

ANNIVERSARIES

Anniversaries are a cause for celebration. Businesses that make it to these yearly milestones reflect on the many years of growth, tribulations and good times. Whether it be the 10th or the 100th year, these businesses have provided employment opportunities and offered many services and products to customers in the community.

In Greater Des Moines, there are many companies celebrating a special anniversary milestone in 2018. Each and every one has had a hand in shaping Central Iowa.

HEART OF AMERICA GROUP | COOK PLUMBING | DEAN SNYDER CONSTRUCTION | EDGE COMPANIES | CASEY'S GENERAL STORE | SAXTON INC. | BAKER GROUP | GREEN'S APPLIANCE, HEATING AND COOLING | CHILDREN AND FAMILIES OF IOWA | YOUR CLEAR NEXT STEP | DES MOINES PLAYHOUSE | LEGACY FINANCIAL | CONFLUENCE | IOWA CLINIC | FARMERS MUTUAL HAIL | PALMER GROUP | HABITAT FOR HUMANITY RESTORE | KRIST INSURANCE | GILBERT AND COOK | SIEDENBURG GROUP

SPECIAL ADVERTISING SECTION

HEART OF AMERICA GROUP

MIKE WHALEN HAS always possessed a creative, childlike wonder.

When he was a kid, Mike, the CEO and founder of Heart of America Group, always played with his Lionel train set. He'd create bridges and mix and match the pieces until he was satisfied with his creation. Even now, Mike's childlike imagination hasn't wavered.

"As a child, my favorite toy was my Lionel train set," said Mike, who grew up in the Quad Cities. "I loved to build it, take it apart and redo it to make it better. As an adult, I realized Heart of America Group is like my train set. Now I play with hotels, restaurants and retail complexes. Our developments have become our ultimate train sets."

Forty years ago, when Mike opened his first restaurant — The Machine Shed in Davenport — it would have been hard to imagine what his "train set" would become. Heart of America Group, headquartered in Moline, Ill., has renowned and award-winning restaurants, hotels and commercial developments across the Midwest, including many in the Central Iowa region.

"Never in our wildest dreams could we have envisioned in our 100-seat Iowa Machine Shed restaurant that Heart of America would become what it is today," co-founders Mike and Kim Whalen said.

Mike has since earned many accolades. He was named Humanitarian of the Year by the National Restaurant Association, Entrepreneur of the Year by Inc. Magazine and he earned the Better Business Bureau Integrity award, among others.

But the hospitality business wasn't his first career path choice. He graduated from the University of Illinois with a bachelor's degree in political science in 1975, achieving the distinction of Bronze Tablet Scholar. He went on to graduate from Harvard Law School in 1978 with honors. His plan was to go into law like his father, but he didn't think the office life was the right fit. He chose the restaurant industry. At the time, his father was involved with a restaurant in Davenport off Interstate 80. Mike took it over, and opened Heart of America's first restaurant, The Machine Shed, in 1978.

The country-themed interior was made with the Iowan farmer in mind. The original menu focused on simple and quality ingredients, like butter, whipped cream and homemade soups. Mike worked long days, as long as 18 hours, and he worked in every aspect of the restaurant.

It wasn't easy to get through that first year, Mike later recalled. The Machine Shed was opened during winter 1978. It was a particularly cold season, and Mike said it snowed every Friday.

"And in the restaurant business Friday snow is way worse than Monday snow," Mike said. "We barely made it through, but we did, and we are stronger for it."

It eventually became a hit, but The Machine Shed was just the beginning of success for Mike and Heart of America Group. He later bought and redeveloped a motel next door to The Machine Shed, and the hospitality business started to come to fruition.

Kim, who was the first accountant hired by the business in 1979, has been an integral part of the strategic direction of the company as well, eventually becoming the company's first CFO. Since 1999, she has served as executive vice president. She has a knack for thinking strategically and creatively, helping Heart of America Group rise to where it is today.

Locations across Central Iowa

Now Heart of America Group has locations in seven states, employing more than 1,500 people across dozens of restaurants, hotels and retail outlets.

In Central Iowa, Heart of America Group operates three Johnny's Italian Steakhouses — in Altoona, Des Moines and West Des Moines — a self-created restaurant brand focused on upscale dining offerings. They serve steak, seafood and Italian specialties and service a full bar. Pair that with the expertly curated wine list, and Johnny's Steakhouse is sure to satisfy your cravings.

The Altoona Johnny's location, one of the largest stand-alone restaurants in the Des Moines area, has a top-notch pier with a gorgeous view of the seven-acre lake, a heated, covered space for cooler months, an outdoor bar and a fire feature. It's a great example of what makes Heart of America Group locations so special.

The pier "is one of kind in Des Moines," said Kevin Berger, chief operating executive at the Altoona location. "It's a unique setting overlooking the lake. It has an amazing vibe. It's a great place to just kick up your feet in the bright sunshine and enjoy the event."

Heart of America Group also opened a Machine Shed restaurant in Urbandale in 1991, north of the Interstate 35 and 80 interchange. While it has expanded in locations and in size since 1978, the Machine Shed menu still offers all the classic Midwest offerings, like choice-cut steaks, homemade soups, fresh and delicious pork, and juicy chicken.

Right next to the Urbandale Machine Shed is Hotel Renovo, an exclusive Heart of America Group brand. It features a distinct look created just for this location. The high-end, farm-inspired architecture is one of a kind, yet welcoming to guests from all over the world.

