

# Business Record

OCTOBER 6, 2017

The business journal serving Central Iowa's Cultivation Corridor

Price: \$1.75



a new *kind* of  
**HEALTH**  
**NETWORK**

*ReMy Health develops niche as  
data broker for high-cost drugs*

AARON CRITTENDEN  
*president and CEO, ReMy Health Inc.*



# Technology Association of Iowa

Meet the Rockstars of Iowa Tech

Issue No. 7 - October 2017  
Iowa Tech Rockstars

## KAVI PARUPALLY

SR. DIRECTOR, BUSINESS APPLICATIONS  
ENGINEERING & INFORMATION  
TECHNOLOGY, ROCKWELL COLLINS

*No Digital Transformation  
Without Disruption*

The Advanced Technology Center within Rockwell Collins sponsors a 10X Innovation Program that gives employees worldwide an opportunity to propose a new technology solution that could create a revolutionary improvement to the company's capability or competitiveness.

“

My passion for technology extends far beyond just the use of technology. It's about intentionally bringing technology into the lives of others to make a difference.”

**TAI** THE TECHNOLOGY ASSOCIATION OF IOWA  
[www.technologyiowa.org](http://www.technologyiowa.org)

### UPCOMING TAI EVENTS

OCTOBER 13 TechBrew AM Des Moines  
OCTOBER 27 TAI Diversity & Inclusion  
Committee Meeting  
NOVEMBER 10 TechBrew AM Des Moines  
NOVEMBER 13 Iowa Women of  
Innovation Awards Presented by Workiva

### TAI NEWS

All funding for the STEM Internship program has been allocated for FY 2018! For the past three years, TAI has lobbied to establish and preserve this funding to ensure a pipeline of quality Iowa tech talent.

The inaugural Iowa Technology Summit Powered by Wellmark was a great success with over 500 attendees! Thanks to all sponsors and attendees for your support.

### GET INVOLVED WITH TAI

Celebrate Iowa Women STEM leaders at the 10th Annual Iowa Women of Innovation Awards Presented by Workiva! Reserve your table at [technologyiowa.org/womenofinnovation](http://technologyiowa.org/womenofinnovation)

Become a TAI member today and be a part of Iowa's fastest growing industry. Visit [technologyiowa.org/membership](http://technologyiowa.org/membership) to learn more.



CONTACT US  
(515) 288-3336  
circulation@bpcdm.com

FOLLOW US  
www.businessrecord.com  
FB: www.facebook.com/DMBusinessRecord  
Twitter: @BusinessRecord

LEADERSHIP

PUBLISHER  
Chris Conetzkey  
(515) 661-6081  
chrisconetzkey@bpcdm.com

EDITORIAL

SENIOR STAFF WRITERS  
Joe Gardyas  
(515) 661-6084  
joegardyas@bpcdm.com  
Beats: Insurance & Investments |  
Health & Wellness | Manufacturing & Logistics |  
HR & Education

Kent Darr  
(515) 661-6083  
kentdarr@bpcdm.com  
Beats: Real Estate & Development |  
Banking & Finance | Law & Government

Perry Beeman  
(515) 661-6086  
perrybeeman@bpcdm.com  
Beats: Economic Development | Transportation |  
Tech & Innovation | Energy & Environment

NEWSROOM OPERATIONS MANAGER  
John Retzlaff  
(515) 661-6082  
johnretzlaff@bpcdm.com  
Calendar | On the Moves

COPY EDITOR  
Kurt Helland

ART & PRODUCTION

SENIOR GRAPHIC DESIGNER  
Brianna Schechinger

GRAPHIC DESIGNER II  
Lauren Hayes

GRAPHIC DESIGNER  
Sami Crawford

PHOTOGRAPHER  
Duane Tinkey

SALES

DIRECTOR OF ADVERTISING  
Sara Brown

DIRECTOR OF STRATEGIC PARTNERSHIPS  
Katherine Harrington

SENIOR ACCOUNT EXECUTIVES  
Lori Bratrud  
Maria Davis  
Laura Stapes

MARKETING COORDINATOR  
Catherine Skepnek

ADMINISTRATION

BPC VICE PRESIDENT  
Jason Swanson

BUSINESS MANAGER  
Eileen Jackson

ACCOUNTING SPECIALIST  
Becky Hotchkiss

OFFICE MANAGER  
Laura Stegemann

INSIDE SALES REPRESENTATIVE  
Alison Damon

BPC CHAIRMAN  
Connie Wimer

BPC PRESIDENT  
Janette Larkin

Business Record® (USPS 154-740, ISSN 1068-6681) is published by Business Publications Corporation Inc., The Depot at Fourth, 100-4th Street, Des Moines, Iowa 50309, (515) 288-3336. Contents © 2017 Business Record. Published weekly. Annual subscriptions \$69.95. Single copy price is \$1.75. Copies of past issues, as available, may be purchased for \$4.50 each. Periodicals Postage Paid at Des Moines, Iowa. POSTMASTER: Send address changes to Business Publications, The Depot at Fourth, 100-4th Street, Des Moines, Iowa 50309.



TABLE OF CONTENTS

VOLUME 35 | NUMBER 40 | OCTOBER 6, 2017



SUBMITTED PHOTO



PHOTO BY DUANE TINKEY



PHOTO BY DUANE TINKEY

- 4

MEN: WE HAVE TROUBLE PICKING OUT AN OUTFIT
- 4

COMING SOON: 10 MILLIONTH GUEST
- 4

WE'RE STILL PRETTY CIVIL IN GREATER DES MOINES, SURVEY SHOWS
- 5

SWIFT MENTORING AT TRUENORTH
- 5

MOST IOWA CORN GOES TO ETHANOL PLANTS OR FEED
- 5

KOREAN FARMERS CHECK OUT IOWA
- 6

KAY FAIRCHILD GODFREDSSEN  
Take a closer look at the new first deputy of the Iowa Insurance Division.
- 8

COVER STORY: A NEW KIND OF HEALTH NETWORK  
ReMy Health works as a data broker to help the doctor, the patient and the pharmacist.
- 12

RETAIL SHAKEOUT  
Consultant warns: The area has too much retail — and the Outlets of Des Moines aren't open yet.
- 16

CREATIVE CULTURE  
Mainframe Studios and other business take pains to cultivate certain workspace cultures.
- 20

WHY DO SOME PROJECT TAKE SO LONG?  
Some Des Moines developments creep along in fits and starts.
- 22

CALENDAR PICKS  
Your first look at upcoming events
- 23

TAKE A MENTAL HEALTH DAY  
The Elbert Files: By Dave Elbert
- 24

IS MARKETING DEAD?  
Marketing: By Drew McLellan

WHO'S IN THIS ISSUE?

A list of local people and the page number of the article in which they are mentioned.

- Michael Andreski, 8

Harry Bookey, 20

Jonathan Brendemuehl, 4

Jake Christensen, 20

Jim Cownie, 20

Sloan Cownie, 20

Aaron Crittenden, 8

Lane Danielsens, 4

Kay Fairchild Godfredsen, 6

Paul Hayes, 20

Brad Krehlik, 8

Tim Leach, 12

Justin Mandelbaum, 16

Maureen McAvey, 12

Rob Orton, 20

Scott Raecker, 4

Tim Rypma, 20

George Sherman, 20

Siobhan Spain, 16

Jim Swift, 4

Brian Tait, 8

Rick Tollakson, 20

# THE INSIDER notebook

Bits and bites of the finer side of Iowa business



CHRIS  
CONETZKEY  
publisher



SUZANNE  
BEHNKE  
editor



PERRY  
BEEMAN  
managing editor



KENT  
DARR  
senior staff writer



JOE  
GARDYASZ  
senior staff writer

PHOTO BY JOHN RETZLAFF



Hit the Science Center of Iowa over your lunch hour for “Tyrannosaurus: Meet the Family.” The fossils, sponsored by EMC Insurance, visit through April 22. SCI expects 110,000 visitors to the exhibit.

## Men: We have trouble picking out an outfit

BY PERRY BEEMAN

The folks at Perry Ellis — who are bringing you a virtual personal stylist powered by Amazon Alexa — thought they’d check up on men’s dressing habits, Fast Company reports.

<http://bit.ly/2fDBBC8>

The main findings after interviewing 1,000 men ages 18 to 54: They are close to clueless at knowing what to wear. And they admit it:

- 81 percent said they have trouble dressing for an occasion.
- 73 percent say they’ve arrived somewhere feeling inappropriately dressed.
- 33 percent skipped an event after second-guessing an outfit.
- 48 percent didn’t know what to wear to a funeral.
- 38 percent weren’t sure how to dress for jury duty.

## We’re still pretty civil in Greater Des Moines, survey shows

BY JOE GARDYASZ

Greater Des Moines residents give their colleagues high marks for integrity, but a majority say their co-workers aren’t handling workplace stress well, according to results of the recently completed communitywide Human Capital Survey. And in a national environment of deteriorating civility, Central Iowans have something to (respectfully) brag about.

**Scott Raecker**, executive director of the Robert D. and Billie Ray Center at Drake University, provided a sneak peek at the data recently during a Greater Des Moines Partnership workplace well-being event.

The Human Capital Survey, organized by the Partnership, the Ray Center and the Institute for Excellence and Ethics, aims to help business leaders improve talent attraction and retention by examining how connected Central Iowa residents are to their co-workers, neighbors and the community as a whole.

Community members rate Greater Des Moines highly for safety and community pride, Raecker noted. Ninety-one percent agreed with the statement that they’re “living a healthy and productive life within their community,” and 90 percent agreed that their community is a good place to raise a family.

And 87 percent agreed that “individuals in my workplace act with integrity,” a figure that Greater Des Moines should use as a selling point, Raecker said.

“I travel around the country and work a lot with this integrity issue, and there’s just nobody else we’re seeing with such strong numbers on a communitywide basis, so that’s part of the story line we should be talking about,” he said.

The survey also points to areas that need to be addressed. Regarding workplace stress, for instance, 57 percent of respondents said they think their colleagues “fail to identify and manage stress well.”

There have also been noticeable changes in feelings about safety and civility, Raecker observed.

The percentage of Central Iowans who believe their community is safe — 85 percent — is down 7 points from the survey conducted two years ago. And 80 percent said they feel they’re treated with civility and respect, a “very high” figure in comparison with the rest of the country, even though it’s a 10-point slip from two years ago, Raecker said.



## Coming soon: 10 millionth guest

BY SUZANNE BEHNKE

The staff at Des Moines Performing Arts busied themselves recently, figuring out that the upcoming show “Something Rotten!” will bring the 10 millionth guest to a DMPA show. They used numbers going back to 1979 when the Civic Center opened. “Rotten” is part of the Willis Broadway Series, which over the years has brought 3,940,301 guests. It turns out show business is big business. The series brings in \$30 million in regional economic development annually, DMPA’s Jonathan Brendemuehl says.

## In case you missed it...

*A brief look back at news from the past week on BusinessRecord.com*

### Engagement + well-being

When employee engagement and well-being are both at high levels, so is productivity.

<http://bit.ly/2wpg5UV>

### Women in leadership

EPIC Corporate Challenge is gauging Iowa companies’ progress on increasing the number of women in leadership roles.

<http://bit.ly/2hG08Fz>

### Leto to lead Palmer

Palmer Group veteran David Leto has been promoted to president.

<http://bit.ly/2yMYzvD>

### Cyber roadblocks

Former White House CIO Theresa Payton told a Des Moines audience that cyber security needs to be a strong roadblock to hackers.

<http://bit.ly/2fxjJ8z>

### Hy-Vee’s new concept

Hy-Vee wants to build its first Greater Des Moines Fast & Fresh food-and-gas store near the new outlet stores in Altoona.

<http://bit.ly/2yNvRL9>

Read more notebook items anytime at [businessrecord.com/notebook](http://businessrecord.com/notebook)



# Korean farmers check out Iowa

BY PERRY BEEMAN

Occasionally, foreign visitors come through to see Iowa agriculture in detail. The visits don't make the same kind of headlines a visit by, say, the head of the Soviet Union during Cold War would bring, but they are significant nevertheless. (Nikita Khrushchev visited Iowa in 1959.)

A U.S. Grains Council trade team of South Korean grain buyers, researchers, scientists, customers and government officials visited Iowa to learn about the ethanol industry in late September. They visited the Iowa Corn office, a couple of livestock and grain farms, and a couple of ethanol plants, eating rib-eye sandwiches for lunch. They met with representatives of Kum & Go and the American Lung Association.

They commented about the size of American farm machinery, Iowa Corn said in a release. Farms in South Korea are 1 acre, and farming is labor-intensive there. South Korea is the third-largest importer of U.S. corn and of a byproduct of ethanol production that is used as livestock feed. South Korea also buys millions of gallons of ethanol.

# Most Iowa corn goes to ethanol plants or feed

BY PERRY BEEMAN

It's still a battle to get our coastal friends to realize most of what we see in cornfields is not destined for dinner plates. We call it field corn, and it could be headed to fuel pumps, animal feed or a can of soda. The Iowa Corn Growers Association gave us a breakdown for how field corn was split up in 2016-17:

- Fuel: 39 percent
- Feed: 26 percent
- Exports: 17 percent
- Food/industrial uses: 11 percent
- Other: 7 percent

# Swift mentoring at TrueNorth

BY JOE GARDYASZ



When retired insurance executive **Jim Swift** isn't wintering down in Naples, Fla., you might find him at TrueNorth's West Des Moines office, where he mentors a young professional who's transitioning into the insurance business.

Swift had held president, CEO and chairman roles with Holmes Murphy & Associates before retiring from the company in early 2015 as part of a planned leadership succession program.

"I really had not planned on getting back into the business," said Swift, who had a two-year noncompete agreement that ended earlier this year. Since June, he's been working as a non-employee adviser to Lane Daniels, a former ISU football wide receiver who had been selling medical equipment and wanted to get into insurance.

"He's helping TrueNorth establish their property/casualty presence in Central Iowa," Swift said.

"TrueNorth has done a good job of pairing him up with some experienced people to learn the business, so that's been very helpful to him."

Speaking of P/C insurance, Swift said he was relieved to hear there wasn't significant damage in his area of Naples from Hurricane Irma.

# THANK YOU

Thank you for the opportunity to serve you and this community for the past 50 years. Consistent with the foundation on which our firm was built, we look forward to continuing our tradition of putting clients first for many years to come.

## BRICK GENTRY P.C.

YEARS OF PUTTING CLIENTS FIRST

# Annual Symposium: Just Keep Planting

## Saturday, Oct. 21

Register at [dmbotanicalgarden.com/symposium](http://dmbotanicalgarden.com/symposium)  
See our full offering of fall classes at [dmbotanicalgarden.com/calendar](http://dmbotanicalgarden.com/calendar)

### Greater Des Moines Botanical Garden

A CLOSER LOOK: *A local leader you should know*

## KAY FAIRCHILD GODFREDSEN

First deputy commissioner, Iowa Insurance Division

BY JOE GARDYASZ

Kay Fairchild Godfredsen recently began a key regulatory role as first deputy commissioner with the Iowa Insurance Division. She has spent most of her career in the insurance industry. Most recently, she held the role of assistant general counsel with Nationwide, where she provided specialized counsel for five Midwestern states. Last year, she was named a co-chair of the Global Insurance Symposium, a prominent industry event held annually in Des Moines. She has been chair of the Iowa Insurance and Financial Services Education Foundation, which provides scholarships to undergraduate students pursuing a career in insurance or financial services. Godfredsen has also served on the board of the Iowa Insurance Institute and on several Iowa State Bar Association committees.

**Tell me about your most recent role at Nationwide.**

I was a regulatory attorney at Nationwide; I was there for 12 years in that capacity. Prior to being an attorney for the company, I had handled claims. I had been a claims representative for two years; that really helped me understand the intersection of the contract and real people's lives, and I guess the noble purpose, as they say, of insurance. Claims often represent people's darkest hours, and I didn't understand until then how bad (those situations) could be. ... I can say it cemented a greater yearning for the law, because helping the consumer understand what they were purchasing and the regulatory aspect was just so interesting to me.

**What are your primary responsibilities as first deputy commissioner?**

As first deputy, I get to work with people who are leading areas such as SHIIP (Senior Health Insurance Information Program), product and producer licensing, and regulation. That (regulation) area is particularly exciting to me because Iowa continues to be a place where we can invite carriers to come and talk with us about innovative products, and to be on the forefront as things are ever-changing in insurance. Another area I will be working with is securities and other regulated industries, as well as market regulation and the fraud bureau. That (the fraud bureau) is an incredibly important part of the insurance division because so many millions of dollars of premium are lost due to fraud.

**Are there particular areas of insurance innovation you see as most promising?**

Consumers are asking insurers to meet their needs faster, and in ways that maybe we wouldn't have forecasted. There

are some things out there that in our minds we perhaps wouldn't (think to) design. There are so many innovations that it's hard to list, from wearables to chatbots and things that can make insurance easier and simpler.

**What's your perspective of the Global Insurance Symposium as a co-chair?**

The symposium has been such a fantastic avenue for insurance carriers, insurtech and the regulators to come together in what I believe to be a unique environment and hear some really prominent speakers. ... The symposium has grown to be something that people across the country and other countries (value) as content-heavy (with topics such as autonomous cars, blockchain and artificial intelligence).

**Tell me about your work with the Iowa Insurance and Financial Services Education Foundation.**

I discovered insurance as a career by kind of stumbling into it. What I have found is that it's something we should talk about with people when they are going through their education. ... Through the education foundation, we talk to prospective students and interview them for the scholarship, but we also talk to them about insurance as a career. For the last half-dozen years that I have done interviews, I would mention to (students) the many avenues that an insurance career can take, and regulatory was one of those avenues. ... It's been great to shine a light on another career for students, and to hopefully keep them in Iowa.

**What's the best career advice you've gotten as a female professional?**

The best advice I've gotten is to build a network of trusted advisers, and enjoy the journey. Your journey is absolutely going to be unique — learn something every day.

**Interesting books you've read lately?**

A book that I've read again in the past year, and I even listen to it on recording because I love it so much, is "Good to Great." You can't go wrong with that, right?

**What hobbies do you enjoy?**

I don't know if you would even consider it a hobby, but on a regular basis the way I keep my head on and relieve stress is I work out, I break a sweat. ■



SUBMITTED PHOTO

**AGE:** 42**HOMETOWN:** Linn Grove, Iowa**FAMILY:** She is married and has two children**EDUCATION:** Bachelor of science in mass communication, with minors in political science and English, University of South Dakota; law degree, Drake University**CONTACT:****EMAIL:** [kay.godfredsen@iid.iowa.gov](mailto:kay.godfredsen@iid.iowa.gov)**LINKEDIN:** <http://bit.ly/2g6PupB>

PLANNED PARENTHOOD

# 2017

# BOOK SALE

## October 12-16

4-H Building  
Iowa State Fairgrounds

## October 12

\$10 adult/child admission

**FREE Admission**  
all other days!

**BOOK SALE HOURS:**

Thursday, Oct 12 ..... 3 p.m. – 9 p.m.

Friday, Oct 13 ..... 9 a.m. – 9 p.m.

Saturday, Oct 14 ..... 9 a.m. – 9 p.m.

Sunday, Oct 15 ..... 9 a.m. – 6 p.m.

Monday, Oct 16 ..... 9 a.m. – 6 p.m.

**Closer Look suggestion?**

*Do you know a leader who's new or of growing interest in Des Moines' business community? Send an email to the editor with the name, position and reason you think your nominee should be interviewed by our reporters. Send suggestions to [suzannebehnke@bpcdm.com](mailto:suzannebehnke@bpcdm.com)*



The logo features the word "Gigabit" in a large, white, sans-serif font, with a green and blue plus sign above the "it". To the right of "Gigabit" is the word "SOLUTIONS" in a smaller, white, sans-serif font, with a trademark symbol. Below "Gigabit" is the word "FIBER" in a smaller, white, sans-serif font. The background is a dark blue network of interconnected nodes and lines.

# Gigabit<sup>+</sup> FIBER SOLUTIONS™

## A FORCE OF THOUSANDS OF LOCAL EMPLOYEES **THAT'S THE POWER OF SUPPORT**

Your business relies on your broadband network and your network connection depends on the people behind it. Gigabit+ Fiber Solutions from Mediacom Business is built on a network that averages 99.9999\* reliability and monitored by dedicated technicians 24/7/365, so you don't have to worry about interruptions or updates.

**Mediacom**<sup>SM</sup>  
**MEANS BUSINESS**  
MediacomBusiness.com

**CALL 866-955-2225  
FOR A FREE CONSULTATION**

\*Based upon 2016 Mediacom Network Operations Center data. Does not include HFC issues or outages that affect less than 150 customers or standard exclusionary events. Data is an annual average for transport networks. All services, including DOCSIS 3.0/3.1 & fiber network, may not be available in all areas. Other charges, conditions, requirements and restrictions may apply. © 2017 Mediacom Communications Corporation. All Rights Reserved.

## COVER STORY

# A new kind of health network

*ReMy Health develops niche as data broker for high-cost drugs*

BY JOE GARDYASZ



## ReMy Health Inc.

### ESTABLISHED

December 2013

### OWNERS/FOUNDERS

Aaron Crittenden, president and CEO; Brad Krehlik, chief strategy officer; Brian Tait, chief technology officer

### LOCATION

418 Sixth Ave., Suite 300,  
Des Moines

### WEBSITE

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

PHOTO BY DUANE TINKEY

Brian Tait, Aaron Crittenden and Brad Krehlik

For routine prescriptions, a doctor could call in a prescription to a local pharmacist and the drug would be quickly checked against an insurer's formulary to determine whether the drug was covered and how much the patient would be charged for a co-pay.

"But in this world of complex medicine, the model has changed," said Aaron Crittenden, president and CEO of ReMy Health. He and his company are working to address that new model as a broker helping the doctor, the patient and the pharmacist.

"The physician can't answer that question; they're not incentivized to do so. So either their office staff spends hours on the phone with the insurer to find out how the patient is covered, or the pharmaceutical companies are setting up call

centers to answer these questions. And they have spent a lot of time and money on that," Crittenden explained.

The company operates in a different sphere than medication therapy management companies such as West Des Moines-based Outcomes MTM, which specialize in providing one-on-one expert pharmacist consultation with patients to ensure they are taking their medications correctly. ReMy Health is also a different animal than pharmacy benefits management companies, which arose following the Medicare Modernization Act of 2003 to act as a middleman between the insurer, Medicare and the pharmacy, and negotiate lower drug prices.

"What we have built is a network that moves a lot of that information electronically in real time, to be able to



tell a physician, a patient, the manufacturer and the payer as well whether the individual is covered, do they qualify for a co-pay card and what pharmacy they can get it at," Crittenden said. "It really automates the manual process that these call centers do today — that's the core of what we do."

Crittenden previously worked for Allscripts in Chicago, where he built data networks for the health care information technology company. That experience gave him an understanding of the significant challenges that pharmaceutical companies face in making their new products accessible to patients.

"So we decided that if we could build a data company that was business-to-business, we could solve a lot of these problems in health care," he said. "We got a small group of investors here in Des Moines together and started ReMy Health in 2013. Our big focus is how do we connect pharmaceutical manufacturers, patients, physicians, all in the complex disease space?"

From a total volume perspective, specialty medications in the complex disease space make up less than 10 percent of the pharmaceutical market, Crittenden said.

"But if you think about the spending perspective, it's approaching 50 percent, and it will exceed 50 percent in the next few years. So the volume is small, but the impact is large financially," he said. "Aside from the financial implications of it, persons who are on these medications are also consuming a lot of health care. And typically these people aren't on one medication, they're on multiple medications."

Another service that ReMy Health provides on behalf of its clients is connecting patients with free and discounted drug programs that the pharmaceutical makers offer. However, the company doesn't support any of the opioid purchase assistance programs.

Beyond pharmaceuticals management, ReMy Health is working on taking the same model and automating processes for workers' compensation, long-term care and other health markets, Crittenden said.

The degree to which ReMy Health works with insurers varies by company, Crittenden said. In Iowa, the company does not directly connect with any insurance companies.

"There are large insurance companies we have direct relationships with," he said. "We help eliminate phone calls and faxes, which reduces the potential for error in information being passed along in the process of multiple phone calls. There's also a member satisfaction component. They also understand that these patients need this information, and they don't want their members jumping through hoops when they don't have to, so they're aligned on that."

Likewise, ReMy Health doesn't sell directly to employers, but Crittenden hinted that companies would benefit from asking their insurers, "Are you working with a service that does this?"

How can a company like theirs obtain people's personal health information, given patient privacy laws? Crittenden said the drug manufacturers contract with ReMy Health under the umbrella of patient assistance, and are not receiving access to individual patient data.

The company has no competitors doing what it does in Iowa, and probably none that are like it in the United States.

"Right now other companies that are doing this are operating manually in a call-center model," Crittenden said. "But from a technology perspective in how we're approaching it, it's primarily 'blue ocean.' Similarly from a workers' compensation (management) perspective, there's a lot of manual work being done in that space, but we have not seen a network being able to step into that space. Another thing about our company is that we're constantly building out new solutions for our clients at their request."

The company was launched by Crittenden with Brian Tait — whom he worked with at Allscripts — along with Brad Krehlik, who had owned a jewelry manufacturing company in Des Moines before founding Meals from the Heartland. The three of them worked from a finished attic above a garage in Chicago before moving to Greater Des Moines. Their company now has about 18 employees, with plans to hire between 10 and 15 more within the next year.

"We're also looking at bringing in a call center to Des Moines to manage what technology can't manage," Crittenden said. "We realize that technology can't do it all, that at some point you also have people involved in the calls to facilitate the process."

Michael Andreski, an associate professor of social and administrative pharmacy at Drake University College of Pharmacy and Health Sciences, said, "I'm not surprised that something like this has popped up, because these programs are difficult for the average person to navigate."

Although Andreski had not heard of the company until introduced to it by the Business Record, he said it appears it could potentially speed up searches for available medications.

