our businesses succeed through construction, not just survive it. This was year-one of that effort, and it proved how important alignment is amongst stakeholders and our community.

Behind the scenes, this was also a year where the way we approach workforce, and talent began to change. Leadership Marshalltown filled before applications closed for the first time since its relaunch. Employers, schools, and the State of Iowa are coming together around a new work-based learning initiative that moves beyond conversation and toward real opportunity for students. These aren't programs for the sake of programs but are early steps toward building a workforce system that works for Marshalltown and our region.

However, not everything moved forward the way we hoped.

The continued deterioration of the former hospital building downtown remains a real and visible frustration, and it's one we share with the community. This is not an easy problem, and it hasn't been solved by optimism alone. Control of the property must be resolved before meaningful planning, engineering, and redevelopment work can begin. While steps are being taken and a path forward is emerging, this is one area where progress has taken longer than any of us want. Saying that out loud matters, because pretending otherwise doesn't help move it forward.

If there's one thing this year made clear, it's that momentum isn't accidental. It comes from people willing to reinvest locally. From businesses that stay engaged even when conditions are challenging. From partners who choose alignment over silos. And from a community that believes progress is worth working for, even when it's uncomfortable.

Looking ahead, the coming year isn't about starting over. It's about building on what's already in motion by continuing downtown work,

expanding workforce initiatives, strengthening regional partnerships, and staying focused on the long-term health of our community.

Thank you for being part of that work. Whether you did it publicly or quietly, whether it was easy or difficult, it mattered. We are looking forward with realism, optimism, and resolve to what's next for Marshalltown.

With appreciation,
On behalf of the team at the Marshalltown Area Chamber of Commerce

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 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 or 641-753-6645)



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.

Nane's Salon & Spa

Janet Madrigal Manzo, Owner
Francisco Javier, Madrigal Rodriguez, Partner
2007 S. Center Street, Suite B, Marshalltown
641-758-1178
nanessalonspa@gmail.com

Nane's is a full-service salon. Nane's is a small and cozy salon that offers a variety of services. Nane's has a relaxed, aesthetic, nature-like feel. Nane's focuses on creating a welcoming environment and giving current and future clients a positive customer service experience. The menu is created so that clients are able to customize services based on their needs and be able to experience an even more pampering and relaxing spa day.

Thank You Reinvesting Chamber Members

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

1st Rate Real Estate	22	Ocean City Chinese Restaurant	2
Animal Rescue League	17	Planet Fitness	7
Bruin Manufacturing Company	61	Schendel Pest Control	31
CTI Ready Mix INC	61	Walmart	42
Jack's Pho' House	10	Wayward Social	8
Kwik Star	31		
Mediacom Business	4		

**Chamber Bucks are a great 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**

MARSHALLTOWN AREA CHAMBER OF COMMERCE



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Wanatee Accounting Services has been committed to helping individuals and businesses navigate their financial journeys with accuracy, integrity, and personalized support for 32 years.

Catholic Radio of Marshalltown (KCRM/ KDNH) recently celebrated the 10 year anniversary of their Spanish station, KDNH, Dios nos Habla! On November 18, 2015 KDNH, Dios nos Habla, 101.5 FM, went on the air, carrying Catholic Spanish programming from EWTN, 24/7. This then allowed KCRM to broadcast entirely in English.

After only about 3 years of broadcasting separately, the 2018 tornado forced the both stations off the air. Although the over the air equipment was destroyed, enough broadcast equipment was salvaged to begin live-streaming on the internet. This allowed sending those Catholic programs around the world via www.kcrmkdnh.com. After nearly one year, both stations were able to relocate to their present location and resume broadcasting in their individual 24/7 English and Spanish formats.

All KDNH programs are received and rebroadcast live from EWTN, the world's largest Catholic broadcasting network based in Birmingham, AL. Local announcements and a delayed broadcast of the weekend Mass from St. Francis of Assisi Parish in Marshalltown are also broadcast. To celebrate the 10th anniversary of KDNH, Douglas Archer, head of Spanish Catholic radio at EWTN along with his coworker Edgar Munoz, came to Marshalltown in October. They presented a concert after Mass to celebrate this milestone!



Marshalltown Catholic Radio
Radio Católica de Marshalltown



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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.



Congrats!