"It's unlike anything you'll find in our area and in other markets as well," said Krysia Hannam, market director of sales for Heart of America Group.

Renovo in Latin means to refresh, renew and revitalize. That's exactly what this hotel aims to do for its guests. With 102 urban farm-inspired guest rooms and a full-service restaurant and bar, guests can sit back and enjoy the clean and relaxing atmosphere.

The other Des Moines hotel brand created by Heart of America Group is the Wildwood Lodge in Clive, right of the Interstate 35 and 80 interchange. The architecture brings a cabin in the woods atmosphere and it has just completed a renovation.

Closer to downtown Des Moines, the AC Hotel, located in the historic East Village, mirrors the rustic, historic vibe of the district. It's located just blocks away from downtown Des Moines' most impressive restaurants and flavors of local culture.

The lobby features a pool table and artisanal chef favorites with hand-crafted cocktails. For an even better dining and bar experience, the AC Hotel is connected to the Republic on Grand, which offers two outdoor lounges, on the south and west sides of the building. The south-side lounge can accommodate up to 100 guests in cocktail-style seating, and the west-side lounge can hold up to 30 seats and boasts a fire feature with an unmatched view of the Des Moines skyline.

Near the Des Moines airport, DoubleTree by Hilton offers convenience for travelers as well as a close proximity to downtown Des Moines. Fitted with a heated indoor swimming pool and a fitness center, this hotel is the perfect place to kick back and relax. Each room is fitted with modern offerings like a 37-inch flat-screen television with 60 high-definition channels, complimentary Wi-Fi and secure remote printing. It's also connected to a Johnny's Italian

Steakhouse, so award-winning cuisine is just a short walk away.

Other Des Moines hotels from Heart of America Group, like the Fairfield Inn and Suites in Des Moines and Altoona, the Sleep Inn in Urbandale, and the Holiday Inn and Suites in West Des Moines, all offer top-notch amenities that make your stay as enjoyable as possible.

The Heart of America Group stamp carries throughout all of these locations and ensures that your hospitality experience is one of the best.

Continuing to build

Heart of America Group is unique in its approach to creating properties.

Unlike other hospitality companies, Heart of America Group completes its own architecture and has a construction company that can take projects from start to finish.

"We build things with the idea that we're going to own and operate it forever," Mike said.

With those internal options available, Heart of America Group tailors its locations to match trends and put a unique stamp on each one. The organization's hotels and restaurants don't fit the "cookie-cutter" mold. They are unique in architecture and experiences. All of this comes with the goal of improving Heart of America Group's offerings while appealing to the millennial and affluent baby boomer generations, Mike said.

What comes with the new generation is a new outlook on hospitality. That includes dining. Each restaurant and hotel location that serves food is closely monitored to ensure they meet the high standard of the Heart of America Group. Mike said Heart of America Group places a large focus on food, from the dining staff all the way to the machines used in the kitchen.

With that in mind, the Heart of America Group is still growing in the Greater Des Moines area. The Hyatt Place hotel in Altoona is scheduled to open in 2019. The Burger Shed, which will also be located in Altoona, is a new brand under the Heart of America Group and will open next year.

**"NEVER IN OUR
WILDEST DREAMS
COULD WE HAVE
ENVISIONED IN
OUR 100-SEAT IOWA
MACHINE SHED
RESTAURANT THAT
HEART OF AMERICA
WOULD BECOME
WHAT IT IS TODAY."**



Farmers Mutual Hail
Insurance Company of Iowa

THIS FARM INSURED FOR
CROP HAIL DAMAGE
BY
**FARMERS MUTUAL
HAIL INSURANCE CO.
OF IOWA**
2323 GRAND AVE • DES MOINES, IOWA

Celebrating
**INTEGRITY
AGRICULTURE
IOWA
ALLEGIANCE
INNOVATION**
125 years

FMH traces its roots back to the cornfields of Early, Iowa, where the company was founded by farmers, for farmers. Since then, we have grown to become one of the nation's leading providers of crop insurance, committed to protecting the families that feed, fuel, and clothe the world. We are proud to be headquartered in Iowa where we continue to pursue innovative technology and solutions with the same Midwestern values as our founders.

www.fmh.com

SPECIAL ADVERTISING SECTION

The Revel Hotel, another boutique hotel proper, will be built next to Hotel Renovo in the existing Sleep in space this fall.

Forty years after its humble roots in Davenport, Heart of America Group is still growing quickly, striving to serve all of its customers with quality offerings and service. It has won numerous awards for its friendly and unique hospitality service.

Mike hasn't lost his drive and passion for the hospitality industry. His goal is to continue bringing Heart of America Group to the national scene. Plus, the expanding business is part of Mike's ever-growing train set.

After 40 years of excellence, Heart of America Group is chugging along as strong and powerful as ever.

"The best part is that we are growing faster than ever," Mike said. "As the saying goes, 'Life begins at 40.'"

Cook Plumbing

COOK PLUMBING CORPORATION, based in West Des Moines, is one of the city's leaders when it comes to plumbing for new homes, commercial developments and any type of service your home or business might need. And the great service that its customers have come to know stems

back 40 years ago, when Mark Cook, the owner of Cook Plumbing, started the company.

Cook graduated from Des Moines Technical School in 1967, and from 1967 to 1969 he served in the U.S. Navy Reserve. Shortly after, he graduated from Des Moines Area Community College with an architectural drafting background. He attended a five-year apprenticeship trade school and graduated in 1975, then went into the professional world, where he worked at several mechanical contracting firms.