"Until this company, there was no place to go and easily find an entry into that system, whereas this company seems to be setting it up to see if a program is available and get it set up for the patient much more quickly than usual," he said. "Maybe less than a couple of hours rather than a couple of days. If I'm a pharma company, that would allow quicker access to my patient access programs, so they can provide some of these potentially life-saving medications to some of these patients."

Could this lead to lower health care costs? It could, Andreski said, if there's a condition where a delay may lead to a patient being hospitalized, or if it delays a patient being able to return to work or being a caregiver, he noted.

CONTINUED ON PAGE 10 >>

# REGISTER NOW

## Power Breakfast: MARCH TO 1 MILLION

Wednesday, October 25

Des Moines Embassy Club Downtown

[businessrecord.com/events](http://businessrecord.com/events)

THANK YOU TO OUR SPONSOR

**Drake**  
UNIVERSITY

## COVER STORY

CONTINUED FROM PAGE 9 &gt;&gt;

“SO WE DECIDED THAT IF WE COULD BUILD A DATA COMPANY THAT WAS **BUSINESS-TO-BUSINESS**, WE COULD SOLVE A LOT OF THESE PROBLEMS IN HEALTH CARE.”

**Aaron Crittenden**  
*president and CEO, ReMy Health*



# HEARTLAND

We are so excited to announce our new logo and branding for all our companies!

Please check our our new website at  
[www.hrtlnd.us](http://www.hrtlnd.us).

#WeAreHRTLND

## THE PROBLEM

Physicians and their patients have a difficult time obtaining health plan coverage information for high-cost pharmaceuticals that are prescribed to address complex medical conditions such as rheumatoid arthritis and hepatitis C. The founders realized the issues that drugmakers and physicians were having as they were selling electronic health record systems for Allscripts in Chicago.

## THE INNOVATION

A national network with real-time data provided by several major pharmaceutical manufacturers that automates the time-consuming process of tracking down information about new and high-cost medications, as well as connecting patients with free or discounted drug programs offered by the manufacturers.

## HOW THEY DID IT

ReMy Health's founders assembled a small group of high-wealth individual investors in Greater Des Moines to fund the company in 2013. The company built a data network and contracted with pharmaceutical companies to serve as the information broker between physicians, insurance companies, drugmakers and patients. ReMy Health works within the specialty medications niche that accounts for less than 10 percent of the total pharmaceutical market by volume, but accounts for nearly 50 percent of drug spending.

## THE PAYOFF

The company quickly became profitable and has remained debt-free, its founders say. It currently has contracts with eight big-name pharmaceutical makers and has deals pending to add up to 10 additional drug manufacturers by the end of this year. In October, the company will move from a 6,300-square-foot space in the Liberty Building to a 10,000-square-foot space in the Bank of America building downtown. ReMy Health is now working on automating processes for workers' compensation, long-term care and other health markets. ■



### JOE GARDYASZ

Business Record Health & Wellness beat reporter

HAVE AN IDEA OR TIP?

(515) 661-6084 | [joegardyas@bpcdm.com](mailto:joegardyas@bpcdm.com)

Twitter: @JoeGardyas

## EXECUTIVE DIRECTOR

**Catholic Charities-Diocese of Des Moines, IA** seeks a full-time Executive Director. Reporting to the Board of Directors and Bishop of Des Moines, this position will provide administrative leadership and overall direction to advance the agency's vision, mission, strategy, annual goals, and long-term objectives. Graduate degree in Human Service, Mental Health, Social Work, Public Administration or related field required. MBA with relevant experience may also be considered. Minimum 10 years' experience in the health and human service field with progressive leadership, operational and nonprofit management experience. Must be practicing Catholic in good standing. For confidential consideration, send resume and cover letter to [HR@CatholicCharitiesDM.org](mailto:HR@CatholicCharitiesDM.org).



Business Record  
PRESENTS

# power

BREAKFAST SERIES

## MARCH TO 1 MILLION

Greater Des Moines is booming. We're the fastest growing city in the Midwest, and population projections have our region on pace to eclipse 1 million residents by 2040.

But with lightning population growth comes a variety of challenges: Infrastructure could be strained, resources might become scarce, workforce demographics will shift, leaders will change, city identities and politics will evolve, and, gulp, you might even find yourself stalled in traffic on your way to work.

Some of these challenges are already being felt, so we've assembled an expert panel for a discussion aimed at illuminating the challenges and opportunities that lie ahead.

Join us as we help ensure that as Greater Des Moines marches toward one million people, the region and business community are positioned to continue their momentum in a sustainable way that allows us to keep our strengths and core identity while being resilient in the face of changes to come.

### WE'LL DISCUSS QUESTIONS SUCH AS:

- What types of strains will growth put on our infrastructure and transportation systems?
- What strategies will position Des Moines for sustainable growth?
- How do our local governments, chambers and institutions need to adjust?
- What will the demographic makeup of your workforce look like?
- What strategies should we pursue to continue and accelerate growth?
- How can businesses capitalize on the opportunities that come with growth?
- How will we retain the characteristics that make our business community unique?

### PANELISTS



**GENE MEYER**  
President, Greater  
Des Moines Partnership



**ANGELA CONNOLLY**  
Polk County Supervisor



**LIESL EATHINGTON**  
Economist,  
Iowa State University



**ZACHARY MANNHEIMER**  
Principal Community Planner,  
McClure Engineering Company



**ELISABETH BUCK**  
CEO, United Way of Central Iowa



**MARIO GANDELSONAS**  
Partner, Agrest and  
Gandelsonas Architects



**MODERATOR**  
**Chris Conetzkey**  
Publisher, Business Record

### SPONSORS



### WEDNESDAY, OCTOBER 25

7 AM registration, networking and  
continental breakfast

7:30 – 9 AM panel discussion

### Des Moines Embassy Club Downtown

34th Floor, Ruan Building, 666 Grand Ave

Purchase your ticket today at  
**[www.businessrecord.com/events](http://www.businessrecord.com/events)**  
\$35 registration required. Seating is limited.

Go to [businessrecord.com/promocode](http://businessrecord.com/promocode)  
for information on receiving your **15%  
discount on tickets** to this event.

# Retail shakeout

Consultant: Downtown could win in expected shakeout of overbuilt Greater Des Moines retail



BY PERRY BEEMAN

Consultant Maureen McAvey said Greater Des Moines had too much retail even before the Altoona outlet mall was developed, and downtown Des Moines should pick its retail shots during a likely storefront shakeup in the metro.

McAvey, a Minneapolis-based retail authority who once worked for the Urban Land Institute, discussed an update of Greater Des Moines' 5-year-old retail study with area leaders recently in the East Village.

She spoke of the differing strengths of different parts of downtown before noting an interesting phenomenon in the metro: a glut of retail.

"You have retail coming out of your ears in the suburbs," McAvey said.

"We are not overbuilt, we are under-demolished," McAvey said. "We will lose 20 to 30 percent of our retail" in coming years.

The national average is 23.6 square feet of retail per person. Greater Des Moines has 34 square feet, McAvey said, and that doesn't count the 300,000 square feet at the Outlets of Des Moines, in Altoona.

That means downtown Des Moines leaders should be ready to recruit businesses that might want to move to downtown from the suburbs. And they should make sure the amenities are in place to attract more stores like the

highly sought West Elm, a home goods store in the East Village.

Retail in the United States is at a level that is 10 times bigger than other developed countries, but "it will not last," McAvey noted. Online sales aren't as big as you think — 8.5 percent of the market — but they are growing fast. And consumers are buying online and picking up at stores in a model used by the downtown Hy-Vee store, for example.

In addition, new stores are focusing on smaller parts of the market — like offering a really great burger or specialty cookware — which has meant trouble for Macy's and other big retailers. "If you are trying to be all things to all people, you are in trouble."

As retailers consolidate in larger cities, secondary markets like Greater Des Moines will suffer, she added.

Downtown now has 80,000 workers, and 11,000 residents. The millennial population is showing above-average growth and the area has seen a gain of 1.4 percent a year over the past five years.

Businesses that might be a good fit for downtown, according to McAvey, include:

- Clothing alterations.
- Child care.
- Adult day care.
- Casual but stylish clothing.

Talk about a year-round farmers market in the Kaleidoscope also continue, though McAvey didn't mention that project in her East Village presentation today, said **Tim Leach**, senior vice president of downtown development for the Greater Des Moines Partnership.

McAvey spent much of her time noting the attributes of various sections of downtown, which together have drawn about \$1.5 billion in projects lately.

McAvey suggested jazzing up the skywalks with art and maybe even live artists working in an impromptu studio.

"They should be more creative and handsome," she said of the skywalks. "They are a little bit dull. Nice, and useful, but dull."

Leach said the Partnership and others now will discuss using McAvey's work to develop a more specific strategic plan for downtown retail. Much of that work may revolve around rejiggering parking and signs to make it easier to shop downtown, a lure for new developers.

The study was supported by the Greater Des Moines Partnership, Capital Crossroads, Urban Land Institute and the city of Des Moines.



**PERRY BEEMAN**

Business Record managing editor  
Economic Development beat reporter

HAVE AN IDEA OR TIP?

(515) 661-6086 | perrybeeman@bpcdm.com

Twitter: @PerryBeemanBR



# MCINTYRE'S ANTIQUES & COLLECTIBLES

817 Grand Ave, West Des Moines, IA 50265 | 515.223.3800



SAM PLECAS

Sam Plecas was born to Serbian immigrants Joseph and Helen Plecas. In 1935 he attended Frisbee Elementary, Roosevelt and Des Moines Tech school until enlisting in the US Army during the Korean War. In 1955 he married his high school sweetheart Barbara McIntyre of Valley Junction and started his furniture career with McIntyre's Furniture and Design Gallery and later taught at West Des Moines Schools' continuing education program and Drake University. Working for Harold and Mildred McIntyre in 1954 until 1977 when he and Barbara purchased Bruce & Carlson Furniture in Des Moines and later Bacot Furniture of Ankeny.

Sam retired 20 years ago to Mesa Arizona after owning and operating three successful furniture stores and interior design galleries, where many of his vendors were:

Flexsteel, Drexel, American of Martinsville, Pullman, Henredon, Broyhill, Rembrandt Lamps and more. Sam and Barbara worked with the area's finest home builders.

In 2015 Sam learned of his former wife's Dementia and a un-operable brain tumor and it was decided that he leave the comfort of his home in Mesa Arizona and return to his first love after 36 years of separation. Sam came to live with Barbara as her health advocate and assist in her transition to Wesley Acres, John's Harbor residential facility where she now resides. August of 2017 also brought new life to Sam and the furniture business as the family decided to create **McIntyre's Antiques and Collectibles** after deciding how to liquidate the several homes of the Plecas' Family. After much conversation and planning, the business was birthed and many of the West



Des Moines and Valley Junction families that were patrons of the former family furniture galleries have now learned love of family heirlooms in purchasing or consigning their own belongings.

McIntyre's Antiques & Collectible is located on the edge of Valley Junction at 817 Grand Ave, West Des Moines, 50265 ph 515.223.3800 and may be followed on Facebook at: McIntyre's Antiques and Collectibles or [www.facebook.com/groups/331796310594303/](https://www.facebook.com/groups/331796310594303/)



# EXTREME THANKS

Thanks to the amazing support and dedication from hundreds of trade partners, volunteers and sponsors, together we built a brand new Ronald McDonald House for central Iowa. The 18-bedroom, 18-bathroom house now spans more than 17,000 square feet. It is a “home away from home” for Iowans and their children to relax and rejuvenate in between or during medical care at nearby hospitals.

Thanks to your efforts, the Ronald McDonald House will remain a fixture for Iowa families for years to come.

Thank you from everyone at Hubbell Realty Company!



**KEEPING *more*  
FAMILIES CLOSE**

Visit **[KeepingMoreFamiliesClose.com](http://KeepingMoreFamiliesClose.com)** for more photos and details of the Ronald McDonald House Extreme Build!





*TO OUR TRADE PARTNERS AND SPONSORS...*

# THANK YOU!

1908 DRAUGHT HOUSE • 5 BOROUGH BAGELS • A KINGS THRONE • ABC SUPPLY COMPANY • AE DAIRY • ACOUSTICAL CEILING DESIGN • AL CAREY LANDSCAPE • ALL IOWA CONCRETE CUTTING • ALL PRO PAINTING • ALLIANCE CONSTRUCTION GROUP • AMEGA GARAGE DOORS & OPENERS, INC. • AMERICAN SCAFFOLDING • ANKENY GLASS • APOSTO • ARCHITECTURAL RENDERING • ARTHUR GALLAGHER • ARTISTIC IRON WORKS • ASPEN WASTE SYSTEMS • BEISSER LUMBER COMPANY • BING BANG • BLUE RIBBON BUILDERS • BROTHERS CLEANING • BUZZARD BILLY'S • CABBELL • CASEY'S GENERAL STORE, INC. • CERTAINTEED • CIVIL DESIGN ADVANTAGE • CENTRAL BANK • CENTRAL IOWA RADON • CENTURION STONE • CITY OF DES MOINES • CHI COMPANIES • CHRIS CAKES • CLASSIC EVENTS & PARTIES • CONTINENTAL FIRE SPRINKLER COMPANY • CONTRACTOR SERVICES OF IOWA • COOK PLUMBING • COZY CAFÉ – JOHNSTON • CUSTOM INSTALL SOLUTIONS • CYD'S CATERING • DES MOINES STEEL FENCE • DES MOINES WATER WORKS • DES MOINES WALL SYSTEMS • DETRICK EXCAVATING • DON WHITE SODDING • DUNKIN' DONUTS • DUPONT/CKF WHOLESALE • DYKSTRA CONCRETE, LLC • EBERT PAINTING • ECKARDS HOME IMPROVEMENT • ELITE GLASS & METAL, LLC • ESA • FAMOUS DAVE'S • FAREWAY STORES, INC. • FORTERRA PIPE & PRECAST • GATEWAY MARKET • GE APPLIANCES • GET BEYOND • GORILLA GRAFFITI • GRANDBRIDGE REAL ESTATE CAPITAL • GREAT CATERERS OF CENTRAL IOWA • GRIMES ASPHALT & PAVING • GUSTO PIZZA • HALLETT MATERIALS • HD SUPPLY – WATERWORKS • HEARTLAND WATERPROOFING • HEIDEMAN DRYWALL • HERITAGE BUILDING MAINTENANCE • HOWELL CONSTRUCTION • HY-VEE 4TH & COURT • IHOP – SE 14TH STREET • IN THE BAG • IOWA COUNTERTOPS • IOWA CUSTOM HARDWOOD • IOWA DEMOLITION • IOWA IRRIGATION CORP • IOWA SPEED PREFINISH • J. PETTIECORD, INC. • JAMES HARDIE BUILDING PRODUCTS • JASON'S DELI • JELD-WEN WINDOWS AND DOORS • JETHRO'S • JMT TRUCKING • JOHNNY'S HALL OF FAME • JOHNNY'S ITALIAN STEAKHOUSE • JORDISON CONSTRUCTION, INC. • KHAHN HAMILTON, SUNSTEAD FARMS • KINZLER COMPANIES • KLINE ELECTRIC • KOHLER CO. • KOHLES & BACH • KUE'D SMOKEHOUSE • LA MIE • LANTZ ELITE CARPENTRY & CONSTRUCTION • LARRY FLECK & SON TRUCKING, LLC • LARRY'S WINDOW SERVICE, INC. • LIBERTY READY MIX • LINCOLN SAVINGS BANK • LOGAN CONTRACTORS SUPPLY, INC. • LUMBERMANS DRYWALL & ROOFING SUPPLY • LUMBER SPECIALTIES • MCANINCH CORPORATION • MCDONALD'S OF COLFAX • MESSERSCHMITT ICE • METRO WASTE • MIDAMERICAN ENERGY • MIDWEST CURB GRIND • MOEHL MILLWORK, INC. • MONSTER ENERGY DRINK • MUELLER YURGAE • MULTIFAMILY UTILITY COMPANY • NELSON MCDONALD'S • NEXGEN COMMUNICATIONS • NORTHERN LIGHTS PIZZA • NORTHWEST STEEL ERECTION CO. • OFFICE TEAM • OLIVE GARDEN – WDM • ON THE BORDER • OTIS ELEVATOR • PALMER GROUP • PAPA JOHNS • PARKING LOT SPECIALTIES, LLC • PDM PRECAST, INC. • PLUMB SUPPLY • PRECISION CONCRETE SERVICES • PREFERRED PEST CONTROL, INC. • PREMIER CONCRETE PUMPING • PRODUCTS, INC. • PROFESSIONAL CONTRACTING SERVICES • R TACO • RAKER RHODES ENGINEERING, LLC • REDFOX INSPECTIONS • RMH VOLUNTEERS • SAYANN DRYWALL • SBL CONSTRUCTION, LLC • SHAW INDUSTRIES, INC. • SHERWIN WILLIAMS COMPANY • SHERWIN WILLIAMS FLOORING • SIMONSON & ASSOCIATES ARCHITECTS • SOS PORTABLE SOLUTIONS INCORPORATED • SPECK • SPECTRUM LIGHTING • STAR EQUIPMENT RENTAL • STARBUCKS • STERNQUIST CONSTRUCTION • STRUCTURAL COMPONENT SYSTEMS, INC. • STUDIO IOWA • SUSIE ARTIS • TEXAS ROADHOUSE • THIELE GEOTECH • TIDY SITE SERVICES • TRIPLETT OFFICE ESSENTIALS • TACO JOHN'S OF IOWA – INGERSOLL LOCATION • TUMEA & SONS • TWISTED VINE • UNITED RENTALS • VAN METER, INC. • VOSS CONCRETE, INC. • VT INDUSTRIES, INC. • WALLER CONSTRUCTION • WASTE MANAGEMENT • WELLS FARGO HOME MORTGAGE • WEST BANK • WEYERHAEUSER COMPANY • WHITEY EXTERIORS • WYCKOFF HEATING & COOLING

CULTURE

# CREATIVE

Mainframe Studios  
sculpts out specific  
atmospheres for  
working artists

BY SUZANNE BEHNKE

Siobhan Spain  
Director, Mainframe Studios

PHOTOS BY DUANE TINKER

*There's no single way to establish a specific culture in the workplace — there are dozens.*

That's what the Business Record discovered when checking with Central Iowa employers and organizations on how they create specific atmospheres within their walls. In fact, we received so much input, you'll read more about area businesses' cultures in future issues.





# CULTURE

Justin Mandelbaum  
*Principal, Mandelbaum Properties*

For the first stop, we checked into the ongoing project of Mainframe Studios, the non-profit group working to transform the former Qwest office space on Keosauqua Way into a permanent affordable space for artists. So far, up to 80 artists fill 65 working studios as the project continues in the 150,000 square feet over five floors.

In one studio, three sculptors share space and a kiln. One, Linda Lewis, moved in in July. She labored on a recent morning over hinges that she was creating and incorporating into a

fascinating piece of a woman's head. "Isn't it a pretty space?" Lewis said.

And it is. There are muted lights, neutral-colored walls, loads of windows to allow in natural light, and industrial pipes and elements in the background. There's nothing intrusive getting in the way of creating.

The design incorporated shared spaces. Collaboration is happening naturally, Director Siobhan Spain noted, with artists leaving doors open to their studios. One even organized a potluck recently.

The neighboring studios house the likes of commercial photographers, graphic designers, game developers and more. Some include artists who are forging careers in their creative passions after spending years in the corporate world.

"This first class of artists shows how careers are made by art," said Spain. "We're making this building for artists and their entrepreneurial spirit."

Mainframe Studios didn't happen overnight.

In 2009, local developer Justin Mandelbaum returned to Des Moines with the idea

PHOTO BY DUANE TINKEY



Justin Mandelbaum had the idea for Mainframe Studios when he returned to his hometown in 2009.

for the artists' studio. He had experience with a similar project in Massachusetts that involved living space for artists, too. But, he said, that for-profit formula wasn't sustainable.

The trend, Spain and Mandelbaum explained, is that artists move into an area, make it attractive and more economically viable with their presence, and then a developer comes in and buys out the spaces that artists had used. That displacement has happened in Des Moines with some artist workspaces being bought and turned into apartments.

Mandelbaum and Spain want to ensure that Mainframe Studios lasts for generations. Its financial backing and donations are struc-

tured to keep the space low-cost for the artists — \$7 per square foot per year.

There's still a ways to go, with the second and third floors of the four-story building still not built out. And donations are still needed.

"This is a business deal," Mandelbaum explained as he showed a map on his iPad. It's clear he's involved in the details. He talked about the development's history and how its financial structure will work.

"I wanted to do this for my hometown," he said. The building is still a work in progress.

Now there are bookings being scheduled for an event space, a wait list for the other studios that will be built out, and an open studio

event on Oct. 21 from 2 to 6 p.m. to bring the community in.

The hope is to expand that to a monthly event.

"The goal is to basically do a farmers market for artists," Mandelbaum said.

While he declined to say if he has creative pursuits, it's clear Mainframe Studios' culture for artists is his masterpiece-in-progress. ■



#### SUZANNE BEHNKE

Business Record editor

HAVE AN IDEA OR TIP?

(515) 661-6085

suzannebehnke@bpcdm.com

Twitter: @SuzanneBehnke

### Work culture ideas

The Business Record asked for ideas on how local workplaces create their business cultures, and the business community responded — in a big way. Here are several ideas contributed (and look for more in an upcoming issue or issues).

- From Happy Medium, a social media networking firm: The business hosts HMU, or Happy Medium University, "as a way for team members to learn from each other and spend time together." Yoga, coding and public speaking have been topics.
- From Grinnell Mutual Reinsurance Co.: "Quarterly Trust Talks" are held with leaders that go beyond work, getting into personal lives and employees' interests. A Q&A session allows employees to ask about anything.
- From Quester, a market research firm in Windsor Heights: Pets can visit, and there is an upstairs condo that out-of-town workers can use when they are in Des Moines.





*dsm* IS PLEASED TO ANNOUNCE THIS YEAR'S  
**SAGES OVER 70 HONOREES:**

**DON BLUMENTHAL**  
**JOYCE CHAPMAN**  
**JIM COWNIE**  
**PAUL DANFORTH**  
**STEPHEN ROBERTS**  
**JODY REYNOLDS**

TO BE HONORED  
**NOVEMBER 7, 2017**

5-7 P.M. | 320 RIVER CENTER, a new events venue on South Third Street

**Purchase tickets at [dsmMagazine.com](http://dsmMagazine.com)**

Space is limited. A portion of the ticket price goes to the Community Foundation of Greater Des Moines' Better Together Fund.

PRESENTING PARTNER:



SUPPORTING PARTNERS:



VIDEO SPONSOR:



VENUE SPONSOR:

**320 RIVER CENTER**

DRINK SPONSOR:



# THE WAITING GAME

Big  
downtown  
projects put a  
premium on  
patience

BY KENT DARR

Cottonwood trees, maybe a few scrub maples along with them, are being removed from a big swath of former railroad land in an area that will be transformed over 20 years into a downtown Des Moines neighborhood called Gray's Station.

Tree clearing might draw a yawn from some folks, but a project spread over 20 years and bringing an estimated \$250 million in value from a range of single-family homes to apartments should open some eyes.

Hubbell Realty Co. is the developer, noteworthy if for no other reason than it was a mere 11 years ago that the company entered the downtown residential market with the rehab of its former headquarters.

Notice we're chewing up time by the decade here, and why not? Much of downtown development has occurred in fits and starts; grandiose schemes disappeared to be replaced by others. Eventually, something got done. And not just by Hubbell.

It's easy to forget that the Western Gateway continues to take shape under a vision that was first presented in the late 1980s. One noteworthy element, creating an oxbow lake on the Raccoon River south of Meredith Corp. headquarters, went by the wayside. On the other hand, who could have dreamed that the architectural marvel that will be the Krause Gateway Center would overlook the John and Mary Pappajohn Sculpture Garden?

In the late 1990s, a movie theater, maybe a Barnes & Noble bookstore and an Old Navy clothing store were imagined for Court Avenue. Move ahead five years, and Hubbell Realty and Harry Bookey had plans for an entertainment district that would draw young people to the area. Not to be. Instead, that team built condos and apartments on the east side of Fourth Street and along Court.

Find yourself at the southwest corner of Fourth and Court in 2014, and city leaders were accepting a plan for a grocery store and apartment building there,

beating out competition that included a movie theater with other entertainment venues, not to mention a year-round farmers market.

The Hy-Vee Inc. grocery store fed dreams of apartment towers, and now the city has two in the planning stages, one at Fifth Avenue and Walnut Street, another at Seventh and Walnut streets.

Justin Mandelbaum had proposed the theater and entertainment center for what became the Hy-Vee store. Little surprise that he plans a movie theater at Fifth and Court that will be part of the high-rise project at Fifth and Walnut.

Just landing the project came in fits and starts for Mandelbaum. After working on plans for the project for a couple of years, he had competition from Blackbird Investments, the firm that plans a high-rise at Seventh and Walnut. Mandelbaum won the competition for Fifth and Walnut.

Obviously, it pays to keep coming back. And in saying that, it is worth noting that Blackbird is bringing its tower out of the ashes of the former Younkers Building, a redevelopment project that was leveled by fire in 2014.

Some projects disappear and return when least expected. The recently completed City Hall parking garage along Robert D. Ray Drive between East Locust Street and East Grand Avenue is proof of that.

In 2007, Hansen Development presented a plan to build office and retail buildings on the lot; as part of a land swap, the city could put parking on the former Bud Mulcahy Jeep dealership at East Second and East Walnut streets. That plan was lost to the Great Recession. Hansen focused its efforts instead on the former Jeep dealership, building City Square Lofts along East Walnut and Staybridge Suites along East Locust.