(we just have to *brag a little*)



Alfonso Medina (**La Carreta Mexican Grill**) was named Iowa Restaurant Association's 2025 Philanthropist of the Year! This award recognizes outstanding community leadership. Congratulations!

Welcome!

Lupe Oseguera is the new Bilingual Branch Manager at **QPS Employment Group** in Marshalltown. She grew up in central Iowa and spent several years in Chicago before returning to the area to continue growing her career and reconnect with the community.

Lupe brings a diverse background in customer service, sales, and administrative support, giving her a well-rounded perspective when working with both job seekers and local employers. She is passionate about helping people feel supported, confident, and ready to take their next step. Her bilingual skills allow her to serve both English- and Spanish-speaking candidates and make the hiring process more accessible for everyone.

Lupe is excited to be back in Iowa and looks forward to building strong relationships and contributing to the Marshalltown community through her role with QPS.



Welcome!

UnityPoint Health is excited to welcome Maggie Potter, PA-C, to its family medicine clinic located at 303 Nicholas Drive in Marshalltown.

Potter, who completed her undergraduate degree at Iowa State, earned her medical education at Des Moines University.

"I'm excited to serve as a family medicine provider in Marshalltown, and I'm dedicated to providing the best care possible while helping patients make educated decisions for their health," says Potter. "My favorite part of health care is building trusting relationships with patients to keep them healthy and enjoying life."

Potter's healthcare career began with UnityPoint Health as a patient care tech. As a provider, she'll see patients ranging from newborns to elderly and help manage chronic conditions, acute concerns and promote preventative medicine. In addition, she's passionate about the areas of women's health, mental health and cardiology.

"I want patients to be comfortable to discuss their health and concerns with me," she says. "A mutual trust and respect are vital for a successful provider/patient relationship."

Lindsey Killian has joined the staff of **Farmers Savings Bank** in Marshalltown as Customer Service Supervisor, announced Jerrod Leffler, FSB President and CEO. Lindsey is available to help customers find the right deposit accounts, both personal and business, that will best meet their needs. With over ten years of banking experience in customer service and bank operations. Lindsey understands customer needs and she embraces the FSB mission statement to exceed client expectations through building relationships - not just processing transactions. Stop in the Marshalltown office at 205 W. Main St. and you will be met with a smile.





CHAMBER AMBASSADORS VISITS



November is anniversary month for **Nane's Salon & Spa** (2007 S. Center Street, Suite B), congratulations on 2 years in business and welcome to the Chamber!



On November 21st we helped **McFarland Clinic** celebrate the official completion of their solar array located on the south side of their new campus. McFarland Clinic moved to their new location at 421 East Merle Hibbs Boulevard in 2023. This project is a key component of the clinic's efforts to increase energy efficiency and sustainability while pushing forward the growth and development of the Marshalltown area. Congratulations!



On Tuesday, November 25th we helped **Lillie Mae Chocolates** celebrate their new location with a ribbon cutting! Lillie Mae Chocolates is now located right next door to their old shop at 209 N. 13th Street in Marshalltown.

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



Marshall County Fields of Opportunity

On December 3rd the “Fields of Opportunity” event was hosted at Iowa Valley Business and Community Solutions! This event was in partnership with East Marshall Community School District, West Marshall Community School District and the Marshalltown Area Chamber of Commerce. The event kicked off with welcome remarks from both Kevin Seney (East Marshall Superintendent) and Jacy Large (West Marshall Superintendent). Then the students split into groups and listened to a series of panel discussions. Each panelist was an alumni from either East Marshall or West Marshall and they currently live and work in Marshall County. They shared why they decided to make Marshall County home, discussed their career path, and encouraged the students to come back to make Marshall County home at some point in their future! Our panelists from East Marshall were Sam Upah, Logan Wolf, Johnna Meyer, Dylan Does, and Blair Ulery. The panelists from West Marshall were Anne Bailey-Kemmerer, Blair O'Donnell, Nick Juel, McKenna Grunhove, Parker Hulbert, Clint Hilleman, and Christopher Buck. Thank you to all of our panelists for taking the time to share with the students!

Thank you to Terri Hungerford (Iowa Valley Community College District College and Career Transition Advisor), Patti Edler (West Marshall Guidance Counselor), Christy Hammond (East Marshall Guidance Counselor), and Alex Ferneau (Marshalltown Area Chamber of Commerce Marshall County Economic Development Director) for making this event possible!

