

Business Record

APRIL 13, 2018

The business journal serving Central Iowa's Cultivation Corridor

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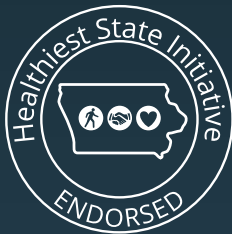
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Business Record® (USPS 154-740, ISSN 1068-6681) is published by Business Publications Corporation Inc., The Depot at Fourth, 100-4th Street, Des Moines, Iowa 50309, (515) 288-3336. Contents © 2018 Business Record. Published weekly. Annual subscriptions \$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.



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THE INSIDER notebook

Bits and bites of the finer side of Iowa business



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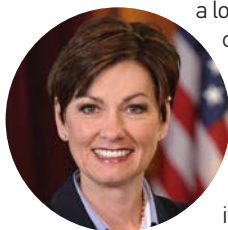
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staff writer

Standing your ground on a snowmobile or ATV

BY PERRY BEEMAN



Our state lawmakers and **Gov. Kim Reynolds** have changed state law to make sure everyone who owns or rents land in Iowa has the right to carry

a loaded weapon — rifle or pistol, concealed or not — while riding a snowmobile or all-terrain vehicle on their own land. The bill appears to be silent on whether the weapons are for self-defense or hunting. But it does add that this applies to land that is rented, and clarifies that

you don't really have to rent the land to be included in the part about renting. "As used in this section, 'rented by the person' includes a person who does not necessarily rent the land but who principally provides labor for the production of crops located on agricultural land or for the production of livestock principally located on agricultural land. The person must personally provide such labor on a regular, continuous, and substantial basis." The bill, Senate File 2231, does not include the usual explanation at the end describing the purpose of the legislation.

2 business owners organize kids' business fair

BY SUZANNE BEHNKE

Two local women who are small-business owners and moms are organizing a kids' business fair April 29. We in the Business Record newsroom had not heard of this happening before.

The idea came close to home. Kathleen Riessen's sons, Caden and Noah, wanted to sell something outside their home. "We started researching things they could sell," said Riessen, of Kathleen Riessen and Co. "I ran across a kids' business fair in Texas, and it sounded cool."

She shared the idea with Nora Crosthwaite, who operates HomesWithNora.com. "She said, 'Let's make it happen,' so we did."

There are still some booths available for budding entrepreneurs ages 6-18 for the event at Farrell's Waukee. It runs 1-3 p.m. The booth fee is \$12.

Smooth skating in D.M.

BY PERRY BEEMAN

The dozens of people packed into a nook of Wells Fargo Arena overlooking the Des Moines River April 4 provided an interesting moment in Des Moines history. One of the take-home lessons: This city can bring together a large group of very diverse interests in the name of recreation, quality of life, fun and, of course, workforce attraction.

There stood Nix and Virginia Lauridsen, onstage for an understated comment about the relative worth of what now will be Lauridsen Skate Park. "All I had to do was sign a check," Nix quipped while giving the credit to a whole host of others who have worked for more than a decade on the project. "It was a big check."

That check turned \$1 million over to the skate park project for naming rights. The announcement brought the whole audience to its feet — skateboarders, elected officials, a handful of staffers from the Greater Des Moines Partnership, bicyclists, real estate magnates, community leaders, police, and representatives of the Community Foundation of Greater Des Moines, United Way and AMOS. The attraction will be near Wells Fargo Arena on the west bank of the Des Moines River, not far from the Center Street Dam and another potential draw — a whitewater course.

Some of you might not know the Lauridsens. Nix is behind the Ankeny-based Lauridsen Group Inc., a collection of seven health and nutrition companies with more than 50 manufacturing and sales locations in 20 countries and sales in more than 60 countries. Virginia is a soprano and assistant music professor at Simpson College.

Former City Councilwoman Christine Hensley checked her email one last time one night before setting her smartphone aside. She had an email from skate park consultant Connie Isaacson noting someone wanted to pay for naming rights at the park. "My immediate reaction was, 'Did I have too many glasses of wine?'" Hensley recalled.

"We wondered if we would ever get to this point," Hensley said. "Heck, yes!" She thanked the growing list of people and organizations she called "philanthropic angels."

The whole skate park board had contributed. The Community Foundation of Greater Des Moines' Leadership Circle had given \$500,000 with the understanding the project would be downsized. The Leadership Circle is an endowment originally backed by Sunnie Richer and Roger Brooks, Suzie Glazer Burt, Patty and Jim Cownie, Dr. Richard Deming, Michele and Barry Griswell, Charlotte and Fred Hubbell, Sharon and Kyle Krause, Jill and Mark Oman, and Emily and Fred Weitz.

As I chatted with Carl Voss, the photographer/bicyclist/runner extraordinaire, before the meeting, he recalled the meeting 14 years ago at Cownie Furs that brought together members of AMOS (A Mid-Iowa Organizing Strategy) and others who wanted to build a skate park downtown. Voss marveled at the diversity of the support for the project now, as he looked around a news conference attended by Police Chief Dana Wingert, skateboarder Marco Daines of Roosevelt High School, Partnership President Gene Meyer, Polk County Supervisors Angela Connolly and Steve Van Oort, and Brad Anderson, the political operative, executive director of Above + Beyond Cancer and self-described fairly lousy skateboarder who helped assemble and lead the team that has raised \$2.5 million of the \$3.5 million budget for the project. He leads the board with Hensley and Connolly.

Daines, the skateboarder, said he's glad that skateboarders will have a central place. And he noted he's a dedicated supporter — he skipped his standardized assessment tests at Roosevelt to speak at the news conference.

As the excitement built toward last week's announcement, the gang at the Greater Des Moines Partnership — led by Tiffany Tauscheck — bought Partnership CEO Jay Byers a skateboard for Christmas. It featured the Partnership's familiar red, white, black and gray color scheme.

Cownie, who once told the community's skateboarders to "never give up" on the project said, "Yes. A world-class skate park is coming to Des Moines, Iowa," he said.

Anderson said with \$2.5 million in hand from big donors, the goal now is to get 3,000 average skateboard supporters to sign a support petition at DSMskatepark.com, and to get 1,000 to make donations.

Anderson hopes construction will begin this fall. (See page 16 for more.)

In case you missed it...

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

Social Club audio 101

The Des Moines Social Club offers a new class for East High students.

<https://bit.ly/2GF4tSZ>

New education alliance

The Iowa Business Council launches Business Education Alliance to address workforce issues.

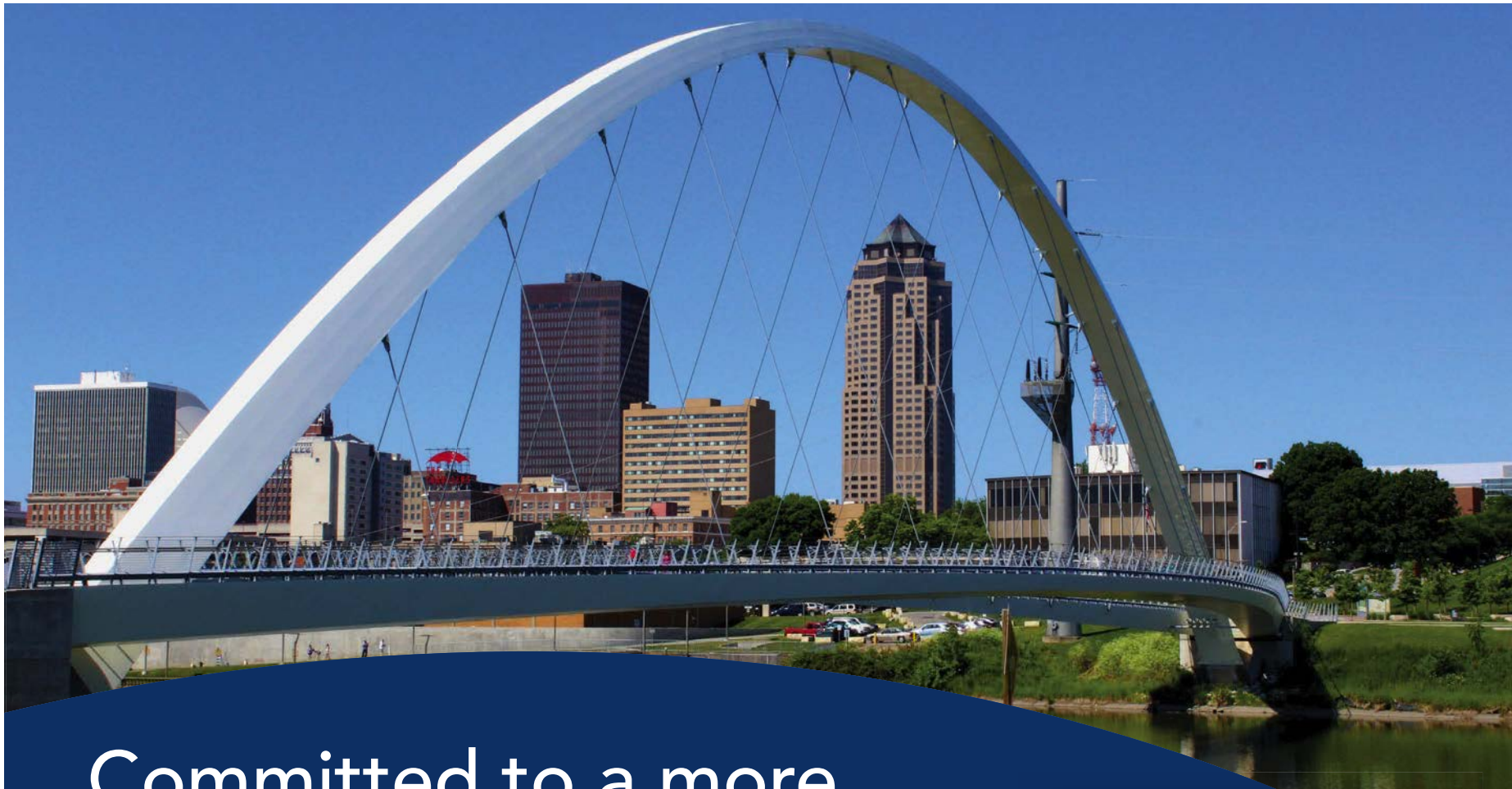
<https://bit.ly/2lwY24L>

New Iowa ag exec

Iowa Agriculture Secretary Mike Naig has named Julie Kenney as deputy agriculture secretary.

<https://bit.ly/2H0geXv>

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INSIDER NOTEBOOK

That's the spirit

BY PERRY BEEMAN

Clive's own Copper Cross hybrid whiskey earned a silver medal in the American Distilling Institute spirits competition. Blended and bottled in the Des Moines suburb, Copper Cross is a hybrid blend of bourbon and rye. It hit the market in June, and is sold in seven states and Washington, D.C. "We set out to create a distinct taste profile that marries the sweetness of bourbon and the spiciness of rye," says Joseph Dehner, owner of Dehner Distillery. The bourbon and rye whiskeys are distilled in Indiana, then blended in a proprietary process in Clive. The hybrid blending process balances corn and rye.

Only one-third of grads have good jobs waiting at graduation

BY JOE GARDYASZ

Fewer than one-third of college students in the United States have a good job waiting for them upon graduation — a statistic that should make university presidents cringe.

Among bachelor degree graduates from 2002 to 2016, only 27 percent had landed a professional position before graduating, according to the Gallup-Purdue Index, a representative study of 70,000 college graduates. Among remaining graduates, it took a year or more for 16 percent to find a good job.

"When I share this data with trustees of colleges, they are extremely concerned," said Brandon Busteed, executive director of Education and Workforce Development with Gallup.

Broadening students' exposure to businesses and career choices through internship experiences could double the number who have good jobs waiting for them, Busteed told attendees of the Future Ready Iowa Summit held Tuesday at the Community Choice Credit Union Convention Center.

At the end of the summit, Gov. Kim Reynolds signed the Future Ready Iowa Act, which establishes a registered apprenticeship development program, a volunteer mentoring program, a summer youth intern program, summer postsecondary courses for high school students aligned with high-demand career pathways, and an employer innovation fund, as well as skilled workforce scholarship and grant programs.

Iowa threads the needle on charity

BY PERRY BEEMAN

IowaWORKS Centers and Proteus employees around the state arranged the donation of 3,617 long-sleeve shirts for migrant and seasonal farmworkers. Employees from the IowaWORKS Center in Carroll donated 795 shirts, landing them in first place in a friendly contest. The IowaWORKS Center in Creston placed second with 518 shirts. The staff at Spencer added 473 and Council Bluffs, 422. Proteus is an Iowa-based nonprofit organization that has been serving migrant and seasonal farmworkers, immigrants and others since 1979. Iowa Workforce Development partners with Proteus to serve the needs of farmworkers throughout the state.

Rotary summit aims to expand Iowa's reach in international projects

BY JOE GARDYASZ

We occasionally get tips about upcoming Rotary events from our resident Rotarian and publisher, Chris Conetzkey. Here's a good one that may interest you if your organization is considering involvement in an international humanitarian project. The Rotary Club of Des Moines this year is expanding the scope of its annual summit on international service projects, in an effort to help more Central Iowa nonprofits and businesses partner on humanitarian projects overseas.

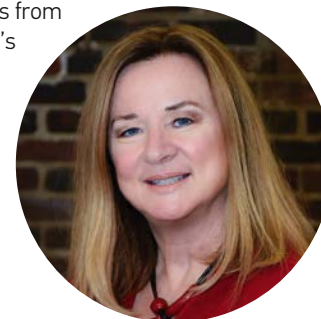
"The whole idea is to bring together the folks who are doing great things on international service projects," said **Becky Greenwald**, who chairs the club's international service committee. "This will hopefully increase the impact that Iowans are already having around the world."

During the fourth annual summit on June 1, Dan Houston, chairman, president and CEO of Principal Financial Group Inc., will be the featured speaker and lead a fireside chat about how companies can partner with nongovernmental organizations on international projects. The discussions will center on helping organizations better understand the business case that potential corporate partners look for when determining whether to participate in international projects, Greenwald said.

The 2018 round of international grants will also be announced at the summit. Last year, Rotary Club of Des Moines awarded \$7,000 to Self Help International for a clean water project in Nicaragua, and \$3,000 to Solidarity Foundation for a microfinance project in Mexico. The Des Moines club also participated with Rotary Club of Ames and a Rotary Club in Tanzania on a large water system development project in that African nation.

The June 1 event will be held at the UnityPoint Health Education and Research Center at Iowa Methodist Medical Center from 1 to 4 p.m. To register, click here.

<https://bit.ly/2q7rNIT>



Upscale store's closing shows downtown challenges

BY STEVE DINNEN

Retailing is tough: Just ask the liquidators of Toy R Us. Or Max Stanco, whose Lord Midas upscale menswear shop at Sixth and Locust streets is soon to close.

Stanco opened the store in late 2015 to showcase made-in-Italy high fashion for men. Finely crafted shoes, coats, sweaters and leather goods were the order of the day, and store manager Alejandro Ledezma said sales perked along in part due to out-of-towners visiting the store while they were in Des Moines during the run-up to the 2016 caucuses.

When the visitors left, though, sales fell. Blame it on poor parking options downtown, or the upstairs-downstairs whiplash known as the skywalk. Perhaps the well-groomed of Des Moines were too attached to incumbent haberdashers.

Or, it could be that critical mass for downtown retailing remains out of reach.