In 2016, a development and investment team of Jim and Sloan Cownie, Paul Hayes, Jake Christensen and Tim Rypma came along with a plan for the



City Hall parking lot, proposing a parking garage large enough to accommodate City Hall staff and visitors, guests of Embassy Suites, and occupants and customers of an apartment and retail development that the group developed at 219 E. Grand Ave., as well as visitors to the East Village. Under an agreement with the city, the developers could bring plans for office, retail and apartment buildings to flank the garage on the north and south.

The city of Des Moines opened the competition for both the City Hall parking garage and what became the downtown Hy-Vee after Hubbell Realty President CEO Rick Tollakson protested the initial designation of developers for both sites.

These days, Hubbell is sitting on two sites that have defied development efforts.

Gray's Station is one. In 2005, the industrial and railroad land was part of what was conceived as a 125-acre urban village called River Point West that was laid out by Minneapolis developer Sherman Associates Inc., the company that was brought to town in the late 1990s after city leaders felt that local developers weren't generating enough downtown projects.

Sherman has renovated historic buildings and built apartments and condominiums downtown, but after making some infrastructure improvements, River Point West stalled, due in large part to the Great Recession.

River Point West, the development arm that would buy properties for an area called Gray's Landing, narrowed its focus to city-owned land between Southwest Ninth and 11th streets, and immediately south of Martin Luther King Jr. Parkway. In recent years, Sherman has built two apartment buildings and a hotel, is in the planning stages of a child care center, and is said to be considering an office building and, possibly, another hotel.

Regarding the former railroad land, Greater Des Moines homebuilder Rob Orton said in 2015 that he wanted to buy the property, but he decided the cost of environmental cleanup was too steep.

Hubbell closed on its purchase last month, more than willing to foot a bill of between \$3 million and \$4 million to remove creosote-soaked railroad ties and steel rails, and perform soil monitoring tests for the next year before building on the property.

And Hubbell is sitting on what many believe to be the real trophy of downtown properties, the site of the former Riverfront YMCA on the west bank of the Des Moines River.

Once again, there have been development plans aplenty for the site. In 2007, developer Jon Garnaas forecast a project that could include a hotel, office and retail space, underground parking, residential suites and, possibly, a fitness center.

In 2013, the Riverfront Y at 101 Locust St. was part of a land swap that resulted in the construction of a convention center hotel and the reconstruction of the former Polk County Convention Complex into the Wellmark YMCA.

Three years later, Hubbell bought the property. Most recently, it was chosen as the preferred site for a \$140 million federal courthouse. Hubbell and the city of Des Moines scuttled that plan. Under the agreement, the city will buy the property if it cannot agree with Hubbell on a development plan for the site by May 31, 2018.

As for the site of a new federal courthouse, that's shaping up as another story of fits and starts. ■



**KENT DARR**  
Business Record Real Estate & Development beat reporter  
HAVE AN IDEA OR TIP?  
(515) 661-6083 | kentdarr@bpcdm.com | Twitter: @KentDarr

# BLOOD SWEAT & BEERS 5K



PRESENTED BY:



## 10.21.17

IOWA STATE FAIR GROUNDS

Every 3 minutes, 1 person in the U.S. is diagnosed with a blood cancer. Blood, Sweat & Beers 5K aims to raise awareness and money to support these patients and their families with things that insurance doesn't cover.

After the race, enjoy a cold one on us as a thank you.

**REGISTER AT BSBIOWA.COM**

# CALENDAR

11

WEDNESDAY

## DisruptHR Des Moines

**Host:** MRA-The Management Association

**About:** DisruptHR Des Moines is a night of short, focused talks designed to energize, inform and empower HR leaders, business professionals and community leaders interested in disruptive ideas and moving the collective thinking forward regarding talent in the workplace.

**When:** 5:30-8:30 p.m.

**Where:** Science Center of Iowa

**Learn more:**  
<http://bit.ly/2wnCQZe>

12

THURSDAY

## An Evening with EMBARC: Celebrating 5 years of Community

**Host:** Ethnic Minorities of Burma Advocacy and Resource Center

**About:** The inaugural fundraiser will have drinks, hors d'oeuvres, entertainment from the Burma community and a chance for you to celebrate the progress the community has made in the past five years. You can also learn about what's to come next year.

**When:** 5-7:30 p.m.

**Where:** The Tea Room

**Learn more:**  
<http://bit.ly/2xGka8y>

12

THURSDAY

## Art of Compassion Celebration

**Host:** HCI Hospice Care Services, Visiting Nurse Services of Iowa and Amanda the Panda Family Grief Center

**About:** "Before I Die" is the 2017 theme for this annual event. The celebratory event will include a program, dinner, silent and live auctions, and sponsorship recognition.

**When:** 6-10 p.m.

**Where:** Capital Square Atrium

**Learn more:**  
<http://bit.ly/2xJzW4u>

14

SATURDAY

## 19TH ANNUAL JDRF HOPE GALA

**Host:** JDRF Greater Iowa Chapter

**About:** Support research and treatment of Type 1 diabetes at this event. Enjoy cocktails, fine dining, live and silent auctions, and live entertainment. Your night will end with the "Fund A Cure" finale, in which 100 percent of proceeds go toward diabetes research.

**When:** 5 p.m.

**Where:** Community Choice Credit Union Community Center

**Learn more:** <http://bit.ly/2k69NrF>

### Suggest Events

Want your event featured? Go to [businessrecord.com/calendar](http://businessrecord.com/calendar)

## Do Your Homework Before You Choose a College.

**99% of our graduates find jobs or go to graduate school within six months.**

Facts such as job placement rate are important when deciding on a college. Close to 100% of our students end up with jobs (or in graduate school) within six months of graduation. To make your investment in your child's education pay off, you can't do better than Morningside College. That's a fact.

► See for yourself at [Morningside.edu](http://Morningside.edu)





DAVE ELBERT

• Business Record columnist  
• Email: daveelbert@bpcdm.com  
• Phone: (515) 988-3787  
© 2017 Business Record



Take a mental health day

During a recent physical, a doctor asked my neighbor if he experienced signs of depression.

"I have been on edge lately," he confessed.  
"Last week, I yelled at my wife for things that really didn't matter. And I've been feeling down. Do you think it's depression?"  
"You're a Democrat, aren't you?" the doctor replied.  
"Yes," my neighbor said. "But what's that got to do with it?"  
"You're a Democrat, and Trump has been president for nine months," the doctor said. "If you weren't depressed, I'd be worried about you."  
"Heck, I'm a Democrat, and I'm depressed," the doctor said.  
That story is anecdotal at best.  
But there may be something to the fact that people who six months ago were worried about the sanity of the president are now worried about their own mental health.

I know. I wondered about my own mental stability when I got caught up recently in President Donald Trump's swipes at the National Football League. I found myself making arguments about why it did, or did not, matter that a group of highly paid professional athletes had decided to drop to one knee when "The Star Spangled Banner" was played.

I liked Sen. Chuck Grassley's comment that the only time he kneels is to pray, which is what I assumed the NFL players were doing: praying for an end to racism.

I found it amazing that these big guys, whose job is to beat up opponents, were kneeling, which is a sign of respect. They weren't holding a fist in the air, like the Black Panthers did 40 years ago. They were kneeling.  
And for that, their president called them a bunch of bums and worse and said they should be fired.

Almost in the same breath, Trump was saber-rattling at North Korea, threatening to use "devastating" military action and predicting that it "wouldn't be around much longer."

His rhetoric prompted North Korean officials to say, in effect, that they believed the U.S. had declared war, which led to denials from U.S. diplomats. Up until then, I never could have imagined a situation in which U.S. officials would need to deny that the president of the United States had declared war.

It was a scene right out of the 1964 movie "Dr. Strangelove," a political satire that thrusts the U.S. and USSR into nuclear war. The subtitle of that movie was "How I Learned to Stop Worrying and Love the Bomb."

Which seems to be what Trump wants us to do now.  
But maybe things are not what they seem.  
I have a friend who says that Trump isn't insane, that he's a genius who is using these situations as diversions because he knows he'll never be able to do everything he's promised to do.

My friend says that Trump knows he can distract attention by periodically throwing out meaningless pieces of red meat.  
Banning transgender people from the military is one example. Questioning the patriotism of NFL players is another.

Trump knows that when we are arguing about those issues we won't be asking about how he plans to rebuild our nation's infrastructure, or who will pay for his border wall, my friend says.

The president knows he can't solve health care or get the tax cuts he wants. And he'd just as soon nobody talk about the budget deficit or the abysmal way we treat veterans, or climate change, or clean water and all of the dozens of other real issues.

But here's what really worries me. Does Trump know the difference between calling NFL players a bunch of bums and threatening to nuke North Korea? ■



RACE  
FOR THE  
CURE  
SATURDAY  
OCTOBER 28  
STATE OF IOWA CAPITOL GROUNDS  
DES MOINES, IOWA

Register now at  
[komengreateriowa.org/DSMRace](http://komengreateriowa.org/DSMRace)







# chrysalis

## Thank you

to the corporations, organizations, and individuals who made the 2017 Chrysalis INSPIRED event a success



### TABLE SPONSORS

Bank of the West  
Bridgestone  
CenturyLink  
Cynde Cronin/Aureon HR  
Denman & Company, LLP  
Diane Evans  
Andrea Gordon  
Terry Hernandez  
Iowa State Bank  
Connie Klug  
Erika Linden  
McGill Junge Financial  
Marcia Munger  
Lisa Nakashima  
Rasmussen Group, Inc.  
UBS  
West Bank  
San Wong



### IN-KIND SPONSORS

Beaverdale Books  
Business Record  
Integer Group  
Erin Rundall

100% of all contributions to Chrysalis are reinvested in grantmaking and education programs for girls and women throughout Greater Des Moines

Mark your calendar to join us  
October 24 at The Tea Room



for more information call 515.255.1853

## MARKETING

### DREW McLELLAN

- Top Dog at McLellan Marketing Group
- Blog: [www.drewsmarketingminute.com](http://www.drewsmarketingminute.com)
- Email: [Drew@McLellanMarketing.com](mailto:Drew@McLellanMarketing.com)

© 2017 Drew McLellan



## Is marketing dead?

I just finished a fascinating new book, "Killing Marketing: How Innovative Businesses are Turning Marketing Cost into Profit," by Joe Pulizzi and Robert Rose. Joe and Robert are the creators of the mega-conference Content Marketing World, and Joe has written other books, like "Content Inc.," "Epic Content Marketing" and "Managing Content Marketing."

Catching a theme?

The core message of their new book is acknowledging that the marketing world, as we have known it since the dawn of the big three (print, radio and TV), is our past and that marketing doesn't have to be just a cost center anymore. When done well, brands can actually create a profit center from their marketing efforts. Instead of your marketing requiring additional financial resources, what if it generated new dollars? We've all heard the idea that brands should become media companies. You may not want to take your company quite that far. But wouldn't you like to make money with your marketing efforts?

Let's take a step back before we look at the future. Traditional marketing has been primarily advertising — the renting of space on someone else's channel to earn attention and brand awareness and to alter the consumer's behavior. Even PR falls under that description. Instead of buying an ad, the brand or their agency would pitch their story to the editorial side of the advertising channels. Their goal was to have a story written about them or their offerings that would create the same results as paid advertising would have generated.

Along came the internet and suddenly consumers found their voice. Until that shift, they'd been our silent audience. But as it became easier to share opinions on message boards, forums, social media channels, websites and review outlets, they got louder and louder.

Initially as a defensive mechanism, brands began using the internet too — creating content to fight for search engine position and to balance the consumer's voice. But the brands discovered what probably seems to you to be a very simple marketing truth: that when the brands provided valuable content and helpful information, the consumers would create a connection and magnify the brand's reach by sharing the content and inviting others in.

On a mega-level, this is what Johnson & Johnson has done with BabyCenter.com. What started as a simple extension of their core website now reaches more than 45 million parents a month across the globe and offers content in nine different languages. Eight of every 10 U.S. mothers use BabyCenter.com.

Odds are your goals aren't quite so lofty. Which is awesome because that means you can replicate your version of the results faster and with a smaller level of investment. The internet and digital content have leveled the playing field. It's why small brands like BigPoppaSmokers.com have crushed their competition, stolen the market share of much bigger companies and created a brand that garners incredible amplification of their value from the consumers who love them.

The book isn't suggesting that you abandon your core business model and become an organization that generates revenue the way a traditional media company does. Nor is it suggesting that you should abandon your paid and earned media efforts. For most organizations, there will always be a benefit to those channels.

But what the authors are suggesting is that businesses today also need a profit-generating owned media strategy that will give you an unfair competitive advantage.

In next week's column, we'll explore some of the suggestions the book offers that seem reasonable for small to mid-sized organizations to experiment with as they build out their 2018 marketing strategy and budget. Based on the book, you just may want to shift some of your dollars to some new avenues. ■



This week's QR code is a link to 75 examples of how brands are leveraging content in this new model.

# POLK COUNTY NOTICES

POLK COUNTY PUBLICATION		RE SPECIALIST LLC		ASCHEMAN, PHILIP L P.H.D.		SCHUTTE, ROBERT	
BILL LIST TO BE PAID 9-26-2017				SCRYPT, INC.			
VENDOR	AMOUNT	RIVER HILLS APTS 1 LLP	\$685.00 1	BEATTY, ELIZABETH M	\$160.90 2	SECRETARY OF STATE	\$60.00 2
REASON: CAPITAL OUTLAYS				SHEET METAL ENGINEERING CORPORATION			
CLIVE POWER EQUIPMENT	\$1,020.00 1	RIVER VALLEY ESTATES, L.P.	\$533.00 1	BEST PORTABLE TOILETS	\$1,502.00 3	SKOLD DOOR COMPANY	\$150.00 1
CUSTOM SOUND AND IMAGE	\$1,350.00 1	RJS PROPERTIES LLC	\$430.00 1	BOLEY, SUE	\$565.09 1	SNYDER & ASSOCIATES INC.	\$4,000.00 1
EXCEL/PAY-LESS OFFICE PRODUCTS (PO)	\$448.00 2	RUTH COLBY TRUST A	\$628.00 1	BUFFALO PHILS GRILLE	\$765.00 1	STONE, JEREMY (SHERIFF'S OFFICE)	\$71.18 1
IOWA EVENTS CENTER	\$207,241.55 1	RV & RV PROPERTIES LLC	\$430.00 1	BUSINESS PUBLICATIONS	\$581.92 1	SYSTEMWORKS LLC	\$19,875.00 1
NEUMANN BROTHERS, INC.	\$1,844,401.39 1	SANFORD, RON	\$430.00 1	CAPITAL SANITARY SUPPLY CO.INC	\$260.50 1	TAYLOR, KAY L	\$264.29 1
OPN ARCHITECTS INC	\$17,059.34 1	SCHILTZ, MICHAEL	\$533.00 1	CARROLL, JAMES	\$425.00 1	TENNANT SALES & SERVICE CO	\$192.56 1
P & P SMALL ENGINES INC.	\$600.00 1	SCHULING, TERRY	\$451.00 1	CENTER FOR DISEASE DETECTION LLC	\$323.50 1	TERRAPLANE LLC	\$2,500.00 1
PACCAR FINANCIAL CORP	\$609,171.31 2	SEVENTH LLC	\$300.00 1	CENTURY LINK	\$348.89 1	THOMSON REUTERS-WEST	\$808.03 2
STRYKER MEDICAL	\$35,955.90 1	SHORT, ROBERT	\$4,882.34 2	CFI TIRE SERVICE	\$598.00 1	TREASURER, STATE OF IOWA	\$244,807.00 1
WELLS FARGO BANK (CREDIT CARD)	\$1,680.00 1	SIDDENS, BOB	\$225.50 1	CHRISTENSEN, KELSIE R.	\$15.37 1	TRILIX MARKETING GROUP INC	\$7,184.97 3
REASON: CHGS FOR SVCS: NON-STAT. FEES				CITY OF DES MOINES	\$6,447.25 2	TRUITT, KARRIE	\$45.00 1
DAVIS, PEG	\$15.00 1	SOMERSET RESIDENTIAL COOPERATIVE	\$430.00 1	CLIA LABORATORY PROGRAM	\$150.00 1	UNITED PARCEL SERVICE	\$198.21 1
HALLETT CONSTRUCTION COMPANY	\$230.00 1	SOUTHBROOK GREEN APTS LP	\$485.33 1	COLLINS, LYNETTE A.	\$224.00 1	UNITYPOINT HEALTH	\$2,325.00 1
UNITEDHEALTHCARE	\$43.03 1	SOUTHERN KNOLLS LLC	\$860.00 2	COMMUNITY LAWYERS OF IOWA PLC	\$258.00 1	VERIZON WIRELESS	\$13,446.22 1
REASON: HUMAN SRVS PROV CHGS				COMMUNITY STATE BANK	\$162.40 1	VF SERVICES	\$12,600.00 1
15TH ST APTS	\$533.00 1	SUMMER WOODS APARTMENTS LLC	\$275.00 1	COMPETITIVE EDGE	\$241.08 1	VISITING NURSE SERVICES	\$5,057.58 1
AB HOME IMPROVEMENT LLC	\$495.00 1	SUMMERPLACE APTS	\$430.00 1	CONSUMERS ENERGY	\$412.92 1	WAL-MART COMMUNITY BRC	\$27.86 2
ACHARYA, PREETI	\$700.00 1	SWIFT PROPERTIES LLC	\$451.00 1	CONTROL INSTALLATIONS IA INC.	\$1,273.64 4	WALDINGER CORPORATION	\$33,923.59 3
ANDERSON, C TERRY	\$984.00 2	TAHER, INC.	\$21,631.35 2	COOPER, GOEDICKE, REIMER, & REESE P.C.	\$1,320.00 1	WARDEN, ANTHONY J.	\$180.72 1
ANDREINI, RYAN	\$430.00 1	TRANS IOWA, L.C.	\$809.50 2	COPPOLA, ANA M.	\$54.04 1	WAYNE DENNIS SUPPLY CO.	\$163.08 1
ARBOR COOPERATIVE HOUSING	\$430.00 1	TRZAC CONSTRUCTION	\$2,600.00 1	DELLS BOAT TOURS LLC	\$1,134.75 1	WELLS FARGO BANK (CREDIT CARD)	\$37,488.83 1
BAKER, CARL ESTATE OF	\$628.00 1	TRUE NORTH PROPERTIES LC	\$200.00 1	DES MOINES AREA REGIONAL TRANSIT AUTH.	\$630.00 1	WOOD, HOPE	\$2,154.00 1
BARNES, MICHAEL	\$430.00 1	UNIVERSITY PARK LTD PARTNERSHIP	\$225.50 1	DES MOINES REGISTER	\$1,137.20 3	REASON: OTHER FINANCING SOURCES	
BB EQUITY LLC	\$490.00 1	VERIZON WIRELESS	\$260.40 1	DES MOINES WATER WORKS	\$4,142.01 5	GOVDEALS INC	\$113.92 1
BEHRENS, SCOTT	\$900.00 1	WADLE, TOM	\$628.00 1	EASTERN IOWA TIRE	\$121.00 1	REASON: PERSONAL SERVICES	
BENEDICT HOME	\$430.00 1	WAKONDA VILLAGE & MANOR LP	\$266.50 1	ELDER CORPORATION	\$2,255.00 1	ANANIA, DOMINIC	\$40.00 1
BEST HEATING COOLING ELECTRIC INC	\$6,515.00 4	WALKER, ROBYN	\$430.00 1	EMBARC	\$25,000.00 1	ARNDT, DANIEL (PUB WORKS)	\$780.25 1
CA FORGET PROPERTIES	\$1,161.00 2	WELLS FARGO	\$984.00 2	EMPLOYERS MUTUAL CASUALTY COMPANY	\$508.23 1	BURT, CARL E.	\$616.22 1
CANTERBURY PARK III LLC	\$289.00 1	WESLEY COMMUNITY SERVICES	\$9,242.85 1	FALCK, REBECCA	\$71.46 2	CSC	\$200.18 1
CAPITAL ASSETS LC	\$660.00 2	WILLOW PARK PARTNERS, LLC	\$451.00 1	FIELD PAPER COMPANY	\$358.12 3	DES MOINES REGISTER	\$247.93 1
CAPITAL ONE COMMERCIAL	\$523.90 2	YRK INVESTMENTS	\$728.00 2	FORENSIC CONSULTING LLC	\$1,576.92 1	FISHER, RON	\$40.00 1
CENTRAL IOWA SUPPORTIVE HOUSING LLP	\$258.00 1	REASON: LICENSES AND PERMITS		FORREST & ASSOCIATE INC	\$58,900.00 2	KING, WILLIAM R.	\$809.71 1
CHILDREN & FAMILIES OF IOWA	\$124.47 1	SPRINGER, LYNDON	\$35.00 1	FREEKSEN, ASHLEY	\$81.32 1	KNIGHT, MARTIN A.	\$789.74 1
CITY OF DSM MUNICIPAL HOUSING AGENCY	\$217.00 1	THOMAS, ERICA	\$35.00 1	FREESE-NOTIS WEATHER, INC.	\$375.00 1	LOZANO, BRENT (SHERIFF)	\$793.78 1
CITY OF JOHNSTON	\$38.80 1	REASON: MENTAL HEALTH SVCS		FYI ANSWERING SERVICE INC	\$46.75 1	MCCOY, MICHAEL	\$40.00 1
CITY OF MITCHELLVILLE	\$123.78 1	ALLIANCE MENTAL HEALTH SERVICES	\$75.46 1	G & K SERVICES	\$256.64 15	MONTHEI, RYAN A.	\$672.06 1
CLINE, KEITH	\$250.00 1	BROADLAWNS MEDICAL CENTER	\$97,661.16 1	GATSO USA INC	\$1,248.00 1	MOORE, BRADLEY W.	\$436.44 1
CONLIN PROPERTIES	\$1,281.00 3	BUI, LANH	\$435.00 1	GENERAL FIRE & SAFETY EQUIP.	\$853.00 8	NEMMERS, PATSY	\$618.



POLK COUNTY NOTICES

MUNICIPAL SUPPLY, INC.	\$61.00 1
NAPA AUTO PARTS	\$574.19 4
NICHOLS CONTROLS & SUPPLY, INC.	\$388.31 2
O'HALLORAN INTERNATIONAL, INC.	\$459.80 1
O'REILLY AUTOMOTIVE, INC.	\$473.27 2
PAN-O-GOLD BAKING CO ST CLOUD	\$7,702.66 2
PENCE, ANTHONY R.	\$200.00 1
PLUMB SUPPLY	\$118.34 2
PORTER HARDWARE INC.	\$267.27 2
PRAXAIR DISTRIBUTION INC	\$81.88 2
QUAIL HOLLOW FARM	\$880.00 1
RACOM CORPORATION	\$910.00 1
RJS OUTDOOR SERVICES LLC	\$1,750.00 1
SHERWIN WILLIAMS CO	\$106.92 1
SINK PAPER COMPANY	\$2,306.56 2
STAPLES CREDIT PLAN	\$565.81 7
STATE STEEL OF DES MOINES	\$49.80 2
STETSON BUILDING PRODUCTS INC.	\$57.65 1
STREICHER'S POLICE EQUIPMENT	\$477.00 1
SUPPLYWORKS	\$108.00 1
TOMPKINS INDUSTRIES, INC.	\$170.27 3
VAN METER INDUSTRIAL INC	\$369.28 2
VAN WALL EQUIPMENT, INC.	\$4,462.43 5
VERIZON WIRELESS	\$40.01 1
WAL-MART COMMUNITY BRC	\$24.44 2
WAYNE DENNIS SUPPLY CO.	\$13.27 1
WELLS FARGO BANK (CREDIT CARD)	\$11,205.23 1
ZIEGLER INC	\$1,064.34 3
IOWA EVENTS CENTER	
REASON: COMPUTER	
QCI	\$25,815.84
REASON: MISCELLANEOUS	
OVATIONS	\$183,507.69
REASON: OTHER SERVICES & CHARGES	
ADVANCE SERVICES, INC.	\$6,627.90
ACCESS ELEVATOR & LIFTS, INC.	\$1,089.79
AMERIPRIDE SERVICES, INC.	\$2,456.94
BARBARA BACON	\$100.00
BOESEN THE FLORIST	\$2,480.00
BOOZY SCOOP	\$33.50
CARBONHOUSE	\$500.00
CINTAS CORPORATION #762	\$114.70
DH PACE DOOR SERVICES GROUP	\$261.22
DES MOINES WATER WORKS	\$10,835.71
ELECTRIC MOTORS CORPORATION	\$214.19
FEDEX	\$128.15
FORKLIFTS OF DES MOINES	\$1,805.97
GARRATT-CALLAHAN CO.	\$1,816.67
GRAYBAR	\$1,304.22
GREENRU, LLC	\$398.54
HERC-U-LIFT	\$1,376.28
HY-VEE INC.	\$217.60
INTERNATIONAL PAPER	\$20.00
THE IRIS COMPANIES	\$267.21
LADIES PROFESSIONAL GOLF ASSOC	\$10,966.51
MARCO, INC.	\$1,712.14
MARCO, INC. NW 7128	\$442.25
MARKEY'S AUDIO VISUAL, INC.	\$62,140.10
MID-IOWA ENVIRONMENTAL	\$574.71
MIDAMERICAN ENERGY CO	\$65,749.70
NATIONWIDE OFFICE CARE LLC	\$6,231.74
HAROLD PETERSON	\$88.53
ROCHESTER ARMORED CAR CO, INC.	\$551.20
MENZ, JANELLE T.	\$77.28
SIMPLEXGRINNELL	\$645.00
SPECK USA	\$34,073.00
TENNANT SALES AND SERVICE CO	\$332.94
THE VINE PRODUCTIONS	\$210.00
WASTE MANAGEMENT OF IOWA	\$4,465.63
DOLL DISTRIBUTING	\$1,816.15
IOWA BEVERAGE	\$659.60
DOLL DISTRIBUTING	\$212.00
ATLANTIC BOTTLING	\$382.00
GRAZIANOS	\$10.50
HYVEE	\$339.66
LARUE	\$209.96
LOFREDO	\$7,112.14
ROTELLAS	\$367.18
US FOODS	\$25,676.89
REASON: PERSONAL SERVICES	
SPECTRA VENUE MANAGEMENT	\$111,267.36
REASON: SUPPLIES	
ADVENTURE LIGHTING	\$1,004.50
BULBGUY LIGHTING, LLC	\$895.19
CAPITAL SANITARY SUPPLY CO.	\$34.92
CITY SUPPLY CORP.	\$761.65
CLASS C SOLUTIONS GROUP	\$295.67
CONTEMPORARY SERVICES CORP	\$6,108.50
CRYSTAL CLEAR WATER CO.	\$124.50
FERRELLGAS	\$553.01
GRAINGER	\$236.16
INFOMAX OFFICE SYSTEMS, INC.	\$255.03
MENARDS-ALTOONA	\$48.21
MENARDS-CLIVE	\$12.47
MENARDS-DES MOINES	\$366.44
PAYLESS OFFICE PRODUCTS, INC.	\$650.00
SINK PAPER & PACKAGING	\$413.60
SKARSHAUG TESTING LAB, INC.	\$24.49
STAPLES BUSINESS ADVANTAGE	\$369.21
WALLGUARD.COM	\$1,223.87
POLK COUNTY EMPLOYEE INSURANCE	
TO BE PAID 9-26-2017	

REASON: OTHER SERVICES & CHARGES		
WELLMARK		\$303,712.89
DELTA DENTAL		\$17,042.78
PROCEEDINGS OF THE POLK COUNTY BOARD OF SUPERVISORS		
The Polk County Board of Supervisors met as a Canvassing Board on Friday September 15, 2017, at 1:30 p.m.		
MEMBERS PRESENT: Steve Van Oort, Robert Brownell, Tom Hockensmith.		
We, the undersigned members of the Board of Supervisors and Ex-Officio County Board of Canvassers for Polk County, Iowa, do hereby certify the following to be a true and correct abstract of the votes cast in this county at the Regular School Board Election held on the 12th day of September, 2017, as shown by the tally lists returned from the election precincts in Polk County.		
ANKENY COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (3 to be elected)		
James F. Ford	had	1,374 Votes
Susan Gentz	had	556 Votes
Aaron Johnson	had	1,209 Votes
Lori Lovstad	had	1,161 Votes
George Tracy	had	1,017 Votes
Scattering	had	44 Votes
	TOTAL	5,361 Votes
WE THEREFORE DECLARE: James F. Ford, Aaron Johnson, Lori Lovstad ELECTED.		
BONDURANT – FARRAR COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (2 to be elected)		
Jen Elrod	had	135 Votes
Garry Lenhart	had	164 Votes
Kelly Ramus	had	44 Votes
Tim Smith	had	152 Votes
Kristin Swift	had	232 Votes
Scattering	had	2 Votes
	TOTAL	729 Votes
WE THEREFORE DECLARE: Garry Lenhart, Kristin Swift ELECTED.		
DALLAS CENTER GRIMES COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (1 to be elected)		
Doug Rants	had	139 Votes
Scattering	had	7 Votes
	TOTAL	146 Votes
WE THEREFORE DECLARE: Doug Rants ELECTED.		
DALLAS CENTER GRIMES COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR DISTRICT #1 (1 to be elected)		
Mark Willis	had	26 Votes
Scattering	had	0 Votes
	TOTAL	26 Votes
WE THEREFORE DECLARE: Mark Willis ELECTED.		
DALLAS CENTER GRIMES COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR DISTRICT #2 (1 to be elected)		
Sarah L. Wilson	had	60 Votes
Scattering	had	1 Votes
	TOTAL	61 Votes
WE THEREFORE DECLARE: Sarah L. Wilson ELECTED.		
DES MOINES INDEPENDENT COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (2 to be elected)		
Rob X. Barron	had	3,791 Votes
Kyrstin Delagardelle Shelly	had	3,147 Votes
Louisa Dykstra	had	3,010 Votes
Scattering	had	106 Votes
	TOTAL	10,054 Votes
WE THEREFORE DECLARE: Rob X. Barron, Kyrstin Delagardelle Shelley ELECTED.		
DES MOINES INDEPENDENT COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR DISTRICT #2 (1 to be elected)		
Dionna Langford	had	840 Votes
Scattering	had	19 Votes
	TOTAL	859 Votes
WE THEREFORE DECLARE: Dionna Langford ELECTED.		
DES MOINES INDEPENDENT COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR DISTRICT #4 (1 to be elected)		
Teree Caldwell-Johnson	had	663 Votes
Scattering	had	34 Votes
	TOTAL	697 Votes
WE THEREFORE DECLARE: Teree Caldwell-Johnson ELECTED.		
JOHNSTON COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE m (3 to be elected)		
Justin Allen	had	781 Votes
Steven Hopper	had	554 Votes
Jeanie Kerber	had	741 Votes
Soneeta Mangra-Dutcher	had	306 Votes
Brad Orimeier	had	541 Votes

Scattering	had	19 Votes
	TOTAL	2,942 Votes
WE THEREFORE DECLARE: Justin Allen, Steven Hopper, Jeanie Kerber ELECTED.		
NORTH POLK COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (3 to be elected)		
Keith Bormann	had	311 Votes
Shean D. Fletchall	had	192 Votes
Andrea D. Hall	had	151 Votes
James Hill	had	352 Votes
Jason Koth	had	179 Votes
Tim McCloud	had	255 Votes
Scattering	had	17 Votes
	TOTAL	1,457 Votes
WE THEREFORE DECLARE: Keith Bormann, James Hill, Tim McCloud ELECTED.		
SAYDEL COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (3 to be elected)		
Julie Jennings	had	70 Votes
Roland Kouski, Jr.	had	62 Votes
Rob Strickler	had	59 Votes
Scattering	had	13 Votes
	TOTAL	204 Votes
WE THEREFORE DECLARE: Julie Jennings, Roland Kouski, Jr, Rob Strickler ELECTED.		
SOUTHEAST POLK COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (3 to be elected)		
Gary R. Fischer	had	645 Votes
Adam Krell	had	558 Votes
Ric Powell	had	817 Votes
Eric Sundermeyer	had	391 Votes
Scattering	had	25 Votes
	TOTAL	2,436 Votes
WE THEREFORE DECLARE: Gary R. Fischer, Adam Krell, Ric Powell ELECTED.		
URBANDALE COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (3 to be elected)		
Stacy Andersen	had	255 Votes
Graham Giles	had	214 Votes
Tessa Jones	had	146 Votes
Sarah Schmitz	had	221 Votes
Mark A. Smith	had	285 Votes
Scattering	had	15 Votes
	TOTAL	1,136 Votes
WE THEREFORE DECLARE: Stacy Andersen, Sarah Schmitz, Mark A. Smith ELECTED.		
URBANDALE COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE TO FILL A VACANCY (1 to be elected)		
Judy Downs	had	376 Votes
Scattering	had	7 Votes
	TOTAL	383 Votes
WE THEREFORE DECLARE: Judy Downs ELECTED.		
WEST DES MOINES COMMUNITY SCHOOL DISTRICT FOR THE OFFICE OF DIRECTOR AT LARGE (3 to be elected)		
Elizabeth Brennan	had	1,385 Votes
Kelly Davydov	had	895 Votes
Vicky Poole	had	1,136 Votes
Jennifer Wells	had	1,223 Votes
Scattering	had	52 Votes
	TOTAL	4,691 Votes
WE THEREFORE DECLARE: Elizabeth Brennan, Vicky Poole, Jennifer Wells ELECTED. DMACC DIRECTOR DISTRICT #5 1 to be elected)		
Jennifer Pryke	had	182 Votes
Joe Pugel	had	158 Votes
Joe Riding	had	810 Votes
Scattering	had	11 Votes
	TOTAL	1,161 Votes
DMACC DIRECTOR DISTRICT #9 (1 to be elected)		
Frederick V. Buie	had	1,537 Votes
Scattering	had	36 Votes
	TOTAL	1,573 Votes
WEST DES MOINES COMMUNITY DISTRICT PUBLIC MEASURE LETTER A SHALL THE FOLLOWING PUBLIC MEASURE BE ADOPTED?		
Shall the Board of Directors of the West Des Moines Community School District, in the Counties of Polk and Dallas, State of Iowa, for the purpose of purchasing and improving grounds; constructing schoolhouses or buildings and opening roads to schoolhouses or buildings; purchasing of buildings; purchase, lease or lease-purchase of technology and equipment; paying debts contracted for the erection or construction of schoolhouses or buildings, not including interest on bonds; procuring or acquisition of libraries; repairing, remodeling, reconstructing, improving, or expanding the schoolhouses or buildings and additions to existing schoolhouses; expenditures for energy conservation; renting facilities under Chapter 28E; purchasing transportation equipment for transporting students, lease purchase option agreements for school buildings or equipment,		

purchasing equipment authorized by law; or for any purpose or purposes now or hereafter authorized by law, be authorized for a period of ten (10) years, to levy annually, a voter-approved physical plant and equipment property tax not to exceed One Dollar, Thirty-Four Cents (\$1.34) per One Thousand Dollars (\$1,000) of the assessed evaluation of the taxable property within the school district commencing with the levy for collection in the fiscal year ending June 30, 2022, or each year thereafter?	
FOR THE MEASURE, THERE WERE	1,465 Votes
AGAINST THE MEASURE, THERE WERE	326 Votes
	TOTAL 1,791 Votes
WE THEREFORE DECLARE: THE MEASURE WAS APPROVED.	
IN TESTIMONY WHEREOF, we have hereunto set our hands and caused to be affixed the seal of this county by the Clerk to the Board of Supervisors. Done at Des Moines, the County Seat of Polk County, this 15th day of September 2017.	
Tom Hockensmith Robert Brownell Steve Van Oort	
Members of the Board of Supervisors and Ex-Officio County Board of Canvassers	
ATTEST: Jamie Fitzgerald Polk County Auditor and Clerk to the Board of Supervisors	
PROCEEDINGS OF THE POLK COUNTY BOARD OF SUPERVISORS	
The Polk County Board of Supervisors met in regular session Tuesday, September 19, 2017, 9:30 a.m.	
MEMBERS PRESENT: Steve Van Oort, Robert Brownell, Tom Hockensmith, Angela Connolly, John F. Mauro.	
Moved by Hockensmith, Seconded by Brownell to dispense with the reading of the September 5, 2017 minutes and they stand approved as printed.	
VOTE YEA: Van Oort, Brownell, Hockensmith, Connolly, Mauro.	
The Bills as certified by the County Auditor were allowed or disallowed on each according to the certified list, claim numbers 201709190001 – 201709191835.	
VOTE YEA: Van Oort, Brownell, Hockensmith, Connolly, Mauro.	
PROCLAMATION: Supervisor Connolly read a proclamation declaring September as National Recovery Month.	
PUBLIC HEARING: DISPOSAL OF COUNTY INTEREST IN REAL ESTATE	
Proof of Publication is on file with the Clerk of the Board. No one appeared for or against. Public Hearing closed.	
RESOLUTIONS: Resolution approving Quit Claim Deed for property located between 515 and 603-10th Avenue NW, Altoona (Schildroth).	
Resolution approving Quit Claim Deed for property located between 515 and 603-10th Avenue NW, Altoona (Welker).	
PUBLIC HEARING: VACATE PUBLIC UTILITY EASEMENTS	
Proof of Publication is on file with the Clerk of the Board. No one appeared for or against. Public Hearing closed.	
RESOLUTION: Resolution vacating public utility easements on lots 2 and 5 of I-35 Business Park Plat 1.	
PETITIONS: Petitions to suspend taxes and special assessments for the following:	
M. Austin	4330 NE 38th Street
L. Byrd	1504 Mondamin Ave
A. Chia	2353 E. 21st Street
D. Gebard	1900 E. 21st Street
C. Lee	3016 Victoria Dr
L. Leverette	1348 E. 17th Street
V. McCauley	4670 NE 31st Street
D. Moore	409 E. Sheridan
J. Parker	2924 E. Shawnee Ave
L. Porth	1220 NE 6th Ln, Ankeny
R. Sharp	709-27th Street
S. Tam	816 E. 28th Street
T. Teer	809 Hoffman
R. Wheels	1311-11th Street
VOTE YEA: Van Oort, Brownell, Hockensmith, Connolly, Mauro.	
RESOLUTIONS: Resolution suspending taxes and special assessments for 2604 Arthur Avenue (C. Davis).	
Resolution suspending taxes and special assessments for 307 E. 16th Street (C. Luong).	
Resolution suspending taxes and special assessments for 1712-2nd Avenue SE, Altoona (Van Gundy).	
Resolution suspending taxes and special assessments for 3237 Mahaska (R. Walker).	
Resolution authorizing the Auditor's Office	



POLK COUNTY NOTICES

to publish Notice of Public Hearing for October 3, 2017 on Disposal of County Interest in Real Estate (vacant property between 503 SE 10th and 503 SE 12th Street).

Resolution authorizing the Auditor's Office to publish Notice of Public Hearing for October 3, 2017 on Disposal of County Interest in Real Estate (parcel located beside 1540 DeWolf Street).

Resolution approving Cooperative Public Service Agreement with City of Altoona for funding a Watershed Coordinator position (within Polk Soil and Water Conservation for an additional three years).

Resolution approving Iowa DOT agreement for railroad crossing safety improvements to the crossing on SE 52nd Street (north of SE 64th Avenue).

Resolution establishing a truck embargo on NW 6th Drive (from NW 66th Avenue to NW 16th Street).

Resolution approving major preliminary subdivision plat Harvey Acres Plat 2.

Resolution approving release of mortgage on 3835-16th Street (Moorhead).

Resolution approving Memorandum of Understanding with Iowa Department of Public Health for tuberculosis program funding.

Resolution approving agreement with Precision Builders to address lead hazard repairs at 5155 NE 3rd Street (Moreno/Vallejo).

Resolution approving Transaction Confirmation for supply and transportation of natural gas with Constellation NewEnergy.

Resolution awarding bid "Pumps and Chiller Replacement at Polk County Administrative Office Building" to Excel Mechanical Company, Inc.

Resolution creating a side-by-side position within the Sheriff's Office.

Resolution approving agreement with Iowa Department of Justice for the Polk County Victim Witness Coordinator Program.

Resolution authorizing settlement of worker's compensation claim (Anderson).

Resolution authorizing settlement of litigation (Anderson).

Resolution approving Supplement No. 51, Polk County Code of Ordinances.

Resolution approving Community Development Grant to Des Moines Parks and Recreation Foundation d/b/a Friends of Des Moines Parks (for an improvement project at MacRae Park).

Resolution approving Community Development Grant to Friends of SW 9th (for Facade Improvement Program).

Resolution approving Community Development Grant to On With Life Foundation.

Resolution approving Community Betterment Grant awards.

REC'D & FILED: Notice that the Board of Supervisors will meet as a Canvassing Board on September 26, 2017 to canvass votes cast for the merged areas of the DMACC School Election held September 12.

REFERRED TO PUBLIC WKS & CO ATTORNEY: City of Altoona notice of hearing regarding voluntary annexation in an urbanized area.

APPOINTMENTS: Moved by Hockensmith, Seconded by Brownell that the following Resolution be adopted: BE IT FURTHER RESOLVED that the individuals named on this Memorandum be approved for personnel action:

Jana Abens, Captain, Sheriff, \$107,988 beginning August 29, 2017

Zaakary Barnes, Prop Desc Clk, Auditor, \$39,701 beginning Sept 19, 2017

Sam Cataldo, Facility Attend on-call, Gen Svcs, \$15.23 beginning Sept 19, 2017

Robert Gantz, Mechanic, Pub Wks, \$54,605 beginning Sept 25, 2017

Aaron Harrell, Animal Cont Officer on-call, Sheriff, \$24.98 beginning Sept 18, 2017

Joshua Jacquin, Deten Supr, Sheriff, \$78,698 beginning August 4, 2017

Emily Mitchell, Office Gen, Co Atty, \$34,728 beginning Sept 19, 2017

Carly Pastwa, Multi-Svc Clk on-call, Recorder, \$19.02 beginning Sept 19, 2017

Drew Randol, Call Center Coord, I.T., \$58,986 beginning Sept 25, 2017

Ferenc Reznik, Deten Fac Supr, Sheriff, \$93,668 beginning August 18, 2017

Jacqueline Russo-Beynon, Medicolegal Death Invest, Med Exam, \$59,883 beg Sept 19, 2017

Sheila Schmitt, Cash Mgmt Tech, Treasurer, \$47,587 beginning Sept 20, 2017

Kristen Stewart-Rowen, Secretary-AFSCME, Sheriff, \$47,828 beginning Sept 25, 2017

VOTE YEA: Van Oort, Brownell, Hockensmith, Connolly, Mauro.

LET THE RECORD SHOW all resolutions, including Public Hearings, were approved unanimously, unless otherwise noted.

Moved by Brownell, Seconded by Van Oort to adjourn until September 26, 2017 at 9:30 a.m.

NOTICE FOR PUBLIC HEARING

Notice is hereby given that a Public Hearing will be held on October 10, 2017 at 9:30 A.M. at the regularly scheduled meeting of the Polk County Board of Supervisors, Room 120, Polk County Administration Building, 111 Court Avenue, Des Moines, Iowa, 50309, regarding a land exchange between Jon Miller/Shirley Miller and Polk County. Legal descriptions of the parcels as follows:

Current Miller property

Southeast Quarter of the Northeast Quarter of Section 31, Township 81 North, Range 22 West of the 5th P. M., Polk County, Iowa.

Current Polk County property

Parcel H in the Plat of Survey recorded in Book 14683, page 660, located in the West half of the Northeast Quarter of Section 11, Township 78 North, Range 22 West.

AND

The Northeast Quarter of the Southeast Quarter of Section 11, Township 78 North, Range 22 West of the 5th P. M.

Persons wishing further information should contact the Polk County Conservation Board, Office of the Director, 515-323-5300.

Publishing in the Business Record on October 6, 2017.

FOUND

Jewelry

In the vicinity of 49th St.

just South of Douglas Avenue

Des Moines, Iowa

Owner identify. Phone 286-3575

PUBLIC NOTICES

PUBLIC NOTICES DEADLINES AND REQUIREMENTS

The deadline for public notices is 3 p.m. Wednesday, 7 business days prior to publication date. TO ENSURE ACCURACY, NO PUBLIC NOTICES WILL BE ACCEPTED BY FAX OR TELEPHONE. We must be notified of any changes to or cancellations of previously submitted notices no later than noon Thursday prior to publication. Notices should be typed (including all signatures, preferably double-spaced) and accompanied by a cover letter stating any publication requirements (such as the number of times the notice is to be published and whether it must be published by a certain date), whom to bill, and a phone number at which you can be reached should any question arise.

When submitting by mail, send all public notices to:

Business Record

Attn: Sami Crawford

The Depot at Fourth

100 Fourth St.

Des Moines, Iowa 50309

(515) 244-9491 ext. 217

By e-mail, send public notices to: publicnotices@bpcdm.com.

E-mails should be sent either in a Microsoft Word or Excel document, Text, or PDF.

Please direct all inquiries concerning billing and affidavits of publication to Becky Hotchkiss at (515) 288-3338 ext. 436.

ORIGINAL NOTICE OF PETITION TO TERMINATE PARENTAL RIGHTS

In The Iowa District Court For Polk County

Equity No. JVJV242921

TO: ALL PUTATIVE FATHERS OF A CHILD BORN ON THE 5th DAY OF June, 2017, IN Des

Moines, IOWA. You are notified that there is now on file in the office of the clerk of court for POLK county, a petition in case number JVJV242921, which prays for a termination of your parent-child relationship to a child born on the 5th day of June, 2017. For further details contact the clerk's office. The petitioner's attorney is Shayla L. McCormally of McCormally & Cosgrove P.L.L.C. 2501 Grand Ave, Des Moines, IA. You are notified that there will be a hearing on the petition to terminate parental rights before the Iowa District Court for POLK County, at the Courthouse in Des Moines, Iowa, at 8:30 AM. on the 1st day of November, 2017. CLERK OF THE ABOVE COURT.

Date of second publication: October 6, 2017.

NOTICE OF APPOINTMENT OF ADMINISTRATOR AND NOTICE TO CREDITORS

The Iowa District Court Polk County

Case No. ESPR072072

In The Estate Of

**James A. Tomlinson**, Deceased.

To All Persons Interested in the Estate of James A. Tomlinson, Deceased, who died on or about the 15th day of August, 2017:

You are hereby notified that on the the 22nd day of August, 2017, the undersigned was appointed administrator of the estate.

Notice is hereby given that all persons indebted to the estate are requested to make immediate payment to the undersigned, and creditors having claims against the estate shall file them with the clerk of the above named district court, as provided by law, duly authenticated, for allowance, and unless so filed by the later to occur of four months from the second publication of this notice or one month from the date of the mailing

of this notice (unless otherwise allowed or paid) a claim is thereafter forever barred.

Dated this 25th day of September, 2017.

**Kaitlin Ann Tomlinson**

Administrator of the Estate

1637 McKinley Avenue

Des Moines, Iowa 50315

**Raymond C. Meyer** (AT0005280)

Attorney for the Administrator

106 North Grand Street

P.O. Box 678

Chariton, Iowa 50049

Date of second publication: October 13, 2017.

NOTICE OF APPOINTMENT OF ADMINISTRATOR AND NOTICE TO CREDITORS

The Iowa District Court Polk County

Case No. ESPR072192

In The Estate Of

**Michael Wellendorf**, Deceased.

To All Persons Interested in the Estate of Michael Wellendorf, Deceased, who died on or about September 2, 2017:

You are hereby notified that on September 21, 2017, the undersigned was appointed administrator of the estate.

Notice is hereby given that all persons indebted to the estate are requested to make immediate payment to the undersigned, and creditors having claims against the estate shall file them with the clerk of the above named district court, as provided by law, duly authenticated, for allowance, and unless so filed by the later to occur of four months from the second publication of this notice or one month from the date of the mailing of this notice (unless otherwise allowed or paid) a claim is thereafter forever barred.

Dated September 27, 2017.

**Mary Halstrum**

Administrator of the Estate

1491 Roseman Bridge Road

Winterset, IA 50273

**Mark L. Smith**, ICIS PIN: 19383

Attorney for the Administrator

Jordan, Oliver, Walters & Smith PC

POB 230

Winterset, IA 50273

Date of second publication: October 13, 2017.

BROADLAWNS MEDICAL CENTER

Broadlawns Board of Trustees Unexpired 2017 Term Vacancy

Due to the resignation effective September 30, 2017, of a current Board of Trustee member, the Broadlawns Board of Trustees will appoint a replacement for the remainder of this term which ends December 31, 2020.

Any Polk County resident interested in applying for the replacement position may:

Complete an application and submit it by visiting our website at:

<http://www.broadlawns.org/board-vacancy-application.cfm> or,

Submit a resume and brief statement of interest with your contact information via email to:

**Michelle A. Phillips**

Board/Executive Administrative Coordinator

Broadlawns Medical Center

Phone: 515.282.2495

Fax: 515.282.7856

[mphillips@broadlawns.org](mailto:mphillips@broadlawns.org)

Applications will be accepted until 4:00 p.m. October 26, 2017.

Published in the Business Record on October 6, 2017.



Diagnostic & Preventative Imaging Center

In Partnership With



## Our Focus Is Your Good Health

At Iowa Radiology our commitment is to provide you state of the art technology, professional expertise, and patient focused care. Expect a personal approach with convenient scheduling and locations, in comfortable outpatient settings.

Our team of radiologists are respected for their compassion and communication skills with patients and referring physicians. We also have a number of physicians with specialties or fellowships in breast imaging, body imaging, interventional, musculoskeletal, pediatric and neurological radiology for the most precise interpretation. All radiologists are board certified and all equipment is ACR (American College of Radiology) accredited. We are proud to serve you.

### SERVICES

MRI - Wide Bore & Closed  
CT Scan  
Ultrasound  
Bone Density  
Virtual Colonoscopy  
Fluoroscopy  
General X-ray

### WOMEN'S IMAGING

3D Digital Mammography  
Breast Biopsy  
Breast MRI  
OB & Breast Ultrasound

### RADIOLOGISTS

#### General Diagnostic Radiology

James Jacobs, M.D.  
Michael Soe, M.D.  
Christopher Waddell, D.O.  
Brent Wolford, M.D.

#### Breast Imaging

Lindsey Grandbois, D.O., RPh  
William Heggen, M.D.  
Gopika Myneni, M.D.  
Jill Westercamp, M.D.

#### Body Imaging

Paul Keller, M.S., M.D.  
Brad King, D.O.  
Brett Richardson, D.O.  
John Rizzi, M.D.  
Marvin Walker, D.O.

#### Angiography and Interventional

Olaf Kaufman, M.D., Ph.D.  
David Lacey, M.D.  
Andrew Nish, M.D.  
Benjamin Stradling, D.O.  
Casey Burch, PA-C  
Rebecca Miller, PA-C

#### Musculoskeletal

James Choi, M.D.  
Paul Jabour, M.D.  
Brett Richardson, D.O.

#### Emergency Radiology

Ryan Menzel, D.O.

#### Pediatric

Brent Steinberg, M.D., Pharm D.

#### Magnetic Resonance Imaging

Rory Karibo, D.O.  
Gerard Waggenpack, M.D.

#### Neuroradiology

Charles DePena, M.D.  
Aaron Hurlbut, M.D.  
Gerard Waggenpack, M.D.



#### ANKENY

Ankeny Medical Park  
3625 N. Ankeny Blvd., Suite H  
Ankeny, IA 50023

#### CLIVE

12368 Stratford Drive,  
Suite 300  
Clive, IA 50325

#### DOWNTOWN

Methodist Office Building III  
1221 Pleasant Street, Suite 350  
Des Moines, IA 50309

#### LAKEVIEW

6000 University Avenue,  
Suite 150  
West Des Moines, IA 50266