Thank you to the event sponsors!

Event sponsors: Central State Bank, Clover-Bloom Farms, East Marshall Community School District, Iowa Valley Community College District, Pro Trade LLC, Marshalltown Area Chamber of Commerce, Scooter's Coffee, United Bank & Trust, and West Marshall Community School District.



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www.marshalltown.org Statistics

	November '25	Avg/Month	YTD Total
Unique Visitors	12,759	12,120	133,316
Number of Visits	27,535	37,260	409,855
Page Views	183,755	262,172	2,883,889
Hits	635,338	671,294	7,384,234

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 business planning....

What is your "one thing" you want to accomplish with your business in 2026?

Would you like to hire more employees...or maybe even your first employee? Would you like to add a product line to your inventory? Would an additional revenue stream be beneficial to the bottom line? Are you contemplating a second location or buying a building as your next step?

Whatever your "one thing" is, Iowa State University SBDC can help you think about what it looks like to take that step through business planning. ISU SBDC recommends and counsels in partnership with a web-based business planning program, Live Plan (Iowa SBDC + LivePlan). The program is user friendly and even has AI built into the program. It syncs with Quick Books or Xero. It can easily help businesses explore the financial feasibility of the "one thing". The program can, also, help prepare business owners to meet with lenders, if additional financial backing may be necessary to accomplish the growth.

Business planning is a great exercise to look at the "one thing" objectively, whether the business is preparing to launch, celebrating its 100th anniversary, or dancing somewhere in between. Business planning, removes the mystery of feasibility. Planning can provide businesses information necessary to take the steps to move from dream to goal. Conversely, if the "one thing" isn't currently a healthy move for the business, planning helps an owner understand why. Positively, after completing the exercise, planners are armed with information to move along and pursue the "one thing", or to instead ponder a new "one thing".

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

Iowa Business Growth Company presents donation to Marshall Economic Development Impact Committee



On November 25th the Iowa Business Growth Company (IBGC) President Steve Cruse presented a check for \$8,000 to Marshalltown Area Chamber of Commerce President & CEO John Hall along with Chamber Board of Directors Executive Committee members.

The donation will go to the Marshall Economic Development Impact Committee (MEDIC), a subsidiary of the Marshalltown Area Chamber of Commerce. MEDIC was instrumental in securing New Market Tax Credits for a business development project in Marshalltown. The donation recognizes work done for the region.

"The IBGC Foundation annually recognizes partner organizations that significantly improve Iowa's economy," said Cruse. "John Hall and his economic development team were vital in promoting the U.S. Small Business Administration (SBA) and helping us secure New Market Tax Credits for a business expansion important to Marshalltown."

IBGC and MEDIC were able to help Marshalltown Company (MARSHALLTOWN) with a 180,000 square foot expansion to its existing manufacturing facility on 8th Avenue in Marshalltown. The project adds an estimated 60 full-time jobs with full benefits. The extensive revitalization of the area, including razing several dilapidated houses, will revitalize the neighborhood. MARSHALLTOWN is a manufacturer of quality construction tools and equipment.

Partnering with lenders and businesses, Iowa Business Growth Company provides economic development financing to businesses. The company offers SBA 504 business loans to small businesses through financial institutions and offers access to the New Markets Tax Credit for development in certain areas. Iowa Business Growth Company was founded in 1981 and is based in Johnston. The SBA has recognized IBGC as the top SBA lender in Iowa.

If you would like to schedule a visit with the Chamber Ambassadors contact Vice President Sarah Smith.
ssmith@marshalltown.org/641-753-6645

2025 Tourism Year in Review



January – We joined tourism professionals from around Iowa to meet with elected officials to discuss the power and economic impact of tourism in our state. It was a wonderful opportunity to share with Senator Warme and Representative Blom.



January – We were honored at the Iowa Bicycle Coalition Conference for being 1 of 5 case studies for the 1st phase of the trails' economic impact study.



February – We hosted 50+ tourism professionals around the state for the Iowa Tourism Insider Meeting presented by the state tourism office team.



March - The Linda Bloom Natatorium was filled to the gills with swimmers in March. We continue to be the pinnacle of YMCA-YWCA swimming fun and competition, hosting the state meet.

March - For the 1st time, we hosted the Iowa State Special Olympics Swim Meet.



April – For the first time, we hosted 20 travel planners from across Central and South America through Brand USA. They were on a tour through select communities from Chicago to Houston.



May - Our new collaboration with the Arts + Culture Alliance, Fiesta Season, kicked off in May. Almost 30 “fiestas” were celebrated in Marshall, Tama, and Grundy County from May to October. We define a fiesta, as any celebration that celebrates culture, food, and music. From the Meskwaki Powwow to Oktoberfest. From the Albion Rail-Trail to the Gladbrook Corn Carnival.



June - We awarded our 1st-ever “Tourism Champion” award to the MCC Esports Department. The department boasts 20+ National Championships, helps produce the IAHSEA State Showdown 3-times a year, and continues to push the impact of esports in competition and academic rigor.



July - The Red, White, & Blue Celebration came back for the 2nd year. The 2-day event was jam-packed with Americana, music, fireworks, and a packed parade on 13th Street. The highlight was Vaughn Hauser & Ralph Alshouse, both WWII Veterans, were our parade Grand Marshals.



August - Along with Prairie Meadows, we were the Co-Presenting Sponsor of the Latino Celebration Night at the Iowa State Fair. Latino Celebration Night is the 1st Sunday of the State Fair. It was a beautiful night of dancing, music, and fun.

September – The Iowa Jeep Show invaded Oakridge MX Park, with over 400 Jeeps and an additional 500 spectators over their 3-day competition and celebration of all things Jeep



October – In October, we again were a part of “Team Iowa” at the largest sports organizer trade show. The event, sponsored by USA Olympics, focuses on recruiting sports organizers and competitions to Iowa. We made great contacts and are working hard to bring competitions to Marshalltown and our region.



November - Marshalltown hosted the Iowa High School Esports Association Fall State Showdown. This is the 3rd year of hosting the championships. We are excited to see esports continue to grow in Marshalltown, and have signed IAHSEA to a 5-year commitment earlier this year.



December - Marshalltown is taking a page out of the book of the beloved movie, “Dodgeball”. The movie famously created “ESPN the Ocho”. We were honored to host the “Iowa Classic” for the American Cribbage Council, powerlifting, Iowa State Slow-pitch Tournament, cornhole tournament, and many more under-the-radar competitions.

Stay connected to events & activities in Marshalltown and the surrounding areas.

Like us on Facebook & Instagram

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@meetinmarshalltown

Visit our Community Events Calendar

business.marshalltown.org/community-events

Sign up for

‘This Week in Marshalltown’

weekly events newsletter

To sign up for the newsletter contact the Chamber office at office@marshalltown.org



The Main Event is the official branding for Marshalltown’s comprehensive downtown streetscape redesign. This multi-year, community-led transformation will make our downtown more accessible, more attractive, and more connected for everyone.

The Main Event project

is divided into three major phases over two years to minimize disruption and keep downtown accessible. Phase 1 is complete, Phase 2 finalization work needed to be cut short for the season, those final touches will resume alongside Phase 3 when construction starts back up this spring. Stay up to date on all things reconstruction at

www.marshalltown.org/main-event.



CHAMBERNEWS

Upcoming Chamber Events

January 15 - 4:30 - 6:00 PM

Business After Hours at Glenwood Place

January 21 - 7:30 - 9:00 AM

Caffeinated Conversations at US Bank

January 28 - 9:00 AM

Workforce Wake-Up

Register online at www.marshalltown.org/workforcewakeup

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

Chamber Bucks are available year-round and make great gifts!

**To order call or email
641-753-6645/office@marshalltown.org**

Economic Statistics

Employment – Marshall County - August	2025	2024
(Source: Iowa Workforce Development)		
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 - October	2025	2024
(Source: Marshalltown Building Department)		
Building permits	20	14
New Residential Construction	\$0	\$9,240
Residential Addition/Remodeling	\$294,048	\$146,586
New Commercial/Industrial Const.	\$231,278	\$647,191
Commercial/Industrial Remodeling	\$838,148	\$28,324

Housing Sales Data - October	2025	2024
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	42	28
Median sale price	\$159,950	\$182,250



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Agent



Marna Mitchell-Butler
Agent-CSA



Ryan Larmore
Agent



Pat Hageman
Agent



Paul Beals
Agent



Tyler Slagle
Agent



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