"We wouldn't be [closing] if we were at Jordan Creek," Ledezma said in an echo of location, location, location.

Whatever the reason, it shows retailing downtown remains a hard do. But Ledezma said Lord Midas gave Stanco the push to open his operations in Palm Beach, Fla., where he currently is based. And it now offers us the chance to pick up some quality threads at bargain prices. (I should only be so lucky that before my birthday my wife should see a stylish cashmere overcoat.)

Not just the guy with peanuts

BY PERRY BEEMAN

Iowa Public Television, noting that time has reduced George Washington Carver's legacy to "the man who did something with peanuts" in some circles, has documented his rise from slavery to scientific achievement. "George Washington Carver: An Uncommon Life" premieres at 8 p.m. April 30. The show explores his complexities and impact, with interviews from three campuses that helped mold him: Iowa State University, Simpson College and Tuskegee University. A second airing will be at 1 p.m. May 6.

Starbucks seeks alternative to paper and plastic cups

BY PERRY BEEMAN

Wired reports that Starbucks — the source of 600 billion, or 1 percent, of the paper and plastic cups used worldwide each year — is looking for a more sustainable cup. The 600 billion is the company's own estimate.

Year-end bonuses could help small-business owners trim taxes

BY JOE GARDYASZ

Small-business owners will definitely want to meet with their tax adviser in December to figure out how they can fully leverage the 2018 Tax Cut and Jobs Act before closing the books on 2018. That was the biggest piece of advice from **Rob Poterucha**, a senior accountant with McGowen, Hurst, Clark & Smith PC. I sat in on a walk-through of the new tax provisions March 28 during a "Top Five for Small Business" seminar hosted by the Greater Des Moines Partnership.

The new law that will apply to 2018 taxes was written to encourage employers whose businesses are set up as pass-through entities — such as an S corporation — to pay more of their income as salaries to help drive economic growth. So there's a good possibility that giving yourself or your employees a year-end bonus could actually help to lower your taxes, Poterucha said.

Additionally, changes in the tax law may make it advantageous for small-business owners who are now organized as an S-corp to consider changing to a C-corp. Poterucha had one example showing how a C corporation that paid \$340,000 in taxes on \$1 million in income in 2017 would pay \$210,000 on the same \$1 million of income in 2018.

Some good news for businesses that are pass-through entities: They can qualify for a 20 percent deduction of their pass-through income before it's taxed at the owner's individual tax rate — provided they meet a three-part qualifying test that gets into some wonky IRS math gyrations. The really murky part is that it doesn't apply to "service corporations" unless the owners' taxable income is below \$315,000, and the IRS rules for what are considered service corporations still need a lot of clarification, Poterucha said.

What do business owners think? Bryan Friedman, co-owner of Newton-based real estate developer Goldfinch Growth, said afterward that he's hopeful the tax provisions will spur additional real estate investment activity. "As we look for working with individual investors, real estate does have a lot of advantages through some of these pass-through provisions," he said. "I think it makes our industry more attractive for investors."



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CORY HOLLAND

President and CEO, Dana Co.

BY JOE GARDYASZ

Cory Holland took the reins of the Dana Co. on Jan. 1, succeeding founder Dana Ramundt as president and CEO. Holland joined the West Des Moines-based independent insurance agency in 2001 and in 2010 became the minority owner. A Des Moines native, Holland began his insurance career in 1992 as an underwriter with Allied Insurance and later worked for Continental Western Group in underwriting before joining the agency. Ramundt, who founded the agency as a one-person operation in 1989, announced last year that Holland would take over leadership of the agency, which now has 25 employees and represents more than 35 insurance carriers.

Were you planning on insurance as a career while you were in college?

I really wasn't. I knew I wanted to do something in business. I started in accounting, actually, and got an accounting degree. This isn't a very good comment for Central College's credentials, but I know very little about accounting to this day. So I surround myself with people who were better students in accounting than I was.

How did you come to join the agency?

I had a friend here who worked in the marketing department — back then we were only about 13 or 14 employees. She wanted to get out of small business and back to a larger company. So on her way out the door Dana jokingly told her, "You can't leave here until you find your replacement." She said, "Done deal — I already found a guy who wants to work here." And so it worked out for both of us; she just retired last June from EMC and I've been here for 18 years. ... I was able to take my insurance knowledge and go out and help producers sell.

How did the succession plan come about?

Last summer [Ramundt] said, "You know, I'm getting so much pressure to sell — If I'm going to sell it to anybody it's going to be to you, so why don't I just make this happen and I can put the issue to bed and tell everybody, 'I've got a plan; this is what's going to happen.'" It allowed him to push all the day-to-day stuff over to me. He'll still be chairman and

can come in when he wants to and go duck hunting when he wants to, knowing that the agency will go forward in the direction that he planned.

What sets this agency apart?

We do our niche real well — we do a lot of home and auto insurance. We're still very interested in the one-on-one consultation. If you want somebody to sit across the table from you and explain the policy, that's one thing we're still pushing. ... Outside of personal lines, the bulk of our business is working with business owners. ... We let the big boys out there chase the large accounts — they can do those very well. We bring a little more to the table than the small mom-and-pop shop that may not have the resources we have. We kind of fill that middle niche; I always tell people that anyone with one to 50 employees is right in our wheelhouse. We can bring benefit to them and make them feel important. We also work with startups, and hope that they remember who was with them when they needed help out of the gate.

What challenges do midsized agencies face these days?

One is competition from the direct writers. They've got the advertising budgets; there's a reason they're on every football game and every commercial. [The challenge is] trying to figure out how to adapt their model to the independent agency. ... Trying to get younger people to appreciate value, or maybe it's us [as the agency] recognizing what's important to a younger person might be something we struggle with. Another challenge is getting more young people into the insurance business. We've done well — we've hired two people in their early 20s to try to build our own. ... Dana himself has done a lot of work with the University of Iowa [Vaughan Institute] to teach students they can stay in Iowa and make a real nice career in the insurance industry.

Is it difficult for an agency of this size to embrace new technology?

It is — it's a mentality. That's why we need to recruit younger people to teach us how to sell to younger people.

CONTINUED ON PAGE 10 >>



SUBMITTED PHOTO

FAMILY: Wife, Melissa; daughter, Riley; son, Brad

AGE: 48

HOMETOWN: Des Moines

EDUCATION: Bachelor's degree in accounting, Central College, Pella

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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



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“WE’RE LIKE ANY BUSINESS — YOU HAVE TO **GROW TO STAY RELEVANT.** IN THE INSURANCE BUSINESS THERE’S A LOT OF CONGLOMERATION RIGHT NOW WHERE PEOPLE ARE BUYING OTHER AGENCIES, AND THAT’S HOW THEY’RE GROWING. WE’RE STILL TRYING TO DO IT THE **OLD-FASHIONED WAY...**”

The business owner today is still mainly of that generation that wants to sit down with a human being and explain things to them. But eventually they’re going to turn that business over to their 26- or 28-year-old when they’re ready to hand off the baton. And that is a challenge for us, figuring out how those people want to do business. Dana always had a saying: “It’s the pioneers who take the arrows.” We’ve always let others be out front to work out the kinks, and then we’ll fall in line with what works. But we also don’t want to be the last one to adopt something either. In my opinion it’s an Iowa thing that people still like doing business with their friends and neighbors. ... My gut tells me that for the next 20 years, people are still going to want to do business with a human being.

Changes ahead for the company?

Dana has spent 28 years building this to what it is today, and it’s ready to take off. What I can provide is more energy and more people who want to be a part of something. He got us this far — now we’re going to take it through the next 20 years, and the next generation will take it another 20 years. We’re like any business — you have to grow to stay relevant. In the insurance business there’s a lot of conglomeration right now where people are buying other agencies, and that’s how they’re growing. We’re still trying to do it the old-fashioned way by bringing in new people and doing it internally, and we’ll continue to do that.

What does a former underwriter do for fun?

I like to be around people — I have some buddies that I play cards with; I like to golf, get together and watch some football games. In this new role now my wife and I will be doing some more traveling, so I’m looking forward to that. That will be one of the perks of this position — meeting with people higher up on the ladder and being active on boards.

What’s a book you’d recommend?

The last one I’ve probably read is by Tommy Spaulding — “The Heart-Led Leader.” It kind of hit home; believing in your employees and letting them do their thing. It’s not all about the bottom line. He talks about organizations that are successful not because they had the smartest leaders, but because they did things to put their people in a position to be successful. ■



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The white hats

DNR TEAM, INTERNS OFFER CONFIDENTIAL ADVICE **ON HOW TO SAVE MONEY**

BY PERRY BEEMAN

The Iowa Department of Natural Resources runs an assortment of programs aimed at helping your business cut waste, run more efficiently and even sell byproducts you may have seen as waste.

The small operation run from the Wallace State Office Building — but benefiting from representatives stationed across the state — assisted 6,124 businesses in fiscal '17.

The work touched the lives of 2.9 million Iowans, saved the Iowa economy \$12 million, and helped 1,875 communities.

"We offer financial and technical assistance that improves environmental performance while enhancing Iowa communities and the economy," said Jennifer Wright, section supervisor in the DNR's Land Quality Bureau. "We have our hands in a lot of different things, fundamentally with the intent of driving down pollution and waste generation," she added. The programs largely grew out of the 1987 Iowa Groundwater Protection Act, with some starting in 1990s and early 2000s.

The programs are offered by the Financial and Business Assistance Section, and that's where we found Wright. She's in charge of some diverse initiatives that help businesses save energy, streamline operations, and launch efforts that keep stuff out of landfills — composting, for example. She is assisted by colleagues Jennifer Reutzel Vaughan and Tom Anderson and a network of six contractors at community colleges or councils of governments. The services are for all Iowans, businesses included. Those that spend \$1 million or more on energy would qualify, too.

In the Pollution Prevention Intern Program, businesses (and others) pay part of the cost of interns who help assess companies' pollution and byproducts. The program is nonregulatory and there is no threat of the enforcement branch at DNR getting involved. The interns, all college ju-

nior or senior engineering students from Iowa, Wisconsin and elsewhere, spend 12 or 24 weeks at the business, typically in summer and fall.

"We help them reduce their environmental impact," Reutzel Vaughan said. "We can reduce their water and energy use. These aren't just a white paper. These are detailed ideas that are actionable and implementable."

"The feedback we get is (the companies) just don't have the time to do these things," Reutzel Vaughan added. "They need somebody who can be onsite for an extended period who has technical training to really analyze and manage these projects and make recommendations."

"The intern program allows companies to take some of those projects — energy or water conservation or whatever — and they apply to our program and they request an engineering intern," she added.

Reviews among participating companies have been good.

"The intern was able to put a focus on a couple of projects that our core team has had on our priority list," Kim Hagedorn of Principal Financial Group told DNR. "Due to his work, we will be able to properly assess the cost-of-benefit analysis of implementation, including alternative implementation methods for us to consider."

Said Sarah Fersdahl of DuPont Industrial Biosciences: "The intern project gave us the resource we needed to work on an improvement project and meet a plant goal and a business sustainability goal."

Typically there are about a dozen students in the program; the record was 18.

The interns provide hands-on support and give the business staff time to take care of other tasks. The competitive program gives the interns a paycheck — usually at \$12 to \$20 per hour — and course credit. The companies pay \$6,000 per intern for 12 weeks.

There usually are more requests than the budget can handle. The program also works with businesses on compliance assistance and environmental management systems support. A series of workshops is offered for a small fee.



PHOTO BY DUANE TINKER

CONTINUED ON PAGE 15 >>

COVER STORY

IOWA WASTE
EXCHANGE CASE
STUDIES

BestCob of Independence turned corncobs into materials used for sandblasting and as animal feed additives, animal pharmaceutical carriers, chemical and oil absorbent material, and filler for plastic and composite products.

A team in Hampton used old drapes as dropcloths and protective barriers while painting a mural on a building.

Goodwill of the Heartland had foam sheets left over from its contract services. The agency in Cedar Rapids used the sheets for packing and some were used by a partner suggested by DNR, M&W Manufacturing.

CASE STUDIES,
POLLUTION
PREVENTION
SERVICES

Bridgestone Americas Tire Operations, Des Moines
Last year, Bridgestone worked with Iowa State University mechanical engineering student Samuel Hartman to find ways to trim the company’s annual 100 million gallons of water usage, which costs \$700,000. The goal is to reduce water use by 35 percent from 2005 levels by the year 2020. The company already implemented some of the ideas, such as reusing water from a curing process and monitoring pumps.

Hach
Hach, an Ames-based manufacturer of water testing equipment and testing methods, worked with ISU chemical engineering student Akshay Kulkarni to inventory water use and look for ways to save water. Kulkarni recommended flow meter installations, changes in hoses and recycling of water, among other changes, with potential savings in the thousands of dollars.

Principal Financial Group
Principal wanted to save on energy and water consumption. The company brought in Omar Sanousi, an ISU mechanical engineering student. He suggested shutting off large TVs that ran 24 hours a day, adjusting the standby mode on dishwashers and improvements to ventilation and cooling towers.

RESOURCES:
Iowa Department of Natural Resources waste reduction services, <https://bit.ly/2EkI8sT>
Iowa Waste Reduction Center, University of Northern Iowa, <https://iwrc.uni.edu/>
Iowa Waste Exchange: <https://bit.ly/2GREKdn>
Center for Industrial Research and Service, Iowa State University, <http://www.ciras.iastate.edu/>
Metro Waste Authority, www.mwatoday.com

ENVIRONMENTAL
WORKSHOP

The Iowa Department of Natural Resources, the University of Northern Iowa and the U.S. Environmental Protection Agency Region 7 will offer a workshop offering tips on environmental compliance on April 24 at the Courtyard by Marriott in Ankeny. Speakers will outline U.S. Environmental Protection Agency priorities, EPA’s Toxic Release Inventory and transportation regulations. Cost: \$40. <https://bit.ly/2EkwrkJ>
Pollution prevention intern case studies: <https://bit.ly/2q3HpqS>

CONTINUED FROM PAGE 13 >>

Reutzel Vaughan said while the University of Northern Iowa works with small businesses on waste issues, the DNR's Solid Waste Alternatives Program (SWAP) is aimed at businesses with more than 100 employees, those that report to the federal Toxics Release Inventory (of self-reported emissions) or those with unusually large amounts of waste.

Since 2001, host companies have saved more than \$84.4 million through the intern-aided projects, which help divert waste from landfills, reduce hazardous waste, conserve water and energy, and reduce greenhouse gas emissions.

In 2017, savings included:

- \$8.7 million in water savings.
- \$943,000 in special waste costs.
- \$15.9 million in solid waste costs.
- \$15 million in hazardous waste disposal.
- \$22 million in electricity.

The state also operates the Iowa Waste Exchange, which has found a new home for 3.5 million tons of "wastes" that often turned out to be something that could be sold. Or at least disposed of without paying a landfill fee, because another party could use the material.

The exchange has saved Iowans \$86 million in landfill fees and other costs since 2001.

A landfill alternatives program encourages new efforts to divert plastics, organic food wastes and other materials from landfills. The state offers forgivable loans of zero to 3 percent interest

depending on the project. "We're looking to diversion of wastes from the landfill through waste reduction, recycling and composting," said Anderson. Project applications are accepted in two rounds, with deadlines of Jan. 2 and July 1. The \$600,000 program is financed with landfill fees.

"It could be as simple as a cardboard baler," to prepare the materials for sale to a recycler, Anderson said. "Or as elaborate as recycling tires or food wastes or installing anaerobic digesters" to produce burnable gas from organic material, Anderson said.

Over the decades, packaging has become a bigger issue but hasn't grown as much as Wright had expected.

On the other hand, landfill waste analyses show that food wastes, which were 10 percent of the loads going to landfills in 1998, now are 20 percent. And 7 percent of those organic wastes are in unopened packages, many of which weren't as far gone as people think reading the "best by" dates, Anderson said. "That floors me," he added.

DNR also runs a \$400,000 program that assists with the demolition or rehabilitation of dilapidated buildings in communities of fewer than 5,000 people. The program offers aid of \$50,000, but that rises to \$75,000 if the debris is recycled.

The programs have seen budgets shrink over the years, but Wright said the DNR staff continues to work directly with businesses, residents and organizations to save them money, curb pollution and lengthen the life of local landfills. ■



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PHOTO COURTESY OF CALIFORNIA SKATEPARKS

Lauridsens' \$1M donation lifts skate park campaign

BY PERRY BEEMAN

Greater Des Moines benefactors Nix and Virginia Lauridsen — who a year ago donated \$1 million to help overhaul the headquarters of the Des Moines Metro Opera — have given the same amount toward the planned \$3.5 million river-front Lauridsen Skate Park.

This has committee co-chairs Brad Anderson, Christine Hensley and Angela Connolly saying they are certain that this quality-of-life project important to attracting and keeping workers — not to mention entertaining us all — is going to happen after more than a decade of talk. With \$2.5 million already pledged by some of the community's philanthropic heavyweights, the skate park committee is launching a campaign to get 3,000 grassroots supporters to sign a support page online, and to attract 1,000 grassroots donors.

"It's taken a lot of people to get to this place, but we're not finished yet," Anderson said at a news conference last week.

It was Anderson who began talking to Kevin Jones, owner of the East Village's Subsect Skate Shop, and asked him how the drive was going, and who was fundraising. Jones basically said he was running the show, and plugging away. Anderson, who is a veteran political operative and

fundraiser, offered to bring in the heavy artillery — Hensley and Connolly and others — and to set up a firm fundraising plan and schedule.

Now the cash is coming in from multiple sources and the \$3.5 million should be in hand by September for the park. "If we don't have it done by then, it won't happen, but we will," Hensley said. "We have a lot of momentum."

Anderson said he hopes construction will begin this fall.

Businessman Nix Lauridsen thanked the diverse committee that has revived the project that has been 14 years in the making. "It's a great deal for Des Moines," Lauridsen said. "All I did was sign a check — it was a big check." Virginia Croskery Lauridsen is an assistant professor of music at Simpson College and a widely known soprano.

The project is seen as one piece of another wave of development along the Principal Riverwalk, which could include an adventure park and whitewater course south of the skate park and a private development in the Argonne Armory Building north of City Hall and the Brenton Skating Plaza on the east side of the river.

"It's a quality-of-life issue," Hensley said in an interview before the news conference. "A city

has to have a diverse array of activities."

Added Connolly: "A kid can get a \$100 board and enjoy it all day." Some even use the boards for transportation, she noted.

Connolly said parking will be available at Wells Fargo Arena when there are no events. Others may park on the east side of the river and walk across the pedestrian bridge.

Hensley says the fundraising tally already is around \$2.5 million, and more was coming in with the announcement on the riverbank.

The city and Polk County are playing roles, there are plans for a maintenance fund, and the location — on the west bank of the Des Moines River — is close to both the Rotary Riverwalk Park with its large fishing pole playground structure and the proposed whitewater course at the Center Street dam site. All of that would be visible from the Women of Achievement Bridge over the river.

There is even talk of rock climbing and zip-lining in the area.

"The skate park is going to give the water trail a real activity," said Connolly, who had a big hand in the work behind the creation of nearby Wells Fargo Arena. "This is the linchpin. We want it to be an adventure park."

The Community Foundation of Greater Des Moines' Leadership Circle gave \$500,000, with the caveat that people stop talking about building anything less than the full \$3.5 million, 65,000-square-foot version that has been laid out by California Skateparks. The park would feature a 300-foot downhill snake run, and various bowls and pools designed to please everyone from tournament competitors to novices. Admission would be free.

Des Moines donated the land, and Polk County got involved because it can accept in-kind services and the city can't. The city will maintain the park, which will be built without tax money.

The skate park was originally proposed after AMOS, or A Mid-Iowa Organizing Strategy, found that local families wanted a large, well-developed skate park. For years, skateboarders had made the multilevel Nollen Plaza, which now is the one-level Cowles Commons, into an ad hoc skate park. At times, they turned the Crusoe Umbrella sculpture into a skateboard ramp, which was frowned upon by many, including police.

"If you don't have a skate park, your city becomes a skate park," Connolly said. "They want somewhere to go."

Hensley said the new development would be a center for the sport, which will join the Olympics in 2020. There is talk of skateboarding legend Tony Hawk and funmeisters Red Bull being involved in some way. And some are discussing creating art on the surface of the skateboard park. ■

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Catalyst Grant

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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 © 2018 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.

A CUSTOM PUBLICATION FOR ABI



David Zrostlik
ABI Chair
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Learn how other leaders keep up on best practices

Welcome to another edition of Business Record Iowa. There's a wealth of great information in this month's newsmagazine.

The cover story looks at what leaders are reading and listening to (things like books, blogs and podcasts). It's an informative and fun read. If you're like me, you enjoy learning how others keep up on best practices.

On another matter, last month's annual Iowa Business Day on the Hill was a huge success. Thank you to those who participated from all across our state. Day on the Hill provided yet another opportunity for ABI members (and members of the Iowa Chamber Alliance, National Association of Women Business Owners and National Federation of Independent Business) to thank state officials for their service and to discuss pending legislation. Whether a business owner or a legislator, we all want to help make Iowa a better place to live, work and raise a family.

Finally, I'd note two hotels are already sold out for the 2018 Taking Care of Business Conference, ABI's 115th annual convention. The event will be held in Coralville on June 5-7. The good news is there are still plenty of other lodging options remaining. Please go to www.ABITakingCareOfBusiness.com for more information.

The hospitality, speakers, venues and networking at the conference are the very best you'll find anywhere in the state. If you and your team attend only one event this year, this is the one that'll give you the best return on your investment in terms of time, money and resources. I look forward to seeing you and your co-workers in June.

As always, thank you for your support.

EXPERT ADVICE

With Legal Services, Better to Lead than React

Nearly every leadership resource that a business leader might read will be clear about one thing: The best leadership is proactive, not reactive. Despite this clear truth, one area where many people are reactive is in the use of legal services. There are many obvious reasons for this, including cost concerns and a lack of knowledge about what value an attorney could add early in the process.

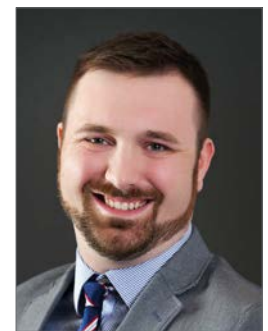
The following are the primary areas where I frequently see my clients wait too long to write the email or make the phone call, which usually means additional costs and problems later in the process:

- **Letters of Intent:** I often have clients who want to negotiate the letters of intent for acquisitions or investments without legal involvement. While sometimes this works out, often I find that my clients have either agreed to terms that they really don't want or understand, or they don't address key deal-breaker issues upfront that sink the deal after significant avoidable cost and headache on the back end.
- **License Agreements:** Intellectual property ownership and licensing is becoming more important for

businesses in all industries. While many clients think that they're done once they have a royalty rate, there are many complexities that must be addressed to minimize dangers to all parties. This includes dealing with issues like ownership of derivative works, termination provisions, sublicensing and related royalty structures, and minimum licensing fees.

- **Organizational Documents:** The process for actually setting up an entity in Iowa and most other states is pretty simple. However, the governance issues are much more complex and are a common source of avoidable conflict. Getting advice and having a discussion about these issues early can prevent many costly shareholder disputes down the road.

These are just some of the areas that often benefit from proactive behavior — seeking expert advice upfront — and are at least worth a phone call or email. You'll almost always end up ahead.



Drew Larson
Attorney, BrownWinick Law Firm
larson@brownwinick.com





◀ EVENT REWIND



Iowa Business Day on the Hill

March 13, 2018 | ABI Office and Iowa Capitol | Des Moines

This annual legislative-focused day started with networking at the ABI office, followed by an update on pending legislation. Participants then headed to the Capitol to meet and talk with members of the House and Senate. A luncheon featuring guest speaker Sen. Randy Feenstra, chair of the Senate Ways and Means Committee, followed. The event, which grows bigger and better each year, is a partnership between ABI, the National Federation of Independent Business–Iowa, the Iowa Chamber Alliance and the National Association of Women Business Owners–Iowa Chapter.



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CAPITOL BUSINESS



The 2018 legislative session is near conclusion



Brad Hartkopf

Coordinator,
Public Policy, ABI

bhartkopf@iowaabi.org

Adjournment of the 2018 Iowa legislative session is within sight. We are just four days away from the 100th day of the session, when per diem expenses for legislators expire. Lawmakers are looking to wrap up their work for the year and then head out on the campaign trail where they will make their case for why they should be sent back to Des Moines.

Following the second funnel, which occurred a month ago, legislators turned their focus from policy issues to putting together a de-appropriations bill for FY18, passing a budget for FY19 and working to enact a tax-reform package.

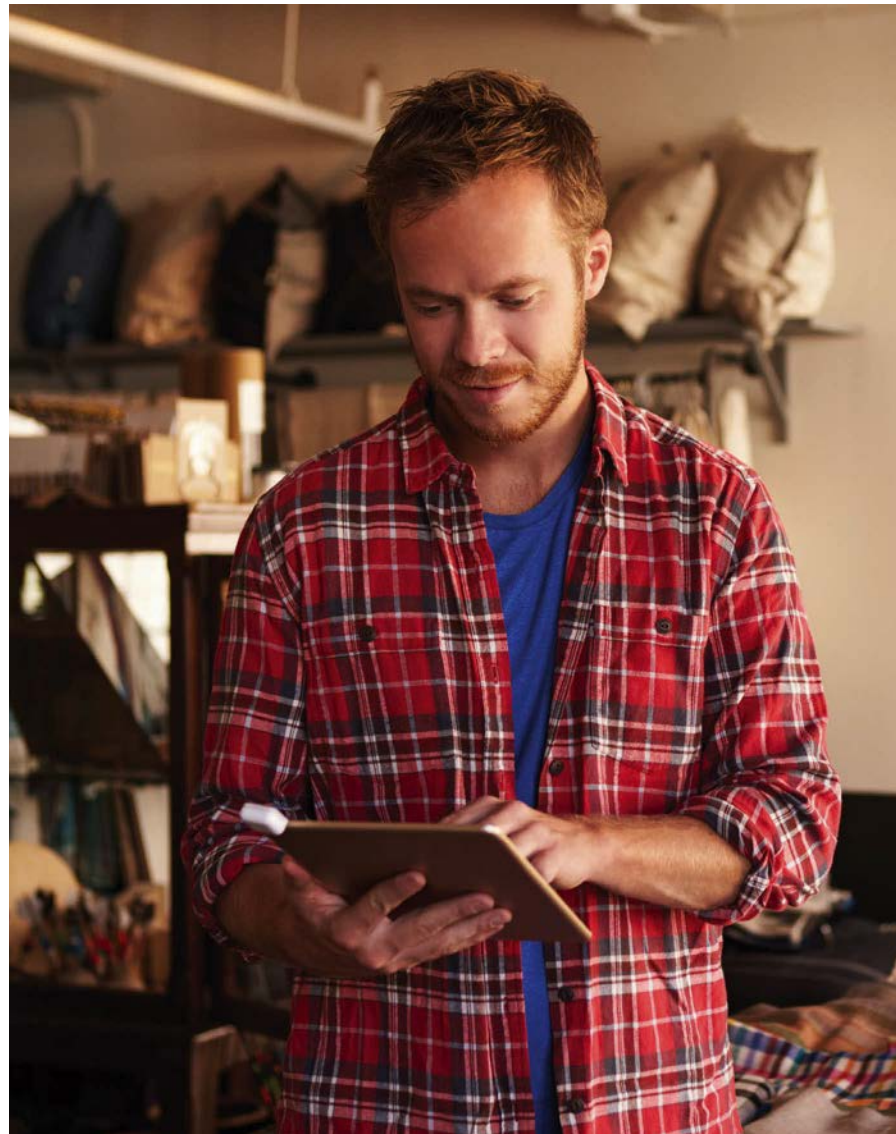
It has been another fantastic year for the business community, as several key ABI priorities were approved by both the House and the Senate and sent to Gov. Kim Reynolds' desk for her review. ABI could not have had this success without the help of ABI members contacting their legislators and explaining the importance of enacting pro-business legislation.

Numerous public policy events are set to follow the legislative session. The ABI public policy team will be traveling the state in May to explain and discuss the results of the session with ABI members.

ABI is a member of Economic Progress for Iowa's Citizens (EPIC), which interviews open-seat candidates who are running statewide and for the Iowa Legislature. The interviews will begin in May and take place over the course of the summer. The goal is to learn more about the individuals who are running for office and where they stand on economic development policies.

Later this summer, the Iowa Industry Political Action Committee (IIPAC) will evaluate candidates and award pro-jobs legislators and candidates with a "Friend of Iowa Business" endorsement.

As the Legislature seeks to finish its work, you can count on the ABI public policy team to continue to update you throughout the summer and fall on key issues impacting your business. If you are interested in getting engaged in the ABI public policy process or attending a future public policy event, please contact me at bhartkopf@iowaabi.org or 515-235-0576.



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Reading takes an important role in Michael Sadler's life.

Sadler, CenturyLink's assistant vice president for public policy and government relations, described reading as "sharpening the saw" of his skills, which, funny enough, is a line he got from reading a book titled "The 7 Habits of Highly Effective People" by Steven Covey.

Reading in general can have a profound effect on leadership, but less than half of the U.S. population is reading literature, according to a 2012 study by the National Endowment for the Arts. Reading and listening can provide a variety of benefits for leadership in every industry, making that trend all the more concerning.

This trend "is terrible for leadership, where my experience suggests those trends are even more pronounced," wrote John Coleman for the Harvard Business Review. "Business people seem to be reading less — particularly material unrelated to business. But deep, broad reading habits are often a defining characteristic of our greatest leaders and can catalyze insight, innovation, empathy, and personal effectiveness."

But some leaders in Iowa put a large stock in reading and listening. They use books and podcasts to sharpen their skills and learn the newest and best ways to lead. Sadler, who was named the Business Record's Forty Under 40 Alumnus of the Year in 2014, has taken that to heart.

"It's kind of continually learning and keeping your skills at a top level," Sadler said. "I think that's important for every business leader to stay on top of their skills and keep that saw sharp and be effective in their roles."

A WELL-REFINED LEADER

Sadler doesn't limit his reading choices by industry. While he does work in telecom, he reads books about many different types of businesses, entrepreneurial mindsets and skills.



STAYING ON TOP OF TRENDS: Iowa leaders *read, listen* to sharpen skills

The most recent book Sadler read was “The Captain Class” by Sam Walker. The book analyzes the greatest sports teams in history — their players, coaches and front office staff — and puts them into a business context. Being a sports guy, Sadler, who played basketball at Simpson College, enjoyed learning about these strategies through a sports lens.

Sadler tries to read one book per quarter. Even though that’s not as much reading as he’d like to do, it still allows him to learn and grow in his position.

“Because my work brings me into a lot of different directions, to read some of these books and some of the styles of leadership has helped me communicate effectively both internally in my position and externally,” Sadler said.

Not only does Sadler read, but he also listens to podcasts. He was made aware of podcasts a few months ago through some younger co-workers. Now it allows him to learn while on the go. He listens to a couple of podcasts the most: “Live Inspired” and “The Introvert Entrepreneur.”

“I really relate to that because I am an introvert for the most part,” Sadler said with a laugh. “Some people won’t buy that, but I am. It talks about different strategies for an introvert to still be an effective communicator as a businessperson in today’s world.”

Armed with refined and sharpened skills, Sadler loves to discuss new books and podcasts with other members of the ABI board of directors, on which he’s part of the executive committee, especially since there’s a large swath of industries to talk with.

“I think it’s important to keep up to date with the latest business strategies,” Sadler said. “I think it’s important to see what people are doing in other industries that could relate to your industry.”

A BOOK THAT INFLUENCES

Rowena Crosbie jokes that maybe persistence is the biggest key to being a leader. And she might know that more than anybody.

After all, Crosbie, the owner and founder of Tero International, and her co-author, Deborah

Rinner, took eight years to complete their book, “The Invisible Toolbox: The Technological Ups and Interpersonal Downs of the Millennial Generation,” which was released early last year.

“It took a horrifying long time,” Crosbie said. “To write a book that people actually want to read and can find inspiring and insightful, that’s tough for an author to do. This thing took on so many iterations over the years. Persistence is an underlying message.”

The book’s main message has hit home for a lot of Iowa leaders. “The Invisible Toolbox” focuses on the large cohort of millennials entering the workplace and the challenges they’ll face related to interpersonal skills, which Crosbie says account for 85 percent of people’s success at work.

“Especially at a time with all the technological changes that have changed how all of us work,” Crosbie said. “The ability to relate to others is one of the things that in many places was resistant to change. It’s as important now as it was when I started the company 25 years ago.”

Crosbie has been pleasantly surprised by how well the book has been received by the Iowa community. Initially, Crosbie and Rinner, chief learning officer for Tero International, wrote the book to be read by Tero graduates as a follow-up to the various courses the company offers.

It has turned into much more than that. Leaders in the community are distributing the book to their team members to help facilitate dialogue, Crosbie said. She also said her book will be picked up by a Des Moines Area Community College management class for learning material.

“We never dreamed that a book that was written for the everyday consumer to read on an airplane or curl up with on their nightstand would be perceived in academic circles to have that power to find its way into a formal classroom,” she said.

Crosbie is proud of the scope of the book so far because she knows the importance of reading to a leader.

“The half-life of knowledge right now is estimated to be four years,” she said. “That means that half of what we learn in any given year will be replaced with new knowledge four years

“... it’s important to keep up to date with the latest business strategies ... to see what people are doing in other industries that could relate to your industry.”

MICHAEL SADLER

assistant vice president for public policy and government relations, CenturyLink



“For all of us, it’s imperative for us to stay current and constantly be consuming new ideas and new concepts.”

ROWENA CROSBIE
founder, Tero International

A CUSTOM PUBLICATION FOR ABI

from now. For all of us, it’s imperative for us to stay current and constantly be consuming new ideas and new concepts.

“Reading good books is such a good way to do that. We can listen to audio in our vehicles, we can listen to podcasts when we’re exercising or we can curl up in the airplane or in the bed at night and read a book. It’s one of the smartest things a leader can do for their own professional development.”

FAR REACH TAKES UNIQUE APPROACH

While also building skills, reading can also be a great way to build teams within a business. Kate Washut and Far Reach Inc., a custom software development and consulting company in Cedar Falls, have tried to facilitate that through the company’s business book club.

Far Reach partner Chad Feldmann started the book club in 2015, thinking it would help the company learn and grow. Since the book club’s inception, the company has read more than 10 books. After each read, the team posts a blog on Far Reach’s website, giving a synopsis of the book and how it can be incorporated into their work lives.

“We read anything we think we can learn something from or that will help us work or how we run the business or how we work as a

team,” Washut said. “There are a lot of different things we can learn from a lot of different people. It’s kind of a fun way we can learn just because we do it together.”

The team meets every other week to discuss the book, even if it’s just a few chapters at a time.

Many of the books revolve around happiness, including some recent reads like “Joy, Inc.” by Richard Sheridan and “Today Matters” by John Maxwell. It’s all a part of the company’s core values and desire to learn.

“I’d say everyone on the team has a passion for continuous learning,” Washut said. “For me, as a leader, it’s really important to live that core value so that the team sees it and knows that I’m bought into it and I make a conscious effort to do.”

Reading helps Far Reach and Washut personally stay on top of trends in the industry and beyond.

“The world moves really quickly these days, so we can’t stand still,” Washut said. “We have to keep learning and innovating. For us, reading books is one of the ways that we’re always thinking how to do things better as a team, and it goes beyond just a team to our clients and community too.

“We don’t have the luxury of standing still. We’ve got to keep moving forward, and learning and growing is imperative to that.”

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SUCCESSION PLANNING

Plant the tree **yesterday**

There's no argument that developing a successful succession plan requires a significant time commitment and support from company team leaders. Business owners and companies that fail to invest in succession planning are putting the business at significant risk. Most business leaders don't make conscious decisions to avoid the succession planning process, as they understand its value, but the daily grind of running their business can get in the way.

With that being said, could there be other equally important physiological reasons why business leaders don't engage in succession planning? There are numerous studies on why humans defer making important and necessary decisions, but none are more telling than a survey conducted by FuneralWise.com. The survey polled 2,647 individuals. Only 21 percent of those polled had made funeral plans, and of the remaining individuals, only 27 percent intended on doing so. Could it be that the fear of our own mortality is another reason why leaders of companies forgo the succession planning process altogether? Quite possibly.

On average, 10-15 percent of corporations appoint a new CEO each year. Ac-

cording to “Succession Planning: What the Research Says” by Harvard Business Review, “most boards are unprepared to replace their chief executives.” The article cites a study that revealed only 54 percent of boards were preparing for a new successor, and 39 percent didn't even have internal candidates who'd be ready to replace the CEO if an event occurred. Although the process can be time-consuming, succession planning is key to the longevity of any corporation.

It's been said that the best time to plant a tree is yesterday, and the same holds true for succession planning. It's safe to assume that company leaders will continue to be so consumed with their daily management responsibilities that succession planning efforts will continue to be pushed aside to the corner of the desk. However, there's an interim succession plan that would allow the business to “plant their trees yesterday” by protecting their business in case of an unplanned event, such as the death or disability of a key employee.

Meeting with a qualified insurance agent to review the benefits and costs of key employee life and disability planning

would be one way to begin a succession plan. During the underwriting risk assessment process, the company may obtain critical health information that could actually push succession planning to be a top priority. A key life and disability insurance plan would ideally become an additional component of a succession plan because it offers the following benefits:

1. Helping to retain and reward key employees.
2. Putting the company in a position of strength to deal with the financial impact should an unplanned event occur before a formal succession plan is installed.
3. Creating an asset that sits on the company balance sheet that can serve a dual role as the funding for future buyouts.

The first step toward developing a succession plan begins with the realization that the need is critical to the company's ongoing operations. Plant the tree yesterday.

Reference: Harrell, Eben. “Succession Planning: What the Research Says.” Harvard Business Review, Nov. 14, 2016, hbr.org/2016/12/succession-planning-what-the-research-says.

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TOP TIPS

Navigating the World of Business Software

Software is a core component in any organization these days. Just think about all the software platforms you use on a daily basis: email client, billing system, ordering platform, CRM, time management/tracking, ERP — the list goes on and on.

How can you make sure you're getting the most value out of your software investment in terms of time and money?

Look at the Software Big Picture

Be proactive about your software strategy. Think about how software fits into your organization as a whole, and tie your software strategy directly to your organizational strategy. Here are a few common questions to consider:

- Do you want one tool that does everything? Or do you want several tools, each of which is the best at the specifics of what it does?
- Is there technology you can implement to help you and your employees better meet organizational goals?
- If you use multiple software platforms for key business and value chain processes, do those systems integrate with each other? Should they?

Understand Software's Value

By tying your software strategy to your organizational goals, you can better understand the value — or lack of value — a system brings to your team. Think of your software as being a team member. Just like any employee, the software systems you “hire” should have clear expectations and help you meet your goals. Invest in your software like you invest in your team. Sure, software doesn't need to attend trainings and conferences, but it does need an element of “professional development” in the form of maintenance, updates and enhancements.

Do Your Research

Making a decision to invest in software, whether it's a \$9.99 per month subscription or a custom system, requires forethought and planning. Ask yourself:

- What are the goals for this system?
- What do I expect the end result of implementing this system to be?
- What is the value expected out of the system?

Once you understand the big picture of the system's goals, here are steps you can take to evaluate your options:

1. Document your requirements and expectations, including functionality, timeline, cost and other factors.
2. Categorize those requirements into must-have items, items you really want but aren't deal-breakers and nice-to-have items that aren't required.
3. Find options. Look for potential alternatives with a range of customization options, including out-of-the-box systems, existing platforms that are modular to which functionality can be added and removed as needed, and fully custom development.
4. Rate the options based on your requirements.
5. Get estimates and more information on your top three.
6. Evaluate the top choices and make a decision.

The most successful software strategies put the same rigor around investing in software as around purchasing a piece of physical equipment or another large asset. Software is an important part of keeping businesses running, so be sure to treat it that way.

**Megan Horn**

Marketing Director,
Far Reach

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EMBARRASSED EXECUTIVE

“No Ego” business book helps you understand, deal with ego-prone employees

“No Ego: How Leaders Can Cut the Cost of Workplace Drama, End Entitlement and Drive Big Results” by Cy Wakeman is right on for understanding and dealing with employees who have problems with their ego getting in the way of success, themselves and your other employees.

Think about the time and effort it takes to deal personally with those employees if you're the one in charge of that task. This easy read gives you easy-to-implement steps to make a positive difference in your workplace by dealing with egomaniacs or those who simply don't understand their negative impact on peers and workplace productivity.

Here's a list of my and Cy's favorite No Ego Core Beliefs:

- Venting is the ego's way of avoiding self-reflection.
- Accountability is death to the ego.
- Your circumstances are not the reason you can't succeed; they are the reality in which you must succeed.
- Professionals give others the benefit of the doubt – they assume noble intent.
- Engagement without accountability creates entitlement.
- Our suffering doesn't come from our reality; it comes from the stories we make up about our reality.
- When asked for my absolute best advice ever, I reply, “Stop believing everything you think.”

Cy's appendix contains the Reality-Based Leadership Ego Bypass Toolkit, which really helps to make her strategies easy to implement into your business. This will be the next book we share with our directors and HR manager.



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AHEAD OF THE CURVE



Submit Nominations for Leadership Iowa by May 1



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"Through my participation in Leadership Iowa, I gained exposure to so many different aspects of our state ranging from agriculture to government to education to business. I walked away from this program a more informed Iowan, with a better understanding of issues that impact us at the local and state level. I also met many incredibly talented individuals. We formed lasting friendships and learned so much from each other."

— Jenn Bleil, Cedar Rapids, LI 2016-17

"If it wasn't for Leadership Iowa, I'd see Iowa primarily from my own backyard. I now have a wider view and deep appreciation of the entire state. I've made many lifelong friends that I wouldn't have ever crossed paths with without having gone through the program."

— Jeremy Kauten, Waterloo, LI 2016-17

The deadline is approaching quickly to submit nominations for Leadership Iowa, Iowa's premier statewide issues-awareness program of the Iowa Association of Business and Industry Foundation.

Leadership Iowa provides an eye-opening opportunity for 40 current and emerging Iowa leaders to visit eight different locations across the state and rediscover what makes Iowa such a special place to live and work. The program is designed to educate, inspire and grow a network of informed leaders and to encourage their ongoing local and statewide engagement to create a better future for Iowans.

More than 1,000 leaders from across Iowa and from all industries have graduated from Leadership Iowa over the past 35 years.

The program is open to all current and emerging leaders who are interested in learning about issues important to Iowa and exploring a variety of Iowa's outstanding communities and organizations. Leadership Iowa offers participants a seat at the table with some of our state's top subject-matter experts, as well as unique opportunities to connect with leaders of diverse opinions, occupations and backgrounds. Leadership Iowa gives participants the tools they need to have a positive impact on organizations, communities and the state of Iowa.

Nominations can be made online at www.LeadershipIowa.com and will be accepted through May 1 for the 2018-19 class, which begins in October. Individuals must first be nominated to apply for the program. Self-nominations are also accepted.

Consider nominating your co-workers, community leaders, friends or even yourself for this unforgettable experience! Contact info@leadershiptowa.com with any questions.

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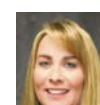
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- Where will the next hot spots be for development?
- Has multi-family housing been overbuilt and do we have the right housing mix?
- How will outside investors and new players alter the landscape?

PANELISTS



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Director of Real Estate
Development,
Ryan Companies



CARA UNDERWOOD
Managing Director –
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DAVID MAAHS
Executive Vice
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What plans could rock the 83-year-old Armory?

DES MOINES
LEADERS CONSIDER
THREE PLANS FOR
THE BUILDING



SUBMITTED RENDERING FROM SLINGSHOT ARCHITECTURE

BY KENT DARR

Developer Jake Christensen waged a two-year campaign to bring global events promoter and music venue operator Live Nation Entertainment to Des Moines. The potential to book acts in an 83-year-old building may have caught the company's attention.

Christensen is among three prominent developers who submitted conceptual plans to buy the Argonne Armory Building on Robert D. Ray Drive from the city and transform the iconic structure for a range of uses.

Blackbird Investments leads a team of TMG Properties LC and Invision Architecture that examined office space availability along East Grand Avenue, then chose a plan to convert the building into condominiums, said Rachel Wegmann, Blackbird's marketing director.

That project would provide a logical link to Hubbell Realty Co.'s nearby Bridge District, which blends for-sale townhouses and apartment buildings, she said.

"We look for the Armory to support the commercial space along Grand Avenue by providing homeownership to the future upper management and owners of companies occupying space in these commercial projects," Wegmann said.

Hubbell Realty, on the other hand, is considering apartments or condominiums and looking

to future development of a Des Moines River water trail. Hubbell President and CEO Rick Tollakson is a leading advocate of the water trail project, viewing it as a regional amenity that will help local employers attract talent.

Hubbell proposes converting the building's upper two floors to 29 apartments or condominiums and using the lower level for residential amenities and a river recreation outfitters space in the first phase of a three-pronged project.

Though apartment vacancies in downtown Des Moines are running at about 10 percent, Hubbell's Steve Niebuhr said there is little risk in adding 29 apartments in a unique, historic structure. In phase two, a building in the north parking lot would include a parking structure and retail. A third phase proposes the construction of additional housing over the phase 2 parking structure.

Niebuhr said the river outfitter could be added as the water trail project is developed and could include the rental of kayaks and gear as well as provide kayaking lessons. Simonson & Associates Architects is Hubbell's designer.

The Christensen/Live Nation duo (Slingshot Architecture, a frequent design partner on Christensen projects, also is in on the deal judging from an edited photo that gives the

Art Deco-style structure a Hollywood Bowl feel with spotlights scratching the skyline) proposes a venue for 2,000 people that would be right in Live Nation's wheelhouse, based on other properties it owns and operates, such as the House of Blues and various Fillmore venues, as well as a smaller hall that would accommodate 800 people. A lounge and bar are part of the plan.

A music hall at the Argonne Armory Building could rival other Live Nation properties, Christensen said.

"This building has the opportunity to be that and then some," he said. In fact, the building might have been the missing bargaining chip that could draw Live Nation to Des Moines, he said.

Christensen estimated that the venue could attract 150,000 music lovers a year.

City staffers decided to test interest in private development of the building last December after determining that repairs could cost up to \$11 million.

"You're going to have to sink a ton of money into the building," Niebuhr said.

Meanwhile, the City Council will learn additional details about the proposals during a work session on April 30. ■

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Nominations are due no later than noon on May 25th, 2018. The winner will be honored at the Women of Influence event on August 9th, 2018.

The ideal candidate will be a woman who:

- Significant achievement and success through their company
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Deadline: Friday May 25th at noon

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THE NEXT chapter

Partnership launches *succession program*

BY PERRY BEEMAN

The Greater Des Moines Partnership wants to help the small businesses that account for 80 percent or more of its 6,100 members plan for the next chapter in their corporate history.

It's called succession planning, and many of us are behind on it. Or not thinking about it at all.

There has been a wave of activity in the agricultural arena as organizations move to help families with century farms who may be facing the prospect — for the first time — that no one in the family wants to take over the farm.

The Partnership has created a Succession Planning and Advisory Network to help members maneuver through questions that come up as businesses move to new hands, in the family or out.

Meg Schneider, the Partnership's senior vice president of business resources and community development, has been thinking about succession in a broader sense for a while. "It's been on the horizon for a year or two," she said.

"If you look at our population, there is a good percentage of business owners that are reaching retirement age," Schneider said. "That could really change the fabric of our small-business population in Iowa."

Partnership members have brought up the need for this help. "A good percentage of owners are approaching retirement age," Schneider said. The Iowa Small Business Development Center reports that 40.3 percent of owners plan to retire soon, and 47 percent have no buyer arranged, she said.

"If you think of our Main Streets — a Valley Junction or an East Village — does a business have someone picked out to take over in 10 years?"

We all have a stake in that because small businesses add jobs much more quickly than large ones, Schneider said. "They are such a key part of the economic engine in Central Iowa we want to make sure those businesses are still around.

"That's a significant number of businesses," she added. "This is a great opportunity for someone to own something with an existing client base."

"It's critical that small businesses take the time to step back and think about what they want for their businesses. It's like a will for your business. What if something happened? Is there a written plan?"

The Partnership is meeting with key managers. The idea is to take stock of the number of Central Iowa businesses that need better succession planning.

"Our first step is validating the data for Central Iowa, Schneider said. "As we sit today, what would happen to your business? What is your plan for when you turn 65? If something were to happen, what do you think would happen to your business? Do you have a written plan?"

"We want to identify some pain points in selling and buying. Is it finding someone? Is it the valuation? Are there tax, insurance, legal considerations?"

Sometimes it's a matter of starting to hand off duties to help a transition.

The Partnership is assembling a team to consult with members about those issues. People with legal and human resources backgrounds. Schneider noted that many small businesses don't have a board of directors to offer advice.

The SBDC is helping, as are local experts in insurance, marketing, law, banking and family-owned businesses.

This is the Partnership's first concentrated effort in the area, Schneider said.

The Partnership is running a survey — it should take less than three minutes to do — at <https://www.surveymonkey.com/r/GDMPSPAN>.

Outreach will include seminars and personal, confidential consulting.

It's a hot topic. Many private firms and groups such as the Association of Business and Industry have offered information about succession, too. ABI plans in the next month or two to add a succession planning resources section to its website, said communications coordinator David Hildahl. The pages will offer a mixture of information from ABI Advisory Council members and third-party content.

HELP AND TIPS OFFERED

The following resources have appeared in ABI publications and elsewhere and are shown here with permission.

Advance Iowa, a comprehensive consulting program for mid-sized companies, began monthly webinars on the topic Feb. 22. The company estimates 85 percent of businesses have no succession plans in place, though a majority will change hands as baby boomers leave the workforce. "We have found that business owners need information and resources about all aspects of succession planning," said Dan Beenken, director of Advance Iowa, which is based at the University of Northern Iowa. Details are online at www.Advancelowa.com.

Brian Crotty, managing director, HDH Advisors LLC:

Research shows only approximately 30 percent of all family-owned businesses survive into the second generation, and only 12 percent will survive into the third generation. Surprisingly, only 3 percent of all family businesses operate at the fourth generation and beyond.

Of the 70 percent of businesses that fail to transition successfully, 60 percent fail due to problems with communication and trust. Twenty-five percent fail due to a lack of preparation from the next generation. Fif-

teen percent fail from all other issues (poor tax or financial planning, legal advice, etc.).

If a third-party sale is the strategy that'll allow you to accomplish all of your established goals, you'll need to prepare yourself and your company well in advance of the sale. If keeping the business in the family or with key employees is most important to you, prepare yourself, your company and your team for an insider transfer. You may want to investigate creative methods to finance a sale, make sure your chosen successor can run the business without you, and avoid conflicts among business-active and non-business-active children.

Planning for your exit maximizes value, minimizes risk and keeps you in control until you've achieved financial security.

Rowena Crosbie, President, Tero International Wealth Management:

Successful succession plans have three key components.

1. The first component is the development of a succession plan. This step involves the following elements:

- Succession pool criteria (competency model) are determined.
- Candidates for the succession pool are identified.
- Gap analysis is performed to determine development needs.

A development plan is designed to build

a strong succession pool and address any competency gaps that may exist.

2. The second component is leadership development. This includes:

- Internal communication of the needs and expectations of the business.
- Training programs and executive coaching.

On-the-job development opportunities for candidates in the succession pool (i.e., cross-training, lateral job transfers to build breadth of business knowledge, specialized project responsibilities).

3. Finally, the third component is to make the process ongoing with frequent attention to the changing needs of the business and the associated implications to the succession pool. Measurement and analysis are critical elements of this component.

Chawn Honkomp, CPA, Principal Financial Group:

If you're like most business owners, you've not given much thought to how, when and to whom you'll transfer your business. Someday, you'll leave your business, whether by a planned or unplanned event. Some transitions can be anticipated, like a planned retirement. Other events are less predictable, such as an untimely death or disability. Being prepared for both with a formal succession plan increases the next generation's chance of success.

It's important to make plans to exit your business on your terms. This planning can help protect you and your family under many contingencies: retirement, death, disability, personal bankruptcy or even a divorce. Key items to consider include: to whom will you sell or transfer the business; when do you want to transition; how much will you sell for; and where will the funding come from and what will the payment terms be.

Reirement income

Key items to consider include: how much will I net from the sale of my business; what retirement income sources will I have; will those sources be enough to meet my retirement income goals; and what is the tax impact to my retirement income from each source.

Legacy and estate planning

Key items to consider include: who do I want to leave my assets to; how do I protect my assets while I am alive; do I want to be fair or equal to my heirs; and do I have an estate tax liability, and if so, how will it be handled.

Team of advisers

It is up to you to create and develop your team. The proper team of advisers will help you with your transition planning so you can successfully leave the business on your terms and perpetuate your business through the next generation.

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ON THE MOVE: Promotions, changes, appointments

LEADER SPOTLIGHT



Dianne Bystrom
director of the **Carrie Chapman Catt Center for Women and Politics**, will **retire** at summer's end.



Kent Sovern
state director for **AARP** since July 2011, plans to **retire** June 1.



Linda Goodwin
has been hired as **chief operating officer** and **chief nursing executive** of **Mercy Medical Center - Des Moines**.



John Lawrence
has been named **vice president** of **Iowa State's** extension and outreach programs.



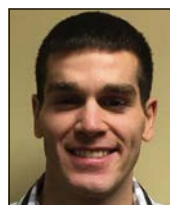
Chris A. Coy
Union State Bank
Promoted to vice president and market manager
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Brandon Pratt
LWBJ
Promoted to senior tax manager
bpratt@lwbj.com



Laurie Betts Sloterdijk
Planned Parenthood of the Heartland
Promoted to regional director of strategic partnerships and development
laurie.sloterdijk@ppheartland.org



Mark Cronin
LWBJ
Promoted to tax supervisor
mcronin@lwbj.com



Danie Gohr
S&S Employment Partners
Hired as recruiter
dgoehr@ssemploymentpartners.com



Courtney De Ronde
TD&T CPAs and Advisors PC
Promoted to West Des Moines office vice president
courtneydr@tdtpc.com



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 Promoted to assistant
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Heidi Marchand
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ON THE MOVE: Promotions, changes, appointments



Bryan Whitaker
Express Logistics

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Brittany Dudley
Express Logistics

Hired as carrier services support representative
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Stacey Crandall
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Amanda Glazebrook
Brokers International

Hired as marketing manager, agent/wholesaler
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Kaitlin Miller
Brokers International

Hired as new business representative
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Sheryl Newell
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Hired as senior product manager - finance
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Amanda Werts
NCMIC Group Inc.

Hired as product manager - insurance
awerts@ncmic.com



Emily Dodds
NCMIC Group Inc.

Hired as merchant services representative
edodds@ncmic.com

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Saturday, April 21 9 a.m. - 9 p.m.
Sunday, April 22 9 a.m. - 6 p.m.
Monday, April 23 9 a.m. - 6 p.m.



Sarthak Pareek
NCMIC Group Inc.

Hired as marketing data analyst
spareek@ncmic.com



David Siebert
NCMIC Group Inc.

Promoted to senior vice president, insurance
dsiebert@ncmic.com



Melissa Knutson
NCMIC Group Inc.

Assuming new responsibilities, vice president, professional liability programs
mknutson@ncmic.com



Tony Dickinson
NCMIC Group Inc.

Assuming additional responsibilities, vice president, strategy and business development
tdickinson@ncmic.com



Lauri Meneough
Professional Solutions Insurance Services

Hired as senior account manager/team lead
lmeneough@psis-ins.com



Jeff Van Dusen
Hubbell Apartment Living

Promoted to service technician II
jeff.vandusen@hubbellrealty.com

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Vicki Lee
Hubbell Apartment Living
 Hired as part-time leasing agent
vicki.lee@hubbellrealty.com



Michele Djordjevic
Hubbell Homes
 Promoted to senior customer care coordinator
michele.djordjevic@hubbellhomes.com



Stacie Titterington
Hubbell Homes
 Promoted to customer care coordinator
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Mike Richman
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 Hired as process excellence lead
mike.richman@hubbellrealty.com



Rob Dobek
Hubbell Apartment Living
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John Sarvis
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 Hired as CFO
jsarvis@bankiowa.bank



Trish Brewer
Vintage Hills at Prairie Trail
 Hired as executive director
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Desiree Looft
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 Hired as financial analyst
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Lynn Michl
HCI Care Services & Visiting Nurse Services of Iowa
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Earl Pope
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Ross Delsol
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Victor Corro
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Tania Perez
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ON THE MOVE: Promotions, changes, appointments



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Joe Schaeffer
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Jeff Tomkowitz
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Holly Kjeldgaard
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Hired as marketing
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Brian Burke
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19

THURSDAY

Annual Investment Strategy Dinner

Host: CFA Society Iowa

About: This year's Annual Investment Strategy Dinner will feature a bull/bear debate on the state of the economy and markets. Jeffrey Cleveland of Payden & Rygel will provide the bull perspective, and Dr. Lacy Hunt of Hoisington Investment Management will provide the bear viewpoint. Andrea Cinkovich of Goldman Sachs Asset Management will moderate. Open to society members and non-members. Pre-registration required.

When: 5:30 - 9 p.m.

Where: Des Moines Golf and Country Club

20

FRIDAY

HOUSING MATTERS FOR IOWA'S ECONOMY 2018

Host: Polk County Housing Trust Fund

About: This year's event will focus on the critical role of affordable housing in our region's economic development, especially focused on workforce attraction and retention. Lisa Sturtevant from the Urban Land Institute will share how these issues play out nationwide, and a panel of local experts will discuss how business, development and government can work together for a stronger economy and more affordable homes here in Central Iowa.

When: 8:30 - 11 a.m.

Where: Iowa Events Center

20-21

FRIDAY-SATURDAY

Young Entrepreneur Convention

Host: Young Entrepreneur Events

About: The Young Entrepreneur Convention has drawn more than 1,000 entrepreneurs to Central Iowa in the last two years. This year, participants can choose to sit in on two tracks: one on startups and technology, and another on branding and marketing.

When: Various times

Where: Downtown Marriott Hotel

21

SATURDAY

65 Roses Gala

Host: Iowa Chapter of the Cystic Fibrosis Foundation

About: The evening will include live music, a jewelry pull, signature cocktail, dinner and live auction. Tim and Taylor Boesen will be the guest speakers for the evening. They will open their hearts and share their CF story with you and why your support is so important to their family.

When: 6 - 11 p.m.

Where: The River Center

More About Events

Want your event featured? Go to businessrecord.com/calendar

Success Stories



"When you partner with Business Publications, you can be confident that the process will go smoothly and the end product will be phenomenal. This certainly was the case with the Bankers Trust centennial publication. We had high expectations and couldn't be more thrilled with how it turned out."

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Chief Marketing and Communications Officer

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 OF INFLUENCE

2018 MEREDITH

Emerging Woman of Influence Award

For the past 19 years the Business Record has been honoring women who are recognized community-wide for the impact they have made in Central Iowa with the Women of Influence Awards. In an effort to recognize the next generation of women who have been and will continue to make an impact on our community, the Business Record is proud to be presenting the **2018 Meredith Emerging Woman of Influence Award**.

This award is designed to recognize an up-and-coming female leader who has not only already achieved career success and recognition within her peer group for her community involvement and is poised to take on an even larger community-wide role in the years to come.

Nominations are due no later than noon on May 25th, 2018. The winner will be honored at the Women of Influence event on August 9th, 2018.

The ideal candidate will be a woman who:

- Is successful in her chosen field
- Has made significant contributions to the community civic, through nonprofit, and philanthropic involvement
- Has a personal and professional reputation showing high integrity and ethical standards
- Continues to advance in her chosen field and/or is moving into further leadership positions in the community

Deadline: Friday May 25th at noon

Submissions:

Des Moines Business Record
 c/o Jason Swanson
 100 4th Street
 Des Moines, Iowa 50309

Phone: 515-288-3338 ext. 209
 Fax: 515-288-0309
 E-mail: jasonswanson@bpcdm.com
 Submit online: www.businessrecord.com/WOI

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JOSH FLEMING

Josh Fleming is the vice president of marketing for Bank Iowa, with headquarters in West Des Moines and 25 branch locations in 22 Iowa communities.



Why hometown traditional media matters

During a recent Des Moines Advertising Federation panel discussion, a few marketers got on stage to talk about what not to do in 2018. We were examining fading trends and talking through the things we believe unproductive in our big sea of marketing and advertising tools.

One of the questions posed was which advertising tactics were going to be big for our brands in 2018. Two panelists spoke about exciting new trends like virtual reality, digital media and enhanced data analytics — certainly trends to keep an eye on. Then, they passed the microphone to me.

In my short time at Bank Iowa, I've quickly learned that a community bank has to authentically invest in the local community. My new friend and a long time regional president, David Boswell, told me when I first came to his branch in Humboldt, "We are only as strong as the communities we serve."

He couldn't be more right. And his wisdom led me to the answer I spoke into that mic.

Here's what I said: "The trend I'm looking forward to is the resurgence of traditional media for our brand. While it may not garner the headlines, or have the tech appeal of the other mediums mentioned, the hometown newspaper and other hyper-local media like radio provide great value, while supporting the communities we serve."

The look in the eyes of the crowd indicated I struck a nerve. So I continued: "While online media, television and even things like virtual reality and data analytics can be exciting and perhaps even effective, there has never been a value like the one hometown traditional media offers. They are low-cost, highly targeted and effective, even in the digital age.

"While many brands talk about being relevant and authentic, they typically apply that concept to social media engagement and online interactions. But if a brand truly wants to build its name as a community-focused organization, its leaders must be prepared to buy the local newspaper and radio spots. Consider, too, that these entities are often owned by someone local and always cover the happenings in the community.

As a marketer, I know gimmicks crash and burn. That's especially true in a small town. While concepts like hologram tellers and drone banking would no doubt grab attention, they are not what our clients need. The best marketing strategies deliver results while staying true to the brand and what you have promised customers. So, take another look at traditional local media. It may be exactly the thing your brand needs. ■

Have an opinion?

We're always on the lookout for community leaders who want to voice their opinion on the issues affecting Central Iowa business. If there's an issue or challenge in your industry that you think our readers should hear about, consider submitting a column for publication. For more information, contact the editor at suzannebehnke@bpcdm.com.

DAVE ELBERT

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- Phone: (515) 988-3787

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Transportation in Iowa

It's unfortunate that Gov. Kim Reynolds acted so quickly a couple weeks ago to stifle talk about turning Interstate 80 into a toll road.

I understand why she did it. Most Iowans don't like toll roads, and Reynolds didn't want to start a discussion that could cost her votes.

Ignoring problems is a political skill she learned from her mentor, former Gov. Terry Branstad. It served him well.

But it does not always serve the people of Iowa. Many of the issues Branstad ignored are still around, including transportation problems.

By dismissing the toll-road idea, Reynolds missed an opportunity to lead a long-overdue conversation about the future of transportation in Iowa.

“Then there's the alternative no one talks about: railroads.”

Transportation should be a concern of all Iowans. It's something we all use every day. We need to talk about how and why it is changing, even if Reynolds does not want to join the conversation.

Let's start with this question: Are interstate highways the quickest and most efficient way to move people and goods across the state?

I argue that they are not, and I'll come back to that in a minute.

But let's assume the answer is “yes,” because that's what most Iowans believe.

If that's the consensus, then the question becomes what do we need to do to make Interstate 80 as efficient and cost-effective as possible.

The Iowa Department of Transportation tried to launch that conversation by proposing I-80 be widened from four lanes to six with three lanes going east and three going west.

The upgrade would cost about \$3.8 billion, and the DOT said it could be paid for by doing what other states have done, turning I-80 into a toll road. The agency proposed charging cars 8 cents a mile for each of the 248 miles inside the I-80 toll gates and charging trucks 24 cents a mile.

At those rates, it would cost a car just under \$20 in tolls to go from Council Bluffs to Davenport, and it would cost trucks just under \$60.

The DOT estimated it would take 35 years of tolls to pay off the cost of the proposed I-80 widening.

Another option, raising the gas tax by 10 cents a gallon, would bring in about \$200 million a year, or enough to pay off the upgrades in roughly 20 to 25 years, assuming transportation patterns remain unchanged, which they won't.

We should also consider the impact of electric cars and driverless vehicles and how driving patterns could change if I-80 becomes a toll road.

Then there's the alternative no one talks about, but which should be front and center in any transportation discussion: railroads.

Railroads require a smaller footprint than interstate highways and are clearly more efficient and less polluting. And they're more popular with younger people who would rather look at their electronic devices than drive a car. The success of high-speed rail in other countries is tied to higher fuel prices.

In the past, when the price of gasoline increased here, we also thought about bringing rail passenger service back to Iowa, only to forget about it when gas prices fell.

Today gasoline prices are relatively low. But we know they will go up again, and at some point they'll stay up. Not to mention the damage that superhighways do to our environment.

That makes this a good time to start a conversation about the future of transportation in Iowa and to look at all options.

If you view it from the standpoint that we have \$3.8 billion to spend, which is how much it will cost to widen Interstate 80, we need to place all options on the table and come up with a solution that will work in 2050, not rebuild a vision from 1950. ■

Join us for the 15th Annual Mentor Iowa Tidrick Honors Auction



Sunday, April 29, 2018 2:00 to 5:00 pm
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2:00 – Silent Auction Begins

3:45 – Silent Auction Ends

4:00 – Program and Award Ceremony

Live Auction to Follow

View auction items Tuesday, April 24th at mentoriowa.org

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MARKETING

Facebook changes are coming

You'd have to have been in a coma or living on a deserted island to not know that Facebook has been in the news lately. There's been a lot of talk about a potential large-scale data breach of personally identifiable information, sometimes referred to as PII, in relation to the 2016 presidential election. It's believed that the political consultancy Cambridge Analytica and their subcontractors captured the data of up to 87 million Facebook users (most of them in the United States) and used that data to segment and target users to influence them on behalf of their clients.

There's still a lot we don't know in terms of the details of the breach, but Facebook has already begun to make changes based on the incident. Facebook officials have acknowledged the situation and have begun to take measures to shore up security protocols and to reassure the public that the situation is being investigated and protectionary measures are being put into place so that this doesn't happen again.

Some of the actions that have already taken place include deleting over 250 pages operated by a Russian organization allegedly involved with the breach and implemented the use of artificial intelligence tools to identify and remove fake accounts in general. They've also promised to increase their security and content review staff headcount about 25 percent overall.

Most of the measures taken to date are about protecting the users' data and doing a better job of making sure that all accounts are tied to a real human being. But they also announced some changes that will impact organizations who advertise on the social media channel.

No doubt there will be more changes coming, but here's what we know is going to happen for sure.

Two primary changes known thus far are:

Partner categories: Effective July 1, advertisers will not be able to create a new or edit an existing campaign using partner categories. If you're not familiar with partner categories, advertisers were able to purchase data from third-party providers that were able to compile a targeted list based on a wide variety of factors like demographics, purchase history and where someone works.

Anyone who already has a campaign up and running that used these third-party providers to create the list will have that portion of their list removed Oct. 1.

Custom audiences: Like the partner categories, this change is about how people create lists of Facebook users to advertise to. With custom audiences a company can upload client email lists for targeting. Within the next 90 days or so, Facebook will add a permissions element.

DREW McLELLAN

- Top Dog at McLellan Marketing Group
- Blog: www.drewsmarketingminute.com
- Email: Drew@McLellanMarketing.com

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The company or their agency will have to certify that the user data being used was obtained with consent.

There's another advertising change that Facebook CEO Mark Zuckerberg alluded to in a Facebook post. It hasn't been defined or officially announced so this may change, but based on his post, Zuckerberg intends to require more transparency from anyone placing ads that are issues-based. These advertisers will have to identify themselves and their location before the ads will be approved. How all of that would be policed and monitored hasn't been disclosed yet.

The truth is — this is the risk we take anytime we tie our work to a media channel. They own it and they can change the rules. But they have a reach and connection to our target audience that would take us years to develop. Most advertisers are willing to take the risk because the rewards are worth it to them.

There's been a lot of "abandon Facebook" talk but for the most part, they aren't losing a significant number of users or advertisers so far. Their value outweighs the concerns. Time will tell if that changes down the road. ■



This week's QR code will take you to an article examining how advertisers are reacting to the Facebook changes.

YOU can help the 30 million Americans living with kidney disease.

National Kidney Foundation
Kidney Walk
 #Forevergrateful Team
 kidneywalk.org

National Kidney Foundation
KidneyWalk.org

2018 Central Iowa Kidney Walk

Raccoon River Park,
West Des Moines

Sunday, May 6, 2018

Registration: 11:00 a.m.

Walk: 12:45 p.m.

Kidney Walk sponsors:



CITY ORDINANCES

ORDINANCE NO. 15,651

AN ORDINANCE vacating approximately 5.79 acres of parkland located along the Des Moines River east of 2nd Avenue, north of the Iowa Women of Achievement Bridge, and south of Interstate 235, Des Moines, Iowa.

WHEREAS, all prior requirements of law pertaining to the vacation of public right-of-way have been fully observed; and

WHEREAS, it is desirable that the public right-of-way herein described be vacated:

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Des Moines, Iowa:

Sec. 1. That approximately 5.79 acres of parkland located along the Des Moines River east of 2nd Avenue, north of the Iowa Women of Achievement Bridge, and south of Interstate 235, Des Moines, Iowa, more specifically described as follows, be and is hereby vacated. ALL OF BLOCK H, RIVER HILLS PLAT ONE, AN OFFICIAL PLAT;

AND

A PART OF THE SOUTHEAST QUARTER (SE ¼) OF THE NORTHEAST QUARTER (NE ¼) OF SECTION 4, TOWNSHIP 78 NORTH, RANGE 24 WEST OF THE 5TH P.M., AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: BEGINNING AT THE SOUTHEAST CORNER OF SAID BLOCK H OF SAID RIVER HILLS PLAT ONE; THENCE NORTHEASTLY ALONG THE EAST LINE OF SAID BLOCK H TO A POINT ON A NORTH LINE OF SAID BLOCK H, SAID POINT ALSO BEING THE NORTHEAST CORNER OF SAID BLOCK H; THENCE EASTERLY ALONG THE EASTERLY EXTENSION OF SAID NORTH LINE OF SAID BLOCK H TO THE WEST BANK OF THE DES MOINES RIVER; THENCE SOUTHWESTERLY ALONG SAID WEST BANK TO A POINT ON THE EASTERLY EXTENSION OF THE SOUTH LINE OF SAID BLOCK H; THENCE WESTERLY ALONG SAID EASTERLY EXTENSION TO THE POINT OF BEGINNING; ALL NOW INCLUDED IN AND FORMING A PART

OF THE CITY OF DES MOINES, POLK COUNTY, IOWA, AND CONTAINING APROXIMATELY 5.79 ACRES (252,221 SQUARE FEET).

Sec. 2. The City of Des Moines hereby reserves an easement upon the property described above for the continued use and maintenance of any utilities now in place, with the right of entry for servicing same.

Sec. 3. That upon occurrence of the condition that Polk County has received at least 50% of the costs of constructing a skateboard park, including a \$225,000 maintenance fund and pledges for the remaining costs, pursuant to the Cooperative Public Service Agreement between Polk County and the City of Des Moines, the City Clerk is hereby authorized and directed to cause certified copies of this ordinance and proof of publication thereof together with proof of publication of the notice of the public hearing on this matter to be properly filed in the office of the Recorder of Polk County, Iowa.

Sec. 4. This ordinance shall be in full force and effect from and after its passage and publication as provided by law and upon satisfaction of the conditions in Section 3 above.

FORM APPROVED:

Ann DiDonato, Assistant City Attorney

T. M. Franklin Cownie, Mayor

Attest:

I, Diane Rauh, City Clerk of the City of Des Moines, Iowa, hereby certify that the above and foregoing is a true copy of an ordinance (Roll Call No.

18-0530), passed by the City Council of said City at a meeting held March 26, 2018 signed by the Mayor on March 26, 2018 and published and provided by law in the Business Record on April 13, 2018. Authorized by Publication Order No. 10317.

Diane Rauh, City Clerk

POLK COUNTY NOTICES

POLK COUNTY PUBLICATION BILL LIST	
TO BE PAID 4-3-2018	
VENDOR	AMOUNT
REASON: CAPITAL OUTLAYS	
GRIMES ASPHALT & PAVING CORP.	\$30,000.00 1
KOCH BROTHERS	\$4,159.31 1
MIDAMERICAN ENERGY	\$2,077.03 1
REASON: CHGS FOR SVCS: NON-STAT. FEES	
CLYMER, BETH	\$23.00 1
HARTHAN, KELLY	\$80.00 1
HIGGINS, BARBARA	\$75.00 1
HUFFAKER, LARRY	\$150.00 1
LILLSKAU, GENEVIEVE	\$320.00 1
PADELLFORD, LYNN AND MARILYN	\$150.00 1
SEYDELL, BONNIE	\$145.00 1
REASON: HUMAN SRVS PROV CHGS	
2555 WEDGEWOOD COOP	
HOUSING ASSOC	\$451.00 1
6501 URBANDALE AVE DUPLEXES LLC	\$685.00 1
A TEAM HOME IMPROVEMENTS LLC	\$7,516.50 1
A-1 COMPLETE SEPTIC TANK SERVICE	\$450.00 1
AB HOME IMPROVEMENT LLC	\$9,556.10 2
AHC INGERSOLL LLC	\$650.00 1
AHC WOODLAND	\$303.00 1
ANDREINI, RYAN	\$430.00 1
AUTUMN RIDGE ESTATES	\$1,127.45 1
BARNES, MICHAEL	\$430.00 1
BAYVIEW LOAN SERVICING	\$472.34 1
BBT RENTALS LLC	\$762.00 1
BEACON OF LIFE	\$2,100.00 5
BEE-LINE SEWER SERVICE LLC	\$580.00 6
BENNETT, AARON	\$430.00 1
BEST HEATING COOLING ELECTRIC INC	\$8,230.40 1
BJB COMPANY INC	\$225.50 1
BLUE HERON PROPERTIES	\$347.00 1
BOISEN, BRYAN	\$430.00 1
BOPP, BRIAN	\$325.00 1
BURLINGTON TRAILWAYS	\$29.50 1
CAMPUS VIEW STUDENT HOUSING LLC	\$430.00 1
CENTRAL IOWA SUPPORTIVE	
HOUSING LLLP	\$250.00 1
CHASE, AVA	\$865.00 1
CHRIST, GEORGE	\$860.00 1
CITY OF DSM MUNICIPAL HOUSING	
AGENCY	\$218.00 1
COLONIAL DEVELOPERS HOUSING	
COOP ASSOC	\$430.00 1
CONNETT SERVICES	\$8,628.25 8
CW CONSTRUCTION	\$4,707.50 2
D&D REAL ESTATE HOLDINGS	\$451.00 1
DES MOINES REGENCY MANOR	\$613.76 1
DES MOINES WATER WORKS	\$2,237.61 11
DM/MEADOWS LLP	\$430.00 1
DOBBERTIN TWIN PINE LLC	\$628.00 1
DOUGLAS WOODS L.P.	\$598.73 2
DSM AREA REGIONAL TRANSIT AUTH	\$12,500.00 1
DUDGEON-MCCULLEY FUNERAL HOME	\$775.00 1
FAMILY DISCOUNT	\$990.00 5
FAREWAY GROCERY STORE #983	\$50.00 1
FAREWAY GROCERY STORES INC #900	\$119.99 2
FEXSTEVE LIMITED COMPANY	\$6,434.00 2
GRIMES MHP LLC	\$467.61 1
HAIL, BENNIE J	\$430.00 1
HAMPTON HOUSE LTD.	\$430.00 1
HART, MARY K	\$628.00 1
HERITAGE MECHANICAL COMPANY	\$3,495.00 2
HIGHPOINT INVESTORS LLC	\$840.00 2
HUGHES, NENITA	\$430.00 1
HY-VEE FOOD STORE #1530	\$190.19 1
HY-VEE FOOD STORE #1759	\$50.00 1
HY-VEE FOOD STORE #1887	\$195.79 2
HY-VEE FOOD STORE #01148	\$219.33 3
HY-VEE FOOD STORE #1022	\$70.00 1
HY-VEE FOOD STORE #1023	\$195.75 1
INGLE, CHARLES	\$425.00 1
IOWA STATE BANK	\$281.00 1
JEFFERSON PARTNERS L.P.	\$221.50 1

JONES, GREG P	\$451.00 1
KNIPPER HOLDINGS, LLC	\$430.00 1
LAKE COUNTRY DEVELOPMENT	\$430.00 1
LE PORTE, DONALD C.	\$430.00 1
LEHS, KENT	\$830.00 2
MCCALL, CYNTHIA	\$533.00 1
MELBOURNE APARTMENTS III LLLP	\$430.00 1
MIDAMERICAN ENERGY (GAS ONLY)	\$2,628.35 14
MR FREEZE HTG & A/C	\$2,000.00 2
NASH, DORTHA	\$915.00 2
OSGOOD, DODY	\$518.00 1
PARLEE, RYAN OR JESSICA	\$1,875.00 1
PATRIOT HOLDINGS LLC	\$690.00 1
PBH BOULDER RIDGE LLC	\$875.00 1
PAIRIE WOODS APTS	\$430.00 1
PUTZ, WILLIAM	\$430.00 1
R & T LOFTS LP	\$1,994.39 2
ROYAL OAKS APTS, L.L.P.	\$1,060.00 2
S.I.A.D.S.A. LUCAS/LEE CO	\$12,000.00 1
SCEANIC LLC	\$533.00 1
SHAW, JOHN	\$430.00 1
SOUTHERN HORIZON LLC	\$1,080.00 2
SOUTHERN KNOLLS LLC	\$56.00 1
SOUTHRIDGE ESTATES	\$463.00 1
ST ANDREWS APTS DES MOINES LLC	\$533.00 1
ST. VINCENT DE PAUL	\$1,400.00 7
SUMMER WOODS APARTMENTS LLC	\$275.00 1
SUNBURST APARTMENT LTD	\$451.00 1
TRANS IOWA, L.C.	\$26.10 1
TRIPLE CROWN ALTOONA COOP	\$381.00 1
VARIABLE MEASURES LLC	\$8,511.00 1
WALKER, JOHN	\$430.00 1
WEST DES MOINES WATERWORKS	\$70.66 1
WHITE, VIRGIL	\$425.00 1
WILLIAMS BROTHERS LIMITED CO	\$430.00 1
WILLOW BEND II LP	\$460.00 1
WITTROCK, ANN	\$826.00 1
REASON: MENTAL HEALTH SVCS	
CHRISTIAN OPPORTUNITY CENTER	\$5,545.12 1
CITY OF MITCHELLVILLE	\$28.27 1
DES MOINES WATER WORKS	\$233.07 1
DEVELOPMENTAL SERVICES OF IOWA	\$5,505.90 1
EYERLY-BALL COMMUNITY MENTAL	\$8,019.59 3
FAMILY DISCOUNT	\$1,200.00 6
FAREWAY GROCERY STORES INC #900	\$20.00 1
FELICIA BERTIN ROCHA, LLC	\$1,061.90 2
HILLCREST FAMILY SERVICES	\$4,436.72 1
HOLLIS, RICHARD R.	\$841.14 2
HY-VEE FOOD STORE #01148	\$39.11 2
INTENTION INC	\$423.72 1
KEVER, DEBRA KAY	\$525.00 1
LAW OFFICES OF JOEL E. FENTON, PLC	\$2,328.00 3
MIDAMERICAN ENERGY (GAS ONLY)	\$3,430.52 40
NICEWARNER, SPENCER	\$480.00 1
OPTIMAE LIFE SERVICES	\$6,336.02 1
PURFOODS LLC	\$162.00 1
REASON: MISCELLANEOUS	
COMMUNITY FOUNDATION OF	
GREATER DSM	\$15,000.00 1
MIRACLE LEAGUE OF DES MOINES	
KIWANIS	\$100,000.00 1
NATURE CONSERVANCY OF IOWA	\$65,000.00 1
REASON: OTH SVCS & CHGS	
ADAIR COUNTY HOME CARE	\$3,269.26 1
AIR & WASTE MANAGEMENT ASSOC.	\$390.00 2
ALARCON, CARLOS M.D.	\$1,860.00 1
ALLIED SYSTEMS, INC.	\$1,508.33 1
AMERICAN BOARD OF MEDICOLEGAL	
DEATH	\$50.00 1
ANKENY SERVICE CENTER AT NEVELN	\$100.00 1
APPLEBY, TODD	\$61.20 1
ARCHDIOCESE OF NEW ORLEANS	\$450.00 1
ASCHEMAN, PHILIP L PH.D.	\$375.00 3
AUDUBON COUNTY MEMORIAL	
HOSPITAL	\$3,512.08 1
AUTOMATIC DOOR GROUP INC	\$1,409.94 1
AWARDS PROGRAM SERVICES, INC.	\$43.96 1

BAKER ELECTRIC, INC.	\$1,482.36 1
BEELINE & BLUE	\$19.50 1
BOB BARKER COMPANY INC	\$1,557.16 3
BOZMAN, BRIAN TODD	\$36.75 1
BREED, JOHNNINE ANN	\$36.30 1
BROADLAWNS MEDICAL CENTER	\$1,720.00 1
BUG MAN INC	\$800.00 1
BUSINESS PUBLICATIONS	\$629.12 1
CARROLL COUNTY AUDITOR	\$8,251.57 1
CENTURY LINK	\$305.57 3
CIOX HEALTH	\$36.84 1
CKHANSON LLC	\$2,760.00 1
CLARKE COUNTY HOSPITAL	\$3,249.41 1
CONTROL INSTALLATIONS IA INC.	\$775.86 1
CONTROLLED ACCESS OF THE MIDWEST	\$213.00 1
COOPER, GOEDICKE, REIMER, &	
REESE P.C.	\$1,398.00 1
CROW'S AUTO SERVICE INC	\$109.20 2
CROWL, CORY JAY	\$48.00 1
CSC	\$1,500.00 1
CUNNINGHAM & KELSO PLLC	\$846.00 2
DALLAS COUNTY PUBLIC HEALTH	
NURSING	\$21,271.50 1
DEPT. OF INSPECTIONS & APPEALS	\$135.00 2
DES MOINES ORTHOPAEDIC SURGEONS	\$99.20 1
DES MOINES REGISTER	\$1,428.00 1
DES MOINES WATER WORKS	\$8,273.22 12
DROPN STORE	\$500.00 2
ELECTRONIC ENGINEERING CO.	\$7.95 1
EVISON, CODY L.	\$16.20 1
FAB REHAB LLC	\$9,199.00 1
FAREWAY GROCERY STORE #137	\$58.67 1
FEDEX	\$793.76 3
FEXSTEVE LIMITED COMPANY	\$9,901.00 1
FIFTH JUDICIAL DISTRICT	\$729.12 1
FLAHERTY, DANIEL L.	\$47.96 1
FLEIG, JONI ELIZABETH	\$76.00 2
G & K SERVICES	\$49.64 1
GALLARDO, RAYMOND A	\$40.80 1
GENERAL FIRE & SAFETY EQUIP.	\$4,307.00 2
GREATER REGIONAL OUTREACH-PUBLIC	
HEALTH	\$3,156.70 1
GREEN COUNTY MEDICAL CENTER	\$3,434.98 1
GREENWOOD'S SEWER SERVICE	\$172.50 1
GRIER, KRISTINA KAY	\$28.34 1
GUTHRIE COUNTY	\$3,099.75 1
HANDS UP COMMUNICATIONS	\$387.00 1
HANRAHAN, MARY ALICE	\$32.25 1
HARRISON & DIETZ-KILEN	\$264.00 1
HAWKEYE TRUCK EQUIPMENT	\$6,073.00 1
HEALINGARTS, PLLC	\$875.00 1
HORMAN, SCOTT A.	\$35.97 1
HULEN, SARA E.	\$240.89 1
HY-VEE FOOD STORE #01138	\$211.92 2
HY-VEE FOOD STORE #1011	\$53.87 1
IOWA DIVISION OF LABOR SERVICES	\$120.00 1
IOWA STATE ASSOCIATION OF	
COUNTIES	\$610.00 3
IOWA STATE UNIVERSITY	\$40.30 1
JOCHIMS, DONALD EUGENE	\$32.25 1
JOSLIN, CHRISTINE	\$23.98 1
KELTEK INC	\$9,141.08 9
KING, WILLIAM R.	\$809.71 1
KNIGHTS, BRIAN KYLE	\$44.40 1
KOCH BROTHERS	\$328.00 1
KOENCK, KURTIS L.	\$187.48 1
KONICA MINOLTA BUSINESS	
SOLUTIONS USA	\$1,444.96 1
KRUM, TIMOTHY (SHERIFF)	\$45.78 1
LAPPE, KRISTY	\$255.00 1
LITTLE, STEVE (SHERIFF)	\$6.70 1
LOVAN, PHIC	\$46.20 1
MADISON COUNTY PUBLIC HEALTH	\$8,928.09 1
MAIERS, MIKE	\$77.40 2
MARKER, JERRY L	\$38.10 1
MASTERS, RONALD LELAN	\$40.80 1
MCGEE, URIAH	\$60.00 1

MCKESSON GENERAL MEDICAL CORP.	\$38.77 1
MEDSHRED	\$100.00 1
MIDAMERICAN ENERGY	\$73,839.46 3
MIDWEST OFFICE TECHNOLOGY, INC	\$44.11 1
MILLER, GORDON	\$100.00 2
MTM RECOGNITION	\$2,107.16 6
MUNOZ, KELLI M.	\$23.98 1
NETWORKS, INC.	\$9,941.20 1
NEVILLE, SANDRA	\$37.65 1
NEWMAN, DAVID	\$125.00 1
NORTHWAY, LINDA	\$100.00 1
P AND N FLIGHT AND CHARTER	\$3,597.00 1
PALMER, VIKKI	\$42.51 1
PESTICIDE BUREAU-IDALS	\$75.00 1
PHILLIPS CONNETT, JACQUELYN	\$33.60 1
PION, CURTIS (SHERIFF)	\$83.38 1
PORTER, SAMUEL A.	\$371.69 1
POTTHOFF APPRAISALS	\$2,500.00 1
PRIORITY ENVELOPE, INC	\$7,248.00 2
PROFESSIONAL COURT REPORTERS	
OF IOWA	\$326.70 2
RACOM CORPORATION	\$316.75 2
RBM CONSULTING LLC	\$3,900.16 3
ROBERT HALF TECHNOLOGY	\$960.00 1
SCIONE, MICHAEL	\$26.16 1
SECRETARY OF STATE	\$30.00 1
SHRED-IT USA, LLC	\$102.00 1
SIBONE LANDSCAPE SUPPLY HOLDING	\$3,178.93 1
SLATER, SCOTT	\$31.61 1
SMYTH, SCOTT BURDETTE	\$40.80 1
STANLEY CONSULTANTS, INC.	\$7,626.50 1
STAR EQUIPMENT	\$495.00 1
STERICYCLE, INC.	\$1,123.69 1
STICKS INC	\$12,672.50 1
SUSAN FRYE & ASSOCIATES INC	\$206.00 1
SWEENEY COURT REPORTING	\$111.80 1
SYN-TECH SYSTEMS INC	\$9,081.25 1
TILLMAN, BILL	\$90.00 1
TOWNEPLACE SUITES BY MARRIOTT	\$5,454.40 4
TROUTNER, COLLETTE	\$150.00 1
U.S. CELLULAR	\$225.72 1
UNDERGROUND CO., LTD (THE)	\$3,382.48 1
VAN METER & ASSOCIATES INC	\$140.00 1
VERIZON WIRELESS	\$7,976.83 3
VOLKER, SARA JANE	\$37.65 1
WARDEN, ANTHONY J.	\$171.35 1
WARREN COUNTY HEALTH SERVICES	\$11,912.25 1
WOOD ROOFING COMPANY, INC	\$176.77 1
XENIA RURAL WATER DISTRICT	\$913.70 7
ZIEGLER INC	\$135.91 1
REASON: PERSONAL SERVICES	
ARNDT, DANIEL (PUB WORKS)	\$780.25 1
ASSOCIATED ANESTHESIOLOGISTS, PC	\$526.40 1
ATHLETIC AND REHABILITATION	
CENTER	\$2,907.81 4
CAMPBELL, DAVID	\$40.00 1
CARPENTER, JOSEPH L	\$487.38 1
CIOX HEALTH	\$36.63 1
DIAGNOSTIC IMAGING ASSOC	\$12.90 1
FAIRCHILD, MICHAEL	\$40.00 1
HICKS, MERLE J.	\$40.00 1
HODGES, LARRY (GEN SVCS)	\$892.74 1
IOWA ORTHOPEDIC CENTER,PC	\$177.31 1
JOHN B GREINER DDS PC	\$850.00 1
KINNEY, TAMMY J.	\$978.08 1
KNIGHT, MARTIN A.	\$789.74 1
KRUM, TIMOTHY (SHERIFF)	\$150.00 1
MERCY CLINICS OCCUPATIONAL	
MEDICINE CLIN	\$1,122.83 7
NEMMERS, PATSY	\$618.53 1
PALMER, VIKKI	\$150.00 1
RANDA, GARY	\$40.00 1
SCIONE, MICHAEL	\$150.00 1
SPRAGUE, RAY	\$40.00 1
ST. DYMPHNA CENTER FOR	
COUNSELING	\$480.00 1
STEINBACH, FRANK	\$40.00 1

POLK COUNTY NOTICES

STIER, MIKKI	\$40.00	1
UI COMMUNITY MEDICAL SERVICES LLC	\$179.20	1
WONG, CHONG P.	\$1,018.63	1
REASON: SUPPLIES		
ADVENTURE LIGHTING	\$1,733.99	5
AIM SUPPLY	\$120.08	1
AIR FILTER SALES SERVICES INC	\$76.32	1
AIRGAS USA LLC	\$28.72	1
ALTORFER INC	\$180.10	1
BARBER, TREVOR M.	\$6.36	1
BITUMINOUS MATERIALS & SUPPLY LP	\$2,145.67	2
BOB BARKER COMPANY INC	\$1,754.33	2
BOMGAARS SUPPLY INC	\$274.75	1
BOULDER COMPANY	\$212.50	5
BREWER WHOLESALE MEATS INC.	\$3,848.71	1
CAPITAL CITY EQUIPMENT CO., INC.	\$155.73	1
CAPITAL ONE COMMERCIAL	\$17.29	1
CARQUEST AUTO PARTS	\$962.59	17
CASSIDY TECHNOLOGIES	\$1,994.54	3
CERTIFIED LABORATORIES DIVISION	\$389.05	1
CFI TIRE SERVICE	\$195.00	1
CHARLES GABUS FORD	\$352.15	4
CINTAS CORPORATION	\$1,520.10	8
CISEN	\$211.00	1
CITY SUPPLY CORP	\$60.08	1
CLIVE POWER EQUIPMENT	\$823.20	2
COMMERCIAL BAG & SUPPLY CO. INC.	\$1,760.40	1
COPY SYSTEMS, INC	\$1,653.50	1
CRESCENT ELECTRIC SUPPLY CO.	\$19.68	1
D & K PRODUCTS	\$1,170.12	1
DIAMOND OIL CO	\$855.00	1
EARL'S TIRES & SERVICE WEST	\$386.10	1
ECHO ELECTRIC SUPPLY CO	\$1,625.71	14
FASTENAL COMPANY	\$1,035.80	2
FRITO LAY, INC	\$250.73	2
GALL'S INC.	\$2,238.15	16
GARLAND'S INC	\$169.80	1
GOLDEN VALLEY SUPPLY CO	\$39.92	1
GRAHAM TIRE DM COMMERCIAL	\$544.24	2
GRAINGER	\$63.80	1
GRAYBAR ELECTRIC COMPANY, INC.	\$518.24	3
GRIMES ASPHALT & PAVING CORP.	\$280.32	1
HD SUPPLY WHITE CAP CONSTRUCTION SUPPLY	\$112.34	3
HILLTOP TIRE SERVICE	\$407.96	1
HOME DEPOT CRC/GECF	\$51.51	1
HOTSY CLEANING SYSTEM INC	\$496.00	1
INGERSOLL RAND AIR SOLUTIONS	\$1,857.81	1
INTERSTATE ALL BATTERY CENTER	\$778.26	1
IOWA DES MOINES SUPPLY INC.	\$700.92	4
JOHNSTON AUTOSTORES	\$191.52	1
KECK OIL, INC.	\$2,955.93	2
KEMPKER'S TRUE VALUE	\$20.98	1
LEACHMAN LUMBER COMPANY	\$64.91	1
LOFFREDO FRESH PRODUCE CO INC	\$903.33	2

MARTIN BROTHERS DIST. CO., INC	\$29,453.55	3
MARTIN MARIETTA	\$4,200.38	2
MCKESSON GENERAL MEDICAL CORP.	\$31.92	1
MENARDS-ALTOONA	\$13.98	1
MENARDS-ANKENY	\$361.52	6
MENARDS-CLIVE	\$698.19	3
MENARDS-DES MOINES	\$272.73	8
MILLER HARDWARE, INC.	\$6.79	1
NAPA AUTO PARTS	\$85.74	3
NICHOLS CONTROLS & SUPPLY, INC	\$340.24	2
O'HALLORAN INTERNATIONAL, INC.	\$2,101.45	7
OMARK CORPORATION	\$479.05	1
ONENECK IT SOLUTIONS LLC	\$3,238.20	1
P & P SMALL ENGINES INC.	\$87.93	1
PELCO	\$254.82	1
PRAXAIR DISTRIBUTION INC	\$30.00	1
QUAIL HOLLOW FARM	\$880.00	1
QUICK FUEL FLEET SERVICES INC	\$9,164.75	1
RACOM CORPORATION	\$405.00	1
RED GATE SOFTWARE LIMITED	\$1,046.08	1
ROCK RIDGE RANCH LLC	\$1,532.00	1
SECURITY LOCKSMITHS	\$56.80	4
SHERWIN WILLIAMS CO	\$96.92	1
SINK PAPER COMPANY	\$3,328.32	3
SPRAYER SPECIALTIES	\$99.90	2
STETSON BUILDING PRODUCTS INC.	\$6.95	1
STREICHER'S POLICE EQUIPMENT	\$23,802.49	11
SUPPLYWORKS	\$69.38	1
TRANS IOWA EQUIPMENT	\$656.67	3
UNDERGROUND CO., LTD (THE)	\$8,086.89	1
US FOODS	\$2,828.20	2
VAN DER WEIDE, SCOTT (SHERIFF)	\$38.64	1
VAN METER INDUSTRIAL INC	\$452.90	3
VAN WALL EQUIPMENT, INC.	\$2,882.64	1
VERIZON WIRELESS	\$61.61	1
WATCH GUARD	\$3,030.00	1
ZIEGLER INC	\$3,965.70	3
REASON: USE OF MONEY AND PROPERTY		
FREDRICK, BETH	\$37.50	1
IOWA EVENTS CENTER		
REASON: MISCELLANEOUS		
OVATIONS	\$239,660.12	
POLK COUNTY EMPLOYEE INSURANCE		
TO BE PAID 4-3-2018		
REASON: OTHER SERVICES & CHARGES		
WELLMARK	\$358,625.24	
DELTA DENTAL	\$23,733.51	
MANUAL CHECKS		
REASON: OTHER SERVICES & CHARGES		
JOHN BERGER	\$27,100.00	

OFFICIAL PUBLICATION
PROCEEDINGS OF THE POLK COUNTY
BOARD OF SUPERVISORS
The Polk County Board of Supervisors met in regular session Tuesday, March 27, 2018 at

9:30 a.m.
MEMBERS PRESENT: Steve Van Oort, Robert Brownell, John F. Mauro, Tom Hockensmith, Angela Connolly.
Moved by Mauro, Seconded by Brownell to dispense with the reading of the March 20, 2018 minutes and they stand approved as printed. The March 21, 2018 discussion meeting minutes were also approved.
VOTE YEA: Van Oort, Brownell, Mauro, Hockensmith, Connolly.
The Bills as certified by the County Auditor were allowed or disallowed on each according to the certified list, claim numbers 201803270001 – 201803270859.
VOTE YEA: Van Oort, Brownell, Mauro, Hockensmith, Connolly.
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.
RESOLUTION: Resolution approving Quit Claim Deed for vacant parcel located at 800 SE 28th Street (R.M. Madden Construction, Inc).
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.
RESOLUTION: Resolution approving Quit Claim Deed for vacant parcel located between 800 and 808 SE 28th St (R.M. Madden Construction, Inc).
RESOLUTIONS: Resolution adopting FY 19 Annual Service and Budget Plan for Mental Health, Intellectual Disability and Developmental Disability Services.
Resolution authorizing the Auditor's Office to publish Notice of Public Hearing for April 10, 2018 on Disposal of County Interest in Real Estate (1509 – 11th Street).
Resolution authorizing the Auditor's Office to publish Notice of Public Hearing for April 10, 2018 on Disposal of County Interest in Real Estate (1507 Martin Luther King Jr Pkwy).
Resolution authorizing Public Works to submit the FY 18 Secondary Road Budget and Road Program to the Iowa Department of Transportation.
Resolution approving amendment to Memorandum of Understanding with Iowa Department of Public Health for tuberculosis program funding.
Resolution approving agreement with Fexstev Limited to address lead hazard repairs

at 320 Watrous Avenue (Sierra).
Resolution approving amendment to agreement with Iowa Department of Human Services for mediation and diversion services.
Resolution modifying positions within the Sheriff's Office.
Resolution authorizing the Auditor's Office to publish notice for the sale of \$12,195,000 General Obligation Refunding Bonds (Series 2018A) and approving electronic bidding procedures and Official Statement.
Resolution consenting to transfer of a controlling interest in Spectra to Atairos Group, Inc.
Resolution approving Community Development Grant to Community Foundation of Greater Des Moines, fiscal agent for Cystic Fibrosis Foundation.
Resolution approving Community Development Grant to The Miracle League of Des Moines Kiwanis (d/b/a Kiwanis Miracle League).
Resolution approving Community Development Grant to The Nature Conservancy in Iowa.
REFERRED TO PUBLIC WKS & CO ATTORNEY: City of Ankeny notice of meeting concerning application for annexation of property (W. Abuhl).
City of Des Moines notice of consultation meeting for amendment to urban renewal plans (10th amendment to Southeast Agribusiness UR and 22nd Amendment to Metro Center UR).
APPOINTMENTS: Moved by Brownell, Seconded by Mauro that the following Resolution be adopted: BE IT FURTHER RESOLVED that the individuals named on this Memorandum be approved for personnel action:
Shaun McVey, Util Crew Ldr, Pub Wks, \$14.00 beginning April 16, 2018
Andrea Petrovich, Asst County Attorney, \$133,068 beginning April 20, 2018
Jordan Rabon, Deten Supr, Sheriff, \$64,925 beginning February 28, 2018
Trevor Rath, Deten Officer, Sheriff, \$42,967 beginning March 31, 2018
Kevin Sanders, Bldg Svcs Mgr, Gen Svcs, \$74,153 beginning March 18, 2018
VOTE YEA: Van Oort, Brownell, Mauro, Hockensmith, Connolly.
LET THE RECORD SHOW all resolutions, including Public Hearings, were approved unanimously, unless otherwise noted.
Moved by Mauro, Seconded by Brownell to adjourn until April 3, 2018 at 9:30 a.m.

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 Schrader
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

IN THE IOWA DISTRICT COURT IN AND FOR POLK COUNTY
LAW NO. LACL39183
Mahogany Larice Davis,
Plaintiff,
vs.

Zakary Tayler Knox, Dezarae Shaneece Berry, Nathan Lee Berry and Farmers Insurance Company, Inc.,
Defendant.

TO THE ABOVE NAMED DEFENDANT:
You are hereby notified that there is now on file in the office of the clerk of the above court a Petition at Law naming you as the defendant(s) in the above-entitled action, a copy of which Petition at Law and Jury Demand is attached hereto. The Plaintiffs attorney is Richard R. Schmidt, of Spaulding, Berg & Schmidt, P.L.C., whose address is 2423 Ingersoll Avenue, Des Moines, Iowa 50312. The attorney's phone number is (515) 277-6559 and facsimile number is (515) 277-7536.
You are further notified that the above case has been filed in a county that utilizes electronic filing. Unless, within 20 days after service of this original notice upon you, you serve, and within a reasonable time thereafter file a motion or answer in the Iowa District Court for Polk County, at the courthouse in Des Moines, Iowa, judgment by default will be rendered against you for the relief demanded in the Petition. Please see Iowa Court Rules Chapter 16 for information on electronic filing and Iowa Court Rules Chapter 16, division VI regarding the protection of personal information in court filings.
If you require the assistance to participate in court due to a disability, call the disability coordinator at (515) 286-3394. Persons who are hearing or speech impaired may call Relay Iowa TTY at 1-800-735-2942. Disability coordinators cannot provide legal advice.
Ann Sheeley
Clerk Of The Above Court
Polk County Courthouse
Des Moines, IA 50309
IMPORTANT: YOU ARE ADVISED TO SEEK LEGAL ADVICE TO PROTECT YOUR INTERESTS.

Date of second publication April 6, 2018.
Date of third publication April 13, 2018.
NOTICE OF PROBATE OF WILL, OF APPOINTMENT OF EXECUTOR, AND NOTICE TO CREDITORS
The Iowa District Court
Polk County
Case No. ESPRO73062

In the matter of the Estate of **Linda L. Wade**, Deceased.
To All Persons Interested in the Estate of Linda L. Wade, Deceased, who died on or about January 8, 2018:
You are hereby notified that on March 23, 2018, the last will and testament of Linda L. Wade, deceased, bearing date of the August 15, 2005, "First Codicil dated October 17, 2007 and Second Codicil dated May 27, 2009, was admitted to probate in the above named court and that Lori L. Lockard was appointed executor of the estate. Any action to set aside the will must be brought in the district court of said county within the later to occur of four months from the date of the second publication of this notice or one month from the date of mailing of this notice to all heirs of the decedent and devisees under the will whose identities are reasonably ascertainable, or thereafter be forever barred. Notice is further 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 mailing of this notice (unless otherwise allowed or paid) a

claim is thereafter forever barred.
Dated March 23, 2018.
Lori L. Lockard
Executor of Estate
4454 NE 62nd Ave.
Altoona, IA 50009
Steven C. Despotovich, #AT0002014
Attorney for Executor
Wilson Deege Despotovich Riemenschneider & Rittgers, PLC
4200 University Ave, Suite 424
West Des Moines, IA 50266
Date of second publication: April 20, 2018.

NOTICE TO REDEEM FROM TAX SALE

CERT#: 2015-1455
Exhibit "A"
TO: ANY AND ALL ENTITIES AND/OR PERSON(S) IN POSSESSION OF THE PARCEL HEREIN DESCRIBED
Peter Spindler
Jonathan Wilson
City Of Des Moines, City Clerk
State of Iowa, Attorney General
State of Iowa, Dir of Revenue and Finance
Dept Radio City Residential Cooperative
Radio City Mobile Home Park Inc
Polk County Auditor
State of Iowa, Dir of Human Services Dept
Unknown Parties In Interest
All of the Heirs, spouses, assignees, grantees, legatees, devisees and successors in interest, both known and unknown, and all claimants claiming to have any recorded or unrecorded right, title or interest in and to the parcel herein-after described.
YOU ARE HEREBY NOTIFIED that on June 15, 2015 the following described property, situated in Polk County, Iowa, to wit:
Legal: The North 5 acres of the South

POLK COUNTY NOTICES

10 acres of the Southeast Quarter (SE 1/4) of the Southeast Quarter (SE 1/4) of Section 23, Township 79 North, Range 24, West of the 5th P.M., (except the East 33 feet; except the South 150 feet of the West 150 feet of the East 183 feet; except beginning at the Northwest corner of the South 150 feet of the West 150 feet of the East 183 feet of said North 5 acres, thence South 150 feet to the South line of said North 5 acres, thence West 150 feet along the South line of said North 5 acres; thence North 60 feet along a line parallel to the East line of said North 5 acres to a point 90 feet South and 150 feet West of the aforementioned point of beginning, thence Northeasterly 175 feet along a diagonal line to the point of beginning;	and except that part conveyed to the State of Iowa by Warranty Deed recorded in Book 5026 Page 323. Parcel: 110.06496.003.000 Address: 3820 E. 14th St., Des Moines, IA, 50313 Was sold at tax sale by the Treasurer of Polk County for the then delinquent and unpaid taxes and/or special assessments against the property, that a Certificate of Purchase was duly issued to TIGER 113 PARTNERSHIP by the County Treasurer of Polk County, Iowa pursuant to said tax sale, which certificate is now lawfully held and owned by TIGER 113 PARTNERSHIP that the right of redemption will expire and a deed for the said property will be made unless redemption from said tax sale is made within ninety (90) days from the completed service of	this notice. Dated this 30th day of March 2018. TIGER 113 PARTNERSHIP Kevin E. McCartney , Agent 401 W. Coolbaugh St. Red Oak, IA 51566 Published in the Business Record on April 13, 2018.	Bills as specified in the March BOA Accounts Payable table were reviewed. Bills included: Enterprise Iowa, \$10,553.93 and Aureon, \$289.00. Bills as specified in the March Fund 255 Accounts Payable table were reviewed. Bills included: Enterprise Iowa, \$13,038.75 and \$4,396.41; CSI, \$12,563.25; Lightedge, \$3,072.90 and Iowa County Recorders Association, \$29,576.20. March 2018 Accounts Payable Tables: Motion was approved unanimously January 2018 Financial Reports: Motion was approved unanimously The meeting was adjourned at 9:10 AM Complete meeting summaries are posted at www.iowalandrecords.org . Published in the Business Record on April 13, 2018.
<div>OFFICIAL PUBLICATION Des Moines, Iowa</div> <div>The ESS Finance Subcommittee held a meeting via teleconference on Tuesday, March 6, 2018. Members Present: Deb Kupka, Jolynn Goodchild, Jo Greiner and Kathy Jurries. February 8, 2018 Meeting Summary: Motion was approved unanimously</div>			

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