In 1978, he decided to go out on his own and start Cook Plumbing.

Since then, the company has seen tremendous growth. By 1986, Cook Plumbing had 15 employees, and just a decade later, in 1996, it had 54. Now Cook Plumbing employs 158 people, making it one of the largest plumbing services in the metro area.

One of Cook Plumbing's focuses is its plumbing services for new homes. The company has 29 residential crews that ensure quality and affordable service. Cook works for Central Iowa's finest homebuilders.

Cook is also the leader in new apartment construction in the metro area.

The company has also had a hand in many Greater Des Moines commercial projects including hotels, restaurants, warehouses, office buildings, clinics and more.

Cook also offers plumbing repair and service, including remodels.

What sets Cook Plumbing apart is its dedication to providing a good product at a fair price and with good customer service. It also believes in keeping employees happy and giving them peace of mind so they can fully focus on the job at hand. Cook Plumbing's technicians are certified and are committed to getting the job done quickly and on budget.

For 40 years, Cook Plumbing has kept the same core values. And in the last eight years, Cook Plumbing has seen consistent, continuous growth. Its goal is to continue that growth for the next 40 years.

Dean Snyder Construction

DEAN SNYDER HAD always been a builder.

In high school, his favorite class was shop — he loved building something out of nothing. So it's not a surprise that his hobby led him and his wife, Joanne, to start Dean Snyder Construction in 1958 in Clear Lake

with the slogan "The Dean of Builders."

In those early days, residential construction was Dean's primary focus. The first house Dean built is still located in Clear Lake and sold for \$16,000 in 1960. As growth in the 1970s led the company to a new office space, Dean's sons, Don, Dale and David, became more involved in company projects, helping Dean Snyder Construction move into new markets throughout the next two decades.

In 2001, the company ventured into Central Iowa by opening an office in Ankeny. To solidify its commitment to the community, it constructed a new office and shop in Ankeny in 2003.

Today, Dean Snyder Construction has two locations in Iowa, 200 employees and several projects throughout the Midwest. It has second-generation ownership and leadership, with Don, Dale and David, with third-generation involvement. Dean Snyder Construction takes pride in providing the highest standard of quality with a personal touch to each and every project.

Dean passed away in January this year, just seeing the start of his business's 60-year anniversary. But his name will live on through the company's commitment to his original core values: Quality, honesty and meticulous attention to detail.



60 years

Thank you to all our clients and friends for believing in us and our abilities to help you achieve your goals and building visions for sixty years!



BUILDING A TRADITION OF EXCELLENCE & TRUST SINCE 1958

Dean Snyder Construction specializes in providing professional construction services in Iowa and throughout the Midwest. We offer construction management, design-build, and general construction services to the commercial, food and beverage processing, industrial and pharmaceutical manufacturing, and healthcare markets.

- DESIGN-BUILD
- BUILDING CONSTRUCTION
- CONSTRUCTION MANAGEMENT
- ARCHITECTURE & DESIGN
- PROJECT MANAGEMENT
- MILLWRIGHT & EQUIPMENT SETTING

CLEAR LAKE, IA | ANKENY, IA

DEANSNYDERCONST.COM

Celebrating 40 YEARS

CREATING SPACES THAT MATTER

For the past 40 years, Saxton has helped clients leverage the power of space to shape the human experience, ultimately creating **places where people thrive.**



Des Moines & Cedar Rapids | saxtoninc.com |

Edge Companies

TEN YEARS AGO, Edge Companies was created in Grimes by Ward Phifer, Jason Ceretti, DJ Opdahl and Dean Armantrout as a full-service commercial contractor and construction management firm. All four of them had previous experience working together for a successful commercial construction company.

That valuable experience, paired with hard work and dedication, has led Edge to become an industry leader in commercial construction that includes health care, office, retail, mixed use, hospitality, multi-family, assisted living and industrial.

Some of Edge’s notable projects are the Iowa Methodist Medical Center Critical Care Unit renovation in Des Moines, which was awarded a 2017 Master Builders of Iowa Masters Award, the Exira Care Center in Exira, Wild Rose Casino in Jefferson and the Templeton Rye Distillery expansion and visitor center in Templeton.

One of the biggest points of pride for Edge is that approximately 70 percent of the company’s business comes from repeat customers. That’s because Edge places an emphasis on delivering a quality product with quality people, which will always be a focus in the future.

Casey’s General Stores

IN MANY WAYS, the Casey’s General Stores story embodies the hard-work ethic and people-focused approach that shines through in many Iowans.

The Casey’s story began in 1959 when the Casey’s founder, Don Lamberti, leased his parents’ coal and ice store located on the north side of Des Moines. After nine years, Don’s fuel supplier and friend, Kurvin C. Fish, or “K.C.,” as he was known, suggested that Don buy the Square Deal Oil Company and convert the existing gas station into a convenience store that offered both gas and groceries. The new store, which opened in 1968 in Boone, was named “Casey’s” — using Kurvin’s initials as inspiration.

Following successful store openings in Waukee and Creston, Don realized there was truly an opportunity for a business model such as Casey’s to meet the needs of rural communities. In order to grow more quickly, Casey’s began offering franchise opportunities. The first franchise location was opened in Huxley by Steve Risdal in 1971. Risdal and ensuing franchise owners became an integral part of Casey’s early growth, and entrepreneurial spirit positioned the company for its success over the years.

The 1980s brought even more firsts.

- 1980: Freshly fried doughnuts introduced in Grimes.
- 1982: First distribution center opened in Urbandale.
- 1983: Becomes a publicly traded company on Nasdaq.
- 1985: Made-from-scratch pizza introduced in Waukee.
- 1990: Opens new corporate headquarters in Ankeny.
- 2015: Opening of the second distribution center in Terre Haute, Ind.

“As a Fortune 500 company, Casey’s

has come a long way from that little coal and ice store on the north side of Des Moines,” said Terry Handley, president and chief executive officer. “Through it all, we remember our roots, meeting the needs of the many communities throughout our 16-state territory. We remain guided by our four P’s — Polite, Positive, Proud and Professional — and the Casey’s purpose statement, ‘To make the daily lives of customers and communities better.’”

Some of the biggest goals for the future of Casey’s revolve around some key digital initiatives, including rolling out a loyalty program, expanding online ordering capabilities and adding more in-store technology.

“AS A FORTUNE 500 COMPANY, CASEY’S HAS COME A LONG WAY FROM THAT LITTLE COAL AND ICE STORE ON THE NORTH SIDE OF DES MOINES.”



Serving Central Iowa Since 1978
New Homes, Multi-Family, Commercial, Remodels, Repair Service
1425 Fuller Road, West Des Moines, IA 50265
515-225-9532 | www.cookplumbing.com



Scott Smith
General Manager



Kami Brown
Office Manager



Tony Frantzen
New Home Manager



Mark McMurry
Multi-Family and Underground
Production Manager



Marty Robey
New Home
Trim Manager



Stephen Hackett
Commercial Plumbing
Supervisor



Sean Doyle
New Home Rough
In Manager



Jeremy Leonard
Service Manager



Lee Wykoff
Purchasing Agent



Stephanie Simon
Accounting Assistant and
Service Dispatcher



Heart  of America *Group* **40**
CELEBRATING 40 YEARS OF EXCELLENCE



THE
REPUBLIC
ON GRAND

EAST VILLAGE
therepublicongrand.com



Johnny's
Italian Steakhouse®

ALTOONA
DES MOINES
WEST DES MOINES
johnnysitaliansteakhouse.com



Celebrating
40 YEARS
Established in 1978
THE MACHINE SHED

URBANDALE
machineshed.com



HR HOTEL
RENOVO™

URBANDALE
hotelrenovo.com



WILDWOOD
LODGE

CLIVE
thewildwoodlodge.com



REVEL
hotel

URBANDALE
COMING SOON



DES MOINES



ALTOONA
Coming Soon



DES MOINES



ALTOONA | DES MOINES



WEST DES MOINES



ALTOONA

A HEART OF AMERICA GROUP COLLECTION OF PROPERTIES | HEARTOFAMERICAGROUP.COM | © 2018 HOA DEVELOPMENT LLC

"We will continue to drive shareholder value while at the same time strive to meet the needs of our customers, communities and employees," Handley said.

Saxton Inc.

SAXTON INC. BELIEVES space matters.

For 40 years, that has been the core principal for Saxton, a commercial interior solutions company. With offices in Des Moines and Cedar Rapids, Saxton creates unique spaces for workplaces, health care, senior living and higher education.

Saxton was founded in Cedar Rapids in 1978 by Tom Saxton, who saw a need to view the workplace as part of a company's strategy to move its organization forward as work started to become more complex. The original purpose of Saxton was to help "align your facility plan with your business plan."

"This is still a part of our DNA today," said Kim Augspurger, Saxton's president and owner. "Our core purpose is to shape the human experience by creating spaces where people thrive."

Augspurger started at Saxton in 1980, became the minority owner in 1995 and the sole owner in 2005. She was named the Woman Business Owner of the Year in

2014 by the Business Record and has been at Saxton throughout the company's growth.

The company has done extensive work across the country, with projects in more than half of the United States.

"We bring knowledge and research to the decision-making process," Augspurger said. "We believe the money conversation should be about value and transparency. We begin with the future in mind, focused on desired outcomes. We study the impact space has on people and leverage knowledge to create spaces that matter."

Baker Group

WITH MORE THAN 650 employees and recognized as one of the Midwest's most successful specialty design-build contractors, Baker Group, celebrating its 55th anniversary, has touched many of Central Iowa's marquee projects.

But to get there, it took a lot of hard work and dedication. In many ways, the beginning of Baker Group reflects the classic American story of entrepreneurship and success through hard work and tenacity.

In 1963, Bernie Baker started a plumbing contracting business in Des Moines. He was involved in every facet of his business. He worked in the office, rushed from one job site to another, making sure that the work

met his high standards. It was all part of Bernie's pointed, but effective, life philosophy: "Work your butt off and don't whine."

Baker Group, which was known as Baker Plumbing & Heating in the early days of the company, was involved in the construction and remodeling of many Central Iowa landmarks. The Ruan Center, dozens of apartment buildings, Maytag, the state Capitol and many other buildings have Baker Group connections.

Bernie stressed philanthropy and civic duty. He was a member of numerous clubs and organizations and was inducted into the East High School Hall of Fame for his giving and career successes.

In the mid-1980s, Bernie's son, BJ Baker III, took over day-to-day operations from his father. BJ, who is the current chairman and CEO of Baker Group, has led the company through expansion and change. New divisions of the business were added throughout the next two decades, and their name was changed to Baker Group in 1998 to reflect the diverse nature of the company.

That growth led to a new 140,000-square-foot advanced manufacturing facility and office in 2017.

Baker Group has garnered quite a reputation in Central Iowa and around the nation over its 55-year history. The orga-

**"IT WAS ALL
PART OF
BERNIE'S
POINTED, BUT
EFFECTIVE LIFE
PHILOSOPHY:
'WORK YOUR
BUTT OFF AND
DON'T WHINE.'"**

nization ranked 39th out of the top 100 U.S. mechanical contractors in the Book of Giants list in the May 2018 issue of Contractors Magazine, and the Des Moines Business Record's annual reader poll has named Baker Group the best mechanical contractor in the area for 11 years in a row.

Part of that success can be attributed to a long line of forward-thinking leaders.

Celebrating
50
YEARS
1968 - 2018

Thank you for 50 years!

The company has been on the cutting edge of technology, and in the past 10 years it has implemented 3D Building Information Modeling (BIM) and Virtual Design and Construction (VDC) technologies as a path to improved efficiency and being more cost-effective for clients.

“Although Baker Group has grown, our focus remains our clients and providing them quality services they need,” BJ said.

Green’s Appliance, Heating and Cooling

WHEN YOU WALK into the Green’s Appliance, Heating and Cooling office, it doesn’t take very long to see what type of value they place on customers.

What started out as a small bulletin board has turned into an entire wall filled with service tickets over the years. Scrawled on each ticket is a message from a happy and satisfied customer. Just a few glances at the tickets show how Green’s lives by its motto, “A satisfied customer isn’t good enough for us,” every day.

After getting the idea from one of the company’s suppliers, Linda Sprague, co-owner of Green’s with her husband, Dan, created this system to show the technicians their hard work and focus on the customer wasn’t going unnoticed. When the Spragues bought the business in 2007, they wanted to implement quality customer service in

every aspect of the company.

The system has helped. The technicians take pride in it, and Green’s has earned a reputation as one of the most customer-friendly appliance service companies in the Des Moines metro.

“I’m humbled that we have accomplished our mission,” Linda said. “If you come into our office, the wall is completely full with all of these messages from customers who are calling in and giving a raving reviews. We have accomplished our mission. That’s our measuring tool of our mission statement, and we believe it’s a good one.”

Every month, the company holds an employee meeting. Exceptional employees get a shirt reading, “Busted for quality service,” and a pin that reads the same thing. Many will put the pin on the back of their ball caps. It’s a point of pride to exceptionally serve customers. Linda said some of the technicians have filled up the entire back of their hat with these pins.

“We believe any company can deliver satisfactory customer service,” Linda said. “We wanted to be that company that left that customer going, ‘Wow, that was amazing.’”

The core values of Green’s stem back to 1958, when the company was founded. Harold Green, the founder, started repairing appliances in his garage and quickly grew Green’s into one of the leading appliance repair services in the Des Moines metro market. It was a household name around the area, and when Harold retired, he passed the company down to his son, Tom.

After an ownership change, Dan joined the company in 1990 and headed the new heating and cooling division. The division was unique at the time, as no other residential appliance service in Des Moines had heating and cooling services. It remains that way today.

In 2007, Dan and Linda bought Green’s and implemented their vision. They put in new processes and mission statements, specifically focusing on the customer experience.

“Instead of being a service company or a company that repairs appliances, we wanted to be a customer service company that also does those repairs,” Linda said. “We wanted to shift our focus to the customer experience and change the way customers thought of services in general. I believe we’ve done that.”

That customer service starts with the owners’ messages and with the company’s employees. Green’s, which has been a family-owned and locally owned business throughout its 60-year history, strives to treat its employees the same way — like family.

“We’ve got a great team,” Linda said. “They are young men and women who have great pride in what they do. That’s the character they’re born with, but we feel like this message and mission starts at home. We can’t send our people to the marketplace



Thank you for your part in restoring **hope**, building **futures**.
changing **lives**, yesterday, today
and well into the future.



Janice Lane, LMSW, IADC
Chief Executive Office
Children & Families of Iowa

Children & Families of Iowa has been serving Iowa’s most vulnerable individuals for 130 years. This success is largely due to the support of our faithful donors, volunteers and community partners.

Today and every day we thank you for your support.

www.cfiowa.org

Children & Families of Iowa
1111 University, Des Moines, IA 50314

**“INSTEAD OF
BEING A SERVICE
COMPANY OR
A COMPANY
THAT REPAIRS
APPLIANCES,
WE WANTED TO
BE A CUSTOMER
SERVICE
COMPANY THAT
ALSO DOES
THOSE REPAIRS”**

and expect them to deliver a service that we ourselves aren't grounded in."

Green's offers services and installation of many different appliances and heating and cooling systems, but one aspect of the business it wants to grow is its showroom sales. After moving into a new office building last year, Green's opened a showroom for quality used appliances at a discounted price.

The showroom is located at Green's office at 4425 Hubbell Ave, just southwest of Adventureland Park. Linda said the room has gotten to be so popular, it's hard to keep the floor stocked.

"It's a good niche for those who don't want to spend thousands of dollars on appliances," Linda said. "If you can buy a quality used unit that's going to last you another five years at a cheaper price, it's a good deal. There's a need."

After 60 years of service, Green's has built a reputation on service and quality. But looking into the future, Green's wants to raise the standard around Des Moines as well as within.

"We want to be that company in Des Moines that raises the bar because that makes it better for the consumer," Linda said. "We're looking for ways to take it to that next level."

Children & Families of Iowa

THE HUMBLE BEGINNINGS of Children & Families of Iowa (CFI) can be traced back 130 years.

In 1888, a small group of ministers and community members with a passion and vision to help Iowa's children came together to create the Iowa Education Aid Association. The organization's goal was to work with Iowa's children who were homeless or had experienced trauma through child abuse and neglect. The volunteer group held steadfast to its vision and purpose of providing safe homes for Iowa's abandoned youth.

Now, 130 years later, CFI's vision has expanded to restore hope, build futures and change lives for children and families throughout Iowa. As a private 501(c)(3) non-profit organization, CFI strives to use the most effective, evidence-based approaches in assisting families working to turn their lives around and achieve personal goals toward healthy family relationships.

The organization's programs focus on enhancing the knowledge, skills and tools necessary to support and strengthen families and communities. Headquartered in Des Moines with offices in Ankeny, Fort Dodge, Osceola and Ottumwa, CFI provides services such as domestic violence

prevention and intervention, youth workforce readiness, family in-home counseling, early childhood development, mental health and substance abuse.

CFI is known for its high quality of care. In 2018, the organization's two child care locations received quality ratings of five, the highest rating given to child care providers by the Department of Human Services.

The monumental task of offering hope and support for at-risk Iowans is not taken lightly, nor can it be accomplished alone. The thousands of children and families CFI serves every year would not have the services they need without the support of a caring community. Between July 1, 2016, and June 30, 2017, CFI directly served 19,361 individuals, 8,119 of which were children, and had a direct impact on an additional 20,548 individuals.

As the rise of mental health issues has had a profound effect in the United States, over the last two years CFI has expanded mental health services in four of its facilities by adding additional licensed clinicians. The organization also expanded outpatient substance abuse services in several locations.

CFI's priority is making sure children have a safe, loving and nurturing place to call home, which includes supporting and educating the adults in their lives. As more children and adults are diagnosed with

mental illness and the cycles of poverty and abuse continue, CFI services will continue to be in high demand and crucial to our families and communities in Iowa.

Your Clear Next Step

YOUR CLEAR NEXT Step is celebrating 10 years of helping businesses and people grow through human interaction and emotional intelligence combined with project management and business analysis.

Founder Sinikka Waugh started the company in 2008 by using her talents in relationship building and business understanding. She strived to help organizations learn to deliver quality results and used her strong personal faith to direct her work and the results of Your Clear Next Step.

When it first started, Your Clear Next Step, based in Indianola, was a business consulting agency that provided expert project support and coached businesses to help improve their skills and competencies. It has since extended those services to training sessions and workshops.

In 2013, Your Clear Next Step started providing these sessions to the public, available for purchase by anyone in the community. And in 2017, Your Clear Next Step added live and on-demand webinars to reach a broader audience. The company



Thank you to all of the **OWNERS, ARCHITECTS, SUBCONTRACTORS, SUPPLIERS** and **PROFESSIONALS** we have worked with over the past **10 YEARS**.

3155 SE MIEHE DRIVE, SUITE 2 ■ GRIMES, IA 50111 ■ 515-986-2229 ■ EDGECO-USA.COM

THANK YOU

to our volunteers, donors, partners
and friends for a century of support.



DMPLAYHOUSE.COM

Top: Hairspray Jr., 2011-12. Middle: Jackie Schmittlen & Charlie Reese, Monty Python's Spamalot, 2015-16; Curtis Bell & Aaron Smith, Ain't Misbehavin', 1995-96. Bottom Left: Les Misérables, 2013-14. Bottom Right: Cloris Leachman & Fred Miller, Love Rides the Rails; or Will the Mail Train Run Tonight, 1942-43



Getting ready to celebrate 25 years of
dedicating our lives to taking care of yours.



The Iowa Clinic, P.C. was formed in 1994. Today we are the largest physician owned multi-specialty group in the Des Moines Metro with more than 250 physicians and healthcare providers practicing in 40+ specialties.

We are locally owned by doctors living and working in the communities we serve. Why does this matter? Because decisions about patient care are determined by you and your physician, not a large corporate entity. Independence and control of patient care brought us together in 1994, and it's what keeps us together today.

iowaclinic.com      515.875.9000

services businesses as well as project-based teams and individuals with their professional development.

Over its 10 years of existence, Your Clear Next Step has grown and remained profitable as a company year after year and has provided meaningful employment for more than 40 people through contract assignments and full- and part-time work.

The company has also made an immediate and lasting positive effect for thousands of individuals across hundreds of business clients.

“We believe that if our human interactions at work are better, that will improve the quality of work that we do collectively and our quality of life while we work,” Waugh said. “That allows us all to have a more positive and more other-focused disposition, more nonworking hours to pursue interests and more opportunity and desire to volunteer and give back to make our communities even better.”

While the bulk of Your Clear Next Step’s work is done in Central Iowa, the company provides services for clients on both coasts of the United States, across the Midwest and internationally. The future is exciting, as the company is working to create a faith-based business conference for June 2019 to bring together those who live,

“WE BELIEVE THAT IF OUR HUMAN INTERACTIONS AT WORK ARE BETTER, THAT WILL IMPROVE THE QUALITY OF WORK THAT WE DO COLLECTIVELY AND OUR *QUALITY OF LIFE* WHILE WE WORK”

lead and work as Christians.

Your Clear Next Step will also strive to grow its footprint and make an impact on more people across the globe. It will also stay true to its core by continuing to build its brand around integrity, professionalism and consistently providing positive results.

Des Moines Playhouse

ON NOV. 24, 1919, members of the Iowa Press and Authors Club created the Des Moines Community Playhouse with the goal of educating and entertaining the community through theater. Even without a permanent home, that first season the Playhouse put on five shows. Since then, the organization has produced up to 11 shows per season every year.

In 1927, the Playhouse acquired its first permanent home in the former Greenwood Congregational Church. And in January 1953, it moved to its current home on 42nd Street in the former Roosevelt Theater. Currently, the Playhouse is finishing a multiyear facility renovation program just in time for the season opener on Oct. 5.

As the 100th season approaches, the Playhouse remains devoted to presenting the best possible plays at the lowest possible costs that entertain, inspire and educate area residents. With more than 750 annual volunteers, in addition to production, the playhouse has one of the largest community theater education programs in the country.

The Playhouse began as a group of friends sharing stories, but 100 years later is a nationally recognized vibrant theater

that serves the community of all ages.

Legacy Financial

BRIAN HOOD AND Bill Elson have a long history in the financial planning industry and in friendship.

In January 1988, Brian and Bill started at the same company on the same day. While their paths went separate ways after that first job, they remained friends and respected colleagues for 30 years and ended up in essentially the same place with similar practices, resources, integrity and vision.

Of the six people hired by their company at the time, only Brian and Bill are still standing in the industry, and they’re thriving through passion and dedication to their clients.

Bill is the owner and operator of Des Moines-based Spectrum Advisory Services Inc. Bill’s passion is to serve in the client’s best interest. When he became a Certified Financial Planner practitioner in 1992, he became a fiduciary, meaning he must legally put clients first. Fiduciaries have to be loyal, impartial and transparent on fees and they must keep costs reasonable.

In the past five years, Spectrum Advisory Services has grown in staff, revenue and technology. It has also grown

CELEBRATING 20 YEARS

CONFLUENCE

Krause Gateway Center / Des Moines, Iowa

LANDSCAPE ARCHITECTURE | PLANNING | URBAN DESIGN

DES MOINES | KANSAS CITY | CEDAR RAPIDS | SIOUX FALLS | MINNEAPOLIS | OMAHA

www.thinkconfluence.com

Architect: Renzo Piano Building Workshop

Executive Architect: OPN Architects

Contractor: Ryan Companies US, Inc.

Landscape Architect: Confluence

in the way it works with clients, addressing topics like investment allocation, tax minimization, goal funding, and estate and retirement planning.

Because of Bill's passion for his clients, the first step in Spectrum Advisory Services' approach is to know the client and understand each unique situation.

"My proudest achievements are helping hundreds of people reach financial security," Bill said. "By doing this, we have created a loyal group of client advocates. The best part of my job is when a client says they couldn't have done it without me, or they wish they had met me years

"THE BEST PART OF MY JOB IS WHEN A CLIENT SAYS THEY COULDN'T HAVE DONE IT WITHOUT ME, OR THEY WISH THEY HAD MET ME YEARS EARLIER."

earlier. We believe everyone should leave a financial legacy that extends beyond their net worth and portfolio value."

Brian is the founder and owner of Legacy Financial Group, a Des Moines-based adviser group. In 2014, after becoming disenchanted with the broker-dealer world, Brian converted his practice to a Registered Investment Adviser (RIA).

It allowed him to give clients personal care. Legacy Financial Group offers financial planning workshops for companies and the public while also serving individual client needs. Since starting his company, Brian is most proud of his team of employees and advisers. He said he has mentored many new advisers to join the industry.

"We have really built a great team that allows us to focus solely on the financial needs of our clients," Brian said. "Being an RIA has given us the true freedom to fulfill our role as fiduciary to our clients. We believe in putting our client's best interest first."

In 2016, Bill was planning to start his own Registered Investment Adviser company. He called Brian, who had done it with Legacy Financial Group in 2014. After some discussion, Bill and Brian de-

cided to combine forces under the Legacy Financial Group umbrella. They combined their firms under the Registered Investment Adviser Legacy Financial Group.

"Our combined economies of scale bring great benefits to Legacy, as well as to our clients," Brian said. "We are building the type of financial adviser firm that will span generations to come for both clients and advisers."

Bill and Brian plan to bring their two office locations together in late 2018 or early 2019. Spectrum Advisory Services and Legacy Financial Group operate as sister divisions. The goal is to bring the teams together to encourage teamwork and communication between their two divisions.

From starting their first jobs together in 1988 to banding forces more than 30 years later, both Brian and Bill have 30 years of experience as dedicated financial professionals under their belt. They helped each other grow in both of their practices, and now combined as one, their commitment to their clients is as strong as ever.

"Our hope is that Legacy will be here for many generations to come, which can only be accomplished by striving to be the best we can be," Brian said. "We always put the best interest of our clients first, and that will continue to be at the foundation of everything we do going forward."

Bill feels the same way.

"For most people, having a trusted financial adviser is important in this day and age," he said. "There is no way that you can be an expert on every financial area without doing it full time, in my case for 30 years. We often tell people we meet that while we are glad to provide a second opinion, if you have faith in the person you are using, stick with them."

"If you don't have a trusted financial adviser, you owe it to yourself and your family to meet with one to see if you are missing important pieces in your financial plan."

Confluence

TWENTY YEARS AGO, on June 9, 1998, the landscape architecture design and planning firm Confluence was founded and located in a modest office space on the second floor of the Teachout Building in downtown Des Moines.

From the beginning, the firm's portfolio was diverse. Confluence built relationships with architecture firms, local developers and Iowa's state universities while working hand in hand with its clients.

It was a humble start, but hard work and creative, unique solutions tailored for each client helped Confluence grow quickly.

"Confluence was started for many reasons, to satisfy an entrepreneurial spirit, to create a firm where talented students from



Legacy Financial Group
congratulates Partner **BRIAN HOOD**
on **30 YEARS** in the Financial
Services Industry.



Brian J. Hood, CFP®

Legacy Financial Group
(515) 334-5266
Info@LFGplanners.com

Legacy Financial Group, LLC is a Registered Investment Adviser. Past performance is no guarantee of future returns. Investing involves risk and possible loss of principal capital.

the Midwest could have the opportunity to work on great projects without needing to go to either coast,” said Chris Della Vedova, a founding partner of the firm.

Confluence grew from 10 employees in 2003 to 30 employees in 2008. It expanded to offices in Kansas City in 2003, Sioux Falls in 2005 and Iowa City in 2008. Now it serves as one of the largest landscape architecture and planning firms in the Midwest, with 51 employees across six offices in the region. It’s also one of the most decorated. Confluence has garnered more than 100 design awards for clients from state, regional and national organizations. The firm’s work includes the Kinnick Stadium renovation in Iowa City, enhancements throughout Drake University, Wells Fargo’s West Des Moines campus, and Krause Gateway Center, among many others.

Confluence has a diverse practice of public and private sector work, including corporate campuses and headquarters, college and university campuses, commercial development, streetscapes, parks and large-scale planning efforts.

One of the firm’s biggest points of pride is its focus on sustainable design. Confluence strives to design healthy, environmentally friendly projects that improve the

“OUR PROJECTS IMPACT THE QUALITY OF LIFE IN THE COMMUNITIES IN WHICH WE WORK... I BELIEVE EVERY PROJECT WE DO, LARGE OR SMALL, *MAKES OUR COMMUNITIES BETTER* PLACES TO LIVE, WORK AND PLAY.”

planet’s overall environmental condition. These designs enhance aesthetic goals while limiting resource consumption, making sure clients are leading the way toward an increasingly sustainable future.

Della Vedova and nine other partners lead the firm, providing the same values that drove Confluence’s quick growth when it started 20 years ago: offering creative solutions uniquely suited to challenging projects and exceeding client expectations.

“Our projects impact the quality of life in the communities in which we work,” Della Vedova said. “I believe every project we do, large or small, makes our communities better places to live, work and play. I’m also very proud of the work culture we have created for our staff to grow and flourish.”

Iowa Clinic

The beginning

IN 1994, A group of Des Moines physicians came together to try and do business differently.

The health care industry was rapidly changing with the push for national reform in the late 1980s and early ’90s. Insurance companies and large health systems began to pressure independent physicians to consolidate and focus more on quotas and the bottom line. Knowing this type of business model would jeopardize its ability to direct patient care, a group of 78 physicians from the Des Moines metro came together to discuss options. That’s when The Iowa Clinic

was born.

“Their vision was to create a physician-owned, physician-governed clinic that would allow them to keep the patient at the forefront of every decision,” said C. Edward Brown, the chief executive officer who has been with the clinic since the beginning. “We spent a lot of time meeting and talking about our mission, vision and culture. The doctors were clear. They wanted to be the very best clinic in Central Iowa, recognized for high quality and exceptional service.”

The Iowa Clinic became a professional corporation in 1994 with 78 physicians and 20 medical specialties. The clinic’s structure not only allowed providers to focus on delivering high-quality, patient-centered care, but it also enhanced collaboration and coordination across specialties.

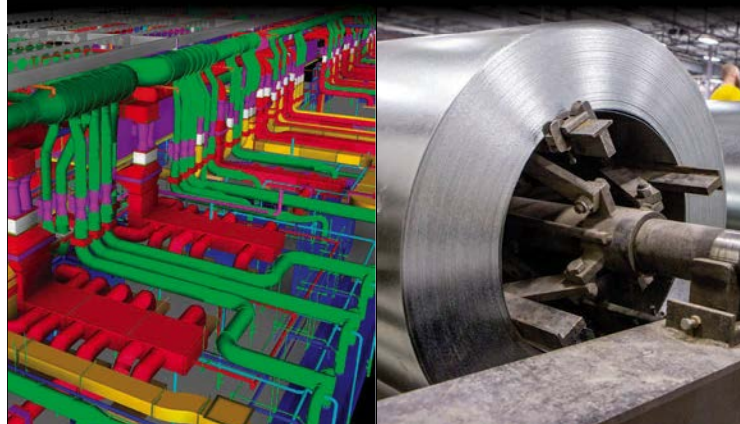
A bold move

A physician-owned clinic of this size was a rarity, and considered by many in the industry to be a bold move. It took a group of visionaries to make it happen, and growth came quickly. The independent, physician-owned model was appealing to other providers, making it an easy sell during the recruitment process. The Iowa

Baker[®]
GROUP
55 YEARS STRONG



LEADING EDGE SOLUTIONS



**IOWA’S PREMIER FULL-SERVICE
SPECIALTY CONTRACTOR**

Mechanical | Sheet Metal | Electrical
Automation | Fire Alarm | Security | Service

Des Moines | