

# Chamber Digest

August 2011

Volume 29 Issue 3



## Upcoming Events

**August 16:** 19th Annual Educator Appreciation Breakfast, MHS Cafeteria, 7:30 a.m.

**August 18:** Chamber Ambassadors Golf Outing, Elmwood Country Club, 1:00 p.m.

**August 30:** Rural-Urban Dinner, Consumers Energy, 5:30 p.m.

**September 5:** Labor Day, Chamber office closed

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## Time FORE the Chamber Ambassadors Annual Golf Outing

Besides the hot weather and tall corn, another sure sign its summer is the Chamber Ambassadors Golf Outing! Mark your calendars for Thursday, August 18 at Elmwood Country Club. The fun kicks off at 1:00 p.m. with a shot gun start. Lots of

great activities are planned for this year's event, including a putting contest, chipping contest sponsored by Hy-Vee Food Store, longest drive and longest putt contests and much more! Sign up as an individual or put a team of four together for this four-person best shot tournament.

There is still time to sign up as a hole sponsor as well. For just \$75, you can support this event and promote your business.

Register online at [www.marshalltown.org](http://www.marshalltown.org). Click on the golf outing graphic and sign up today!



**2011 Golf Outing champions: Bob Higgins, Jerry Major, Bob Stahlin and Mike Woltjer**



2011 Chamber Ambassadors Golf Outing  
Thursday, August 18  
1:00 p.m. shot gun start  
Elmwood Country Club

Putix label here  
This direction

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# MEMBER SPOTLIGHT

## Marshalltown Development Foundation

The Marshalltown Development Foundation was established in 1999 as a 501(c)3 organization dedicated to creating, promoting and funding projects that would be used to enhance the Marshalltown community. The Foundation's motto "Believe and Succeed," has helped guide such projects as the Central Iowa Music Festival which helped fund scholarships to the Tangelwood Music program at Boston University and a music scholarship to the University of Northern Iowa; the Elected Officials Appreciation luncheon who recognized the hard work of our elected officials, including school, college, City, County, State and Federal officials and the Legacies on Main project, which showcasing the corners of Main and Center with bricks from individuals, organizations and businesses.

The Foundation's most recent project is the beautiful mural painted on the side of the Zeno's building, owned by Terry Kluck. After researching murals and meeting with members of the Grinnell community that supported mural projects, the Foundation's board set out to secure an artist and location in Marshalltown. The group hired Carl Homstad who painted many of the mural in Grinnell as the artist and decided on Zeno's building as the location of the mural, after Terry Kluck showed great interest in the project.

MDF's mission is to "create, present and fund projects that will enhance the appearance and attitude of the Marshalltown community." Since 2006, MDF has funded 17 different activities and projects in Marshalltown, spending in excess of \$107,000. Some of the activities and projects the organization has supported include: Courthouse lighting, Friends of the Library, Nutcracker, Main Street flower program, Binford House, Franklin Field, Orpheum Theater, Marshalltown Arts and Culture Alliance and more.

The Foundation's board is made up of directors from diverse back-

grounds who are actively involved in many business and community activities. MDF has been a proud member of the Marshalltown Area Chamber of Commerce since 2009 and continues to support the Chamber because "the Chamber is the coordinator for local business activity," stated MDF Board President Dean Elder.

For more information about the Marshalltown Development Foundation or the recent mural project, please contact Board President Dean



Above and at left: Pictures of the MDF mural project on the Zeno's building (109 East Main Street in Marshalltown).





# LEADERSHIP

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Chair: John Hughes



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**Paul Beals**  
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**Brian Burnside**, MMSC  
**Dr. Chris Duree**, IVCCD  
**Dennis Grabenbauer**,  
Marshall County  
**Joyce Miller**, MCVB  
**Dr. Marvin Wade**,  
MCSD

**MCVB**  
Chair: Liz Wilke



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MCVB Director  
**Shauna Banks**  
Administrative Assistant

709 South Center Street  
P.O. Box 1000  
Marshalltown, IA 50158  
Phone: 641-753-6645  
Fax: 641-752-8373  
Email:  
info@marshalltown.org

**MEDIC**  
Chair: Doug Gervich



## Board of Directors

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## Ex-Officio

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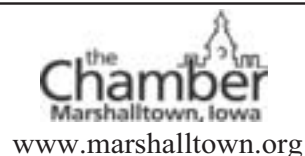
The Chamber Digest is a monthly publication of the Marshalltown Area Chamber of Commerce, in cooperation with the Marshall Economic Development Impact Committee and Marshalltown Convention & Visitors Bureau, who collaborate in creating opportunities for businesses, residents and visitors.

## Thank You Reinvesting Members

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



Adland Engraving	23
Arby's Restaurant	21
BDH Technology	8
Ben's Tire	23
Blink Electric Motors Inc.	52
Bruin Manufacturing Company	47
China Buffet	2
Con-Struct, Inc.	38
Edward Jones Investments - Wirin	31
<b>Enterprise Rent A Car</b>	<b>15</b>
Excel Medical	21
Gethmann Construction	46
Godfrey Motors Inc.	11
HOW'-GAN Electric & Security	14
Hy-Vee Food Store	48
JBS Swift & Company	52
Kapaun & Brown, Inc.	37
<b>Lamar Advertising</b>	<b>15</b>
Mack, Thomas	37
Mtown Community School District	19
Mtown Development Foundation	2
<b>Marshalltown Water Works</b>	<b>30</b>
McAtee Tires	26
McDonald's	39
McFarland Clinic PC	13
McGregors Furniture	48
Mediacom/OnMedia	23
Moore Law Firm	18
Packaging Corporation of America	51
<b>Price, Bradley D.D.S</b>	<b>15</b>
Rund, Mary	4
Ryerson	24
Scott Manufacturing, LLC	26
ServiceMaster of Marshalltown	26
Thompson's True Value Hardware	1
<b>U.S. Cellular</b>	<b>15</b>
Union Pacific Railroad	1
United Bank & Trust NA	9
Walmart	28
Wandering Creek Golf Course	3
Welker Construction Company	14



## Business After Hours

**September 22, 2011**

5:00 - 7:00 p.m.

Meskwaki Bingo-Casino-Hotel  
in conjunction with the Tama/  
Toledo and Grinnell Chambers  
1504 305th Street  
Tama, IA

**October 2011**

5:00 - 7:00 p.m.

Business-to-Business Showcase  
Key Sponsor: Hy-Vee  
Fisher Community Center  
709 South Center Street

**November 2011**

Available for sponsorship

**December 2011**

Date TBD  
US Bank  
123 West Main Street

**Book your 2012 Business After  
Hours event now!  
Contact Lynn  
Olberding at the Chamber  
office for details and to schedule  
a Business After Hours event.**

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# FACES & PLACES

**Faces & Places** is a monthly feature in the Chamber Digest. Each month this column will feature information about Marshalltown Area Chamber of Commerce members and volunteers. **Faces & Places** is a great way to utilize your Chamber membership.

Submissions may include grand openings, management changes, employee promotions, moves, expansions, major developments and award recognition. Submissions may include a photograph, if provided in a JPEG format.

Due to space limitations, each item for **Faces & Places** should be no more than six sentences in length. The editor reserves the right to determine what is newsworthy and included in the column. Items that will not be accepted include: email changes, seminars or special event promotions that would be better addressed through advertising venues.

To submit your news, email [lolberding@marshalltown.org](mailto:lolberding@marshalltown.org) and put **Faces & Places** in the subject line, or mail information to **Faces & Places**, P.O. Box 1000, Marshalltown, IA 50158. Submissions must be received by the 10th of the month for inclusion in the following month's Chamber Digest.

## Marshall County Farm Bureau sponsors business and farm succession workshop

A successful family business transfer takes careful planning and effective teamwork. But where do you begin?

Learn about the ways to update your estate plan and pass your business or farm on to the next generation by attending "Keeping It In the Family", a business and farm succession workshop on Thursday, Aug. 4.

The no-cost, no obligation workshop, sponsored by Marshall County Farm Bureau, will take place from 11:30 a.m. to 1:00 p.m. at the Fisher Community Center in Marshalltown. Lunch will be provided. The workshop is open to Farm Bureau members as well as farmers and business owners.

Guest speaker Blake McKibbin, JD, will present timely strategies for planning and choosing wisely for the future of your family operation. McKibbin is the Advanced Markets Specialist for Farm Bureau Financial Services. With experience as a business owner and attorney, he frequently addresses the challenges of business and family farm owners. He has a great deal of expertise in developing family business succession plans, including buy-sell agreements, charitable gift strategies and executive compensation.

McKibbin graduated cum laude from the University of Utah and earned his law degree from Drake University Law School. He's a member of the Probate and Trust Sections of the Iowa State Bar Association, the Nebraska State Bar Association, and the Minnesota State Bar Association.

Visit [SmallBusinessTransition.com](http://SmallBusinessTransition.com) for additional information about the business and farm succession workshop or to register online. Reservations may also be made by calling the Marshall County Farm Bureau office at 641-753-6637.

## IVCCD Plant Levy renewal will be on school election ballot

Iowa Valley Community College District (IVCCD) will ask voters to renew its 20¼ Cent Plant Levy on the Sept. 13, 2011, school election ballot. According to IVCCD Chancellor Dr. Chris Duree, this is not a new tax but a 10-year levy which has been in place for 32 of the last 35 years. All of the 15 community colleges in Iowa currently have this levy, including Iowa Valley.

"The Physical Plant Levy provides funding primarily for utility costs and for maintaining, remodeling, improving and expanding community college facilities," says Duree. "The levy is for 20¼ cents per \$1,000 taxable assessed valuation. That means, for example, the owner of a home assessed at \$100,000 would continue to pay about \$20.25 per year, or about 5 cents per day if the levy is renewed. The levy will generate approximately \$813,149 the current fiscal year for Iowa Valley, and it impacts property owners in all of the high school districts we serve."

Voters approve this levy for a 10-year period. The levy is paid by property owners in Marshalltown, West Marshall, East Marshall, BCLUW, AGWSR, GMG, Iowa Falls-Alden, South Hardin, Hubbard-Radcliffe, Gladbrook, South Tama, Grinnell-Newburg, BGM, and Montezuma school districts.

Iowa Valley Community College District operates Marshalltown Community College, Ellsworth Community College in Iowa Falls, Iowa Valley Continuing Education, and Iowa Valley Grinnell.

## The Chamber, MCVB and MEDIC offices will be closed on Monday, September 5 in observance of Labor Day

### New Members

Following is a list of businesses that have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support these businesses when making purchases and business decisions.

#### Central Iowa Power Cooperative (CIPCO)

Deb Borton, Communications & Member Relations Specialist  
Kathe Breheny, Director, Corporate Communications  
2600 Grand Avenue, Suite 410  
Des Moines, IA 50312

*Central Iowa Power Cooperative (CIPCO) is Iowa's largest cooperative energy provider serving 13 rural electric cooperatives and associations spanning 58 of Iowa's 99 counties. CIPCO is a generation and transmission cooperative supplying power to its member distribution cooperatives covering a territory which stretches 300 miles diagonally across the state from the Mississippi River on the east to Shenandoah in the southwest.*

## Rural-Urban Dinner

The annual Rural-Urban dinner co-sponsored by the Marshalltown Rotary Club, Marshall County Farm Bureau and the Marshalltown Area Chamber of Commerce is scheduled for Tuesday, August 30. It will be held at Consumers Energy. We are pleased to announce that Barrett Barr will be the featured speaker.

Mr. Barr grew up in Marshalltown, Iowa, where he lived on a small acreage. After graduating from Marshalltown High School, he attended Iowa State University where he received Bachelor of Science and Master of Science Degrees in Economics focusing on Agricultural and Financial Economics.

After completing graduate school at Iowa State University, Mr. Barr began his career at John Deere Financial in Johnston, Iowa, where he worked as a credit risk analyst developing statistical and economic models predicting customer behavior and customer default probability.

After about two years with JD Financial, Barrett moved to the Agriculture and Turf division of John Deere in Kansas City, where he became an economist. As the economist responsible for the US and Canada, Mr. Barr works on projects related to the North American and global agricultural economy.

His research focuses on how economic scenarios and public policies impact Deere and Company and provides forecasts of farm financial information, such as farm income and profitability, which is critical to Deere



**Mr. Barrett Barr**  
2011 Rural-Urban Dinner keynote speaker

and Company's equipment demand. With this in-depth knowledge of the agricultural economy Mr. Barr also forecasts equipment sales for Deere giving factories lead time for production scheduling.

Mr. Barr currently lives with his wife, Kanlaya, in Olathe, Kansas.

The dinner will begin at 5:30 pm. with a social hour.

To reserve your spot, call the Chamebr office 641-753-6645 if you are not a Rotary or Farm Bureau member.

## Marshalltown Christian School announces new director

Marshalltown Christian School is pleased to announce the hiring of Mrs. Cheryl Holmes as the school's new full-time director. Mrs. Holmes comes to MCS with many years of experience in education, most recently as an instructor of education classes at Buena Vista's Marshalltown campus. Mrs. Holmes and her husband, Reverend Barry Holmes, have lived in Marshalltown since 2002.

Mrs. Holmes will supervise Marshalltown Christian School's staff of six teachers, will oversee day-to-day operations of the school, will coordinate curriculum and staff development, will organize community service projects for the students, and will maintain communication with MCS families, the numerous churches these families represent, and the community of Marshalltown as a whole. She is available to meet with any families who seek information about MCS, which is open to all students in pre-kindergarten through eighth grade. Contact her at 641-753-8824 or [mchristianschool@hotmail.com](mailto:mchristianschool@hotmail.com).



Listen weekly to **Chamber Chat**  
Sunday Mornings

6:30 am on 99.5 KDAO FM

7:30 am on 1190 KDAO AM

Keep up with the latest Chamber, MCVB and MEDIC news.

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**Roger F. Hackman,**

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# CONVENTION & VISITORS BUREAU

For the time and a description of the events below, log on to the MCVB website's Calendar of Events at [www.VisitMarshalltown.com](http://www.VisitMarshalltown.com)

## August 2011 Calendar of Events

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Farmer's Market	Wed/Sat	108 North 2nd Avenue
Main Street Farmers Market	Thursdays	Courthouse Square
Tubers Edge	Saturdays	River's Edge
Senior Dance	Aug 1	Senior Center
Nature Story Hour	Aug 3	Grimes Farm & Conservation
Mid-IA Antique Power Show	Aug 5-7	2373 Jessup Avenue
Women Artists Reception	Aug 5	Fisher Community Center
Quiz Showdown	Aug 5	Fisher Community Center
Route 66 & Wine Tasting	Aug 6	John Ernest Vineyard
Red Line Rockz	Aug 7	John Ernest Vineyard
Nature Story Hour	Aug 17	Grimes Farm & Conservation
War Flag Preservation	Aug 18	Historical Museum
Civil War Reenacting	Aug 18	Historical Museum
Star Gazing	Aug 19	Green Castle Recreation
Dogs on Skis	Aug 20	John Ernest Vineyard
Olde Tyme Hymn Sing	Aug 21	First Presbyterian Church
Milk & Honey	Aug 27	John Ernest Vineyard

## August 2011 Meetings & Conventions

Group	Date	Location
Marshall Co. Farm Bureau	Aug 4	Farm Bureau Office
Nurse Aide Instructor	Aug 4	IA Valley Continuing Ed.
SETA Women of the ELCA	Aug 5-6	Best Western Regency Inn
Iowa State University	Aug 9-10	Best Western Regency Inn
CPI Non-Violent Training	Aug 9-11	Best Western Regency Inn
Luisa Rodeo	Aug 14	Central Iowa Fairgrounds
Iowa Pork Producers	Aug 23-24	Best Western Regency Inn

## 2011 Iowa Sales Tax Holiday

Plan to shop local during the 12th annual Iowa Sales Tax Holiday on Friday and Saturday, August 5 and 6, 2011. On these days, everyday clothing and footwear under \$100 will be exempt from the state 6% sales tax and the 1% local option tax, if applicable.

## 27th Annual Steam Threshing and Plowing Show

The Mid-Iowa Antique Power Association will again host the Steam Threshing and Plowing Show on August 5-7 at the corner Hwy 30 and Jessup Avenue, 8 miles West of Marshalltown.

The weekend will feature McCormick-Deering, Farmall & International Tractors as well as McCormick-Deering & International Gas Engines and related products and American Mules. There will be daily demonstrations of steam engine threshing, plowing, baling, corn shelling, steam powered working shingle mill and saw mill as well as horse demonstrations, black smiths, crafts and a flea market.

For a complete list of activities please see the show's website at [www.miapa.org](http://www.miapa.org).

## Marshalltown Convention & Visitors Bureau offers web coupons

Be sure to check out the "deals" page on the MCVB website. The MCVB is always looking for additional businesses who would like to offer a special coupon to Marshalltown visitors. These coupons could be used at local restaurants, hotels, attractions, gas station and retail stores. If your business would like to offer a coupon please call the MCVB office at 641-753-6645. For ideas on what other local businesses are offering, please log onto [www.visitmarshalltown.com](http://www.visitmarshalltown.com).

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

# CONVENTION & VISITORS BUREAU

## Iowa Wine and Beer Directory Available

Iowa now boasts over 70 wineries and 20 breweries, according to the Iowa Wine & Beer Directory. The guide is available free from the Marshalltown Convention & Visitors Bureau office, any Iowa Welcome Center, at any of the included wineries or breweries or for order online at [www.iowawineandbeer.com](http://www.iowawineandbeer.com).

The guide includes four pages of wine trails to showcase Iowa's five wine trails and a new color coded map indicating wineries and breweries. Each listing includes information on amenities such as a tasting room, guided tour, special events, process viewing room, gift shop, motorcoach/RV parking, wheelchair accessibility, picnic area, and/or wedding and reception facilities.




An events calendar and detailed listings for each winery and brewery can be found on [www.iowawineandbeer.com](http://www.iowawineandbeer.com). Iowa Wine and Beer is also on Twitter (@IowaWineandBeer) and Facebook.

The directory is produced by the Iowa Wine and Beer Promotion Board, an organization created in 1986 to promote the state's wine and beer making industries. Find more at [www.iowawineandbeer.com](http://www.iowawineandbeer.com).

### Did you know?

GrimesFarm & Conservation Center offers 160 acres of nature trails including prairies, timber, wetland & more.



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## More Thrills with Midway Discounts at the 2011 Iowa State Fair

"Nothing Compares" to the heart-stopping thrill rides and entertainment on the Midway at the 2011 Iowa State Fair. With a variety of amusement savings packages, Fairgoers can enjoy even more rides. The Fair is set August 11-21.

Fairgoers can save big at the Midway by planning ahead for this year's Fair. Purchase a set of five Midway tickets for \$13; each ticket is good for one ride. For an even bigger day of Midway excitement, purchase a Mega



Pass wristband for just \$25. It includes unlimited mechanical rides any one Fair day from open to close, including weekends.

These Midway special savings must be purchased by August 10 and are available while supplies last at [www.iowastatefair.org](http://www.iowastatefair.org) or

the Iowa State Fair Ticket Office, as well as statewide Walgreens and Des Moines area Hy-Vee stores.

The Iowa State Fair welcomes back Belle City Amusements for 11 days of twists, turns and thrills that are guaranteed to delight Fairgoers of all ages. Experience a view of the entire midway with 6-8 of your closest friends while 100 feet above the ground at the top of the Giant Wheel. "Nothing Compares" to the kid-friendly rides at the Fair. Young Fairgoers can experience age-appropriate thrills on two mini coasters, take a spinning carousel ride, soar through the air on the Yo-Yo Swings and more.

For more heart-pounding entertainment, try the thrill rides in their new location, west of the Varied Industries Building. New this year, the Area 51-Scare Zone will be on site to test Fairgoers level of thrill. The haunted attraction will send Fairgoers into a neon-green trailer for a variety of amusement and freights while inside. The Crazy Mouse rollercoaster returns sending riders speeding down a zig-zagging track while simultaneously spinning each car around in a complete circle. Fairgoers' thrills will reach new heights with the other returning rides Sky Scraper, Ejection Seat, Turbo Trampoline and Climbing Experience. Ride costs may vary.

"Nothing Compares to the Iowa State Fair" August 11-21, 2011. For more information, call 800/545-FAIR or visit [iowastatefair.org](http://iowastatefair.org).

Phone:  
641-753-6645

Email:  
[cvb@marshalltown.org](mailto:cvb@marshalltown.org)

Website:  
[www.visitmarshalltown.com](http://www.visitmarshalltown.com)



# AMBASSADORS VISITS

**Sign up today for the 2011 Chamber  
Ambassadors Golf Outing!**  
**Presented by Fisher Division of Emerson**  
**Thursday, August 18**  
**Elmwood Country Club**  
**Register online at [www.marshalltown.org](http://www.marshalltown.org)**

Contact [lolberding@marshalltown.org](mailto:lolberding@marshalltown.org) to schedule a courtesy call  
or ribbon cutting at your business.

See pictures of past Ambassadors ribbon cuttings and courtesy  
calls on the Chamber website at [www.marshalltown.org](http://www.marshalltown.org).



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**2110 South Center**

**Karri Henning, Broker/Owner**  
**Valerie Bellile ★ Julie Blazek**  
**Aimee Deimerly-Snyder ★ Martha Garcia**  
**Janet Miller ★ G. Ward Miller**  
**Jane Chizek ★ Melody Bennett**  
**Phil Henning ★ Moises Garcia**  
**Joan Johnson ★ Robin Runge**  
**Connie Mogard ★ Cortney Watson ★ Reed Riskedahl**

## Chamber Ambassadors Roster

Doug Beals  
Kendra Bueghly  
Deanna Davis  
Dennis Grabenbauer  
Pat Gulbranson  
Joe Hannam  
Denny Hass  
Terry Kluck  
Joe Leonard  
Dan Moellers  
Kris Naughton  
Mark Osmundson  
Jon Pierce  
Reed Riskedahl  
Mary Rund  
Gary Schaudt  
Roger Schoell  
Andy Schwandt  
Mark Stenson  
Kevin Vaughn  
Tom Wahl  
Andrea Warren  
Bruce Wirin

Moore Law Firm  
Farm Credit Services of America  
Best Western Regency Inn  
Image Maker Marketing  
Iowa Wholesale Supply/Bath & Kitchen  
Packaging Corporation of America  
Denny's Hometown TV & Appliance  
Zeno's Pizza  
Fareway Stores, Inc.  
Jiffy Convenience Store  
ServiceMaster of Marshalltown  
KDAO AM/FM/TV  
United Bank & Trust NA  
Five Star Real Estate Group  
  
Great Western Financial Services  
Grimes, Buck, Schoell, Beach & Hitchins  
Mediacom/OnMedia  
McGregors Furniture  
Sign Creations/Vaughn's Pub  
McAtee Tire Sales & Service Center, Inc.  
Wells Fargo Bank Iowa, N.A.  
Edward Jones Investments



## Congratulations “Best of the Best”

The Chamber would like to congratulate the following Chamber member businesses for being named “Best of the Best” in the Times-Republican’s 2011 Readers Choice Awards:

- 9th Street Gallery – “Best of the Best: Custom Framer”
- AAA Travel – “Best of the Best: Travel Agency”
- AmericInn Motel & Suites – “Best of the Best: Hotel”
- Animal Clinic – The Vet - “Best of the Best: Veterinarian”
- Applebees – “Best of the Best: Restaurant”
- Bjelland – “Best of the Best: Plumber”
- Brown’s Shoe Fit – “Best of the Best: Shoe Store”
- The Cabinet Shoppe – “Best of the Best: Bathroom Remodeler”
- Dr. David Clark – “Best of the Best: Dentist”
- Clemons – “Best of the Best: Auto Dealer-New”
- Dairy Queen (Center Street & North 3rd Avenue) – “Best of the Best: Ice Cream”
- Denny’s Hometown TV & Appliance – “Best of the Best: TV Store”
- Edward Jones (Dan Burns & Bruce Wirin) – “Best of the Best: Investor”
- Fareway
  - “Best of the Best: Grocery Store”
  - “Best of the Best: Meat Department”
- Farmers Savings Bank – “Best of the Best: Bank”
- Five Star Real Estate – “Best of the Best: Realty”
- Fritz Chiropractic Center – “Best of the Best: Chiropractor”
- Glenwood Place – “Best of the Best: Retirement Home”
- Grandview Heights – “Best of the Best: Nursing Home”
- Hammer Medical Supply – “Best of the Best” Medical Supply”
- Hellberg’s Jewelers – “Best of the Best: Jewelry”
- Hy-Vee
  - “Best of the Best: Florist”
  - “Best of the Best: Fresh Produce”
  - “Best of the Best: Pharmacy”
- Hy-Vee Drug store – “Best of the Best: Gift Shop”
- Independent Insurance Services – “Best of the Best: Insurance Agency”
- Iowa Wholesale – “Best of the Best: Kitchen Remodeler”
- Isle of Green – “Best of the Best: Garden Center”
- JCPenney – “Best of the Best: Clothing Store-Men’s”
- John Ernest Vineyard & Winery – “Best of the Best: Winery”
- Katie J’s – “Best of the Best: Caterer”
- Kapaun & Brown – “Best of the Best: HVAC”
- Kenn’s Transmission – “Best of the Best: Transmission”
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- Marshall Glass – “Best of the Best: Glass Company”
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- Zeno’s Pizza – “Best of the Best: Pizza”



# ECONOMIC DEVELOPMENT

## Economic Statistics

May	2011	2010
Employment – Marshall County		
Labor force	20,250	20,110
Unemployed	1,310	1,440
Percent unemployed	6.5	7.2
Total employment	18,900	18,670
Marshalltown Construction		
Building permits	11	15
Residential dwelling units	0	3
New residential construction	\$0	\$598,000
Residential addition/remodeling	\$72,000	\$133,000
New commercial/industrial permits	0	0
New commercial/industrial	\$0	\$0
Remodeling commercial/industrial	\$3,202,000	\$0
Marshall County Construction		
Building permits	0	5
New Residential Dwelling Units	0	1
New Residential Construction	\$0	\$93,000
Residential addition/remodeling	\$0	\$96,000
New commercial/industrial permits	0	0
New commercial/industrial	\$0	\$0
Housing		
Single family home sales	34	41
Average sale price	\$86,831	\$93,107
Median sale price	\$76,450	\$74,900

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## Who is responsible for a community's brand? Everyone!

In previous articles we have discussed what site selection consultants typically look for when they recommend a site for their clients. As a quick reminder, site selection consultants are the people corporations hire or employ internally to assist with identifying future locations or expansions for the companies they represent. Those items that consultants rate as the top ten criteria are as follows: Labor Costs, State and Local Incentives, Highway Accessibility, Availability of Skilled labor, Energy Availability and Cost, Proximity to Major Markets and Suppliers, Available Tax Exemptions, Occupancy and Construction Costs, Corporate Tax Rate, and Availability of Existing Buildings.

When it comes to quality of life factors, low crime rate is the number one factor of importance, while recreational opportunities place last. But the one area that may be as important as all those listed above, but never makes the headlines, is the attitude of the community's citizens. This is sometimes called the community's brand recognition. Do the citizens portray a positive or negative image of their community? How do outsiders and visitors view your community after a visit? Believe it or not, how a community treats visitors and their attitude toward their own community is an extremely important factor for site selection consultants to determine.

Have you heard of secret shoppers? That's where a company hires someone to go into a retail establishment posing as a customer in order to report back about their experience. Site selection consultants sometimes do the same thing. Without the knowledge of the economic developer or city officials, a person or team of people will show up, blend in and observe. They will eat at our restaurants, stay at our hotels, visit our stores and interact with our citizens. Based on their findings, our community can advance to the next level of consideration or be cut from the list if they don't like what they see and hear. Beyond their visits to the community on the ground, they are also visiting our community without leaving the comfort of their office. In today's technology driven environment, decision makers are using tools like Facebook, Media Blogs, and other electronic driven media to take a snapshot of the community. This makes it critical that we recognize a small comment, whether positive or negative, can have far reaching impacts on our neighbors, our town, and our regional community without someone needing to physically be in the town.

So, who is responsible for a community's brand? Everyone! It's not just the job of the city and county officials, the economic developer or the Chamber of Commerce. Our citizen's attitudes about our community can make or break a major development deal. A careless negative comment by a store clerk, a station attendant, a waiter or an electronic newspaper reader may break a deal that city officials and economic developers have been working hard to bring to the community. On the other hand, a kind word to a stranger, showing courtesy to all, and in general giving a positive attitude and being proud of our community can go a long way in helping to keep this a great place live, work and conduct business. We are all responsible for branding our community!



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## Philanthropy

*By Bettie Bolar, Community Foundation of Marshall County*

What does the word “philanthropy” really mean? It is a “big-sounding” word that seems to make some people’s eyes glaze. It sounds like it is for somebody else, somebody with lots of money, somebody other than me. Actually, while it is “big-sounding”, it is the simplest of concepts. According to Webster’s Dictionary it means “goodwill to fellow members of the human race.” Isn’t that what the world needs more of right now?

The Community Foundation of Marshall County (CFMC) is a philanthropic organization. That means the foundation makes grants for charitable projects, and helps individuals find a way to share their generosity for humanitarian purposes. The overall vision of the CFMC is to enhance the quality of life in Marshall County through: responsible grant-making, lasting endowments, and trusted leadership.

The grants awarded by the CFMC are quite well known. Many, many people benefit from the grants that are given to area non-profit organizations, educational institutions, and governments. Tiny babies benefit from the grants to Child Abuse and Prevention Services; school children benefit from summer activities sponsored by the LeGrand Education and Arts Program and the West Marshall Kids Club; families benefit from the cultural and fun activities of the Linn Creek Arts Festival and Oktoberfest; senior citizens benefit from quilt making and computer usage at the Senior’s Citizen Center. “When such a wide array of people benefit from the programs and projects funded by the Community Foundation grants, I would say we are practicing ‘goodwill to fellow members of the human race’ as the definition of philanthropy states,” says Governing Committee Chair, Val Ruff.

Helping individuals and organizations realize their philanthropic goals is less widely understood. In making decisions about giving, the heart is always connected to the head. Almost every gift contains a huge dose of individual values, beliefs, and passions. As people think about where they want to make a difference they can turn to the Community Foundation of Marshall County for guidance. It isn’t the size of the gift, but what it accomplishes that is important. A small gift to further the work of an established endowment with the Albion Library, Youth and Shelter Services,

or any of the funds established, for example, can accomplish as much as starting a new endowment for an organization. Anyone who values the quality of life in Marshall County and is passionate about continuing the work of any one of the great non-profit organizations in the area should contact the Community Foundation of Marshall County to see how they can help. [www.Cfmarshallco.org](http://www.Cfmarshallco.org) or 641-754-5550 or [cfmarshallco@gmail.com](mailto:cfmarshallco@gmail.com)

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# YOUNG PROFESSIONALS

## Upcoming MYP Events

### August

TBD	Lunch & Learn: M. Gervich & Sons Tour	Noon
12	MYP Networking Lunch at Legends	Noon
31	MYP Exec Committee	8:00 am

### September

9	Family Picnic: Iowa vs. Iowa State	5:30 pm
14	MYP Lunch & Learn: John Maxwell's 5 Levels of Leadership	11:30 am

### October

14	MYP Lunch & Learn: State Auditor David Vaudt	Noon
18	MYP After Hours	4:00 pm

Please note: All dates/times/topics are subject to change.



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## MYP Member Spotlight: Shannon Espenscheid

**Name:** Shannon Espenscheid  
**Employer:** Marshalltown Convention & Visitors Bureau  
**Family:** Husband Jon, Evan 11, Ethan 8  
**Hometown:** Herald, CA  
**What does your job entail?** Promoting Marshalltown as a destination area for tourism, meetings and sports.  
**How long have you been employed at your current employer?** 4 years  
**What was your first job?** Veterinarian's Assistant  
**What's the last book you read:** Lacy Leadership is... Setting an example to others by following through on commitments you have made.



**Why are you involved in MYP?** Networking opportunities with other MYP members

**What other community organization are you involved in?** Marshall County Arts and Culture Alliance, First Baptist Church, Marshalltown Central Business District

**What's one of the best things about living/working in Marshalltown?** Living in a large enough town that you can find everything that you need and also having the opportunity to meet and know so many good people.

**What's something about you most people don't know?** My degree is in Agricultural Business from California State University, Fresno

**Favorite vacation spot:** Gull Lake, MN

**If you could have any other job than the one you have, what would it be and why?** Social Director on a cruise ship because I would be having fun while traveling to far away places.

**Why should other young professionals join MYP?** MYP provides a great networking possibilities through lunch and learns, social events and volunteer opportunities.

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# BUSINESS NEWS

## 19th Annual Educator Appreciation Breakfast

The start of school is right around the corner and that means it's time for the 19th Annual Educator Appreciation breakfast, hosted by the Marshalltown Area Chamber of Commerce, with key sponsor Independent Insurance Services.

The annual breakfast kicks off the school year for the educators, administrators and support staff of the Marshalltown Community School District, Marshalltown Area Catholic Schools and Marshalltown Christian School. This year's event will be held on Tuesday, August 16, beginning at 7:30 a.m., at the Marshalltown High School Cafeteria.

"We support this event every year because it's a small way that we can thank the educators, administrators and support staff for the many contributions they make throughout the school year," said Independent Insurance Services President Paul Beals. "We like joining forces with the Chamber and other businesses to welcome the teachers back after the summer."

Additional business sponsors include (list may not be complete): Dr. David Clark, DDS; Dr. John Collison, DDS; Eyecare Associates; KFJB; KXIA; Marshalltown Community College; and Raymon.

Chamber member businesses can sign up to help support this event by contacting Lynn Olberding at the Chamber office at 641-753-6645.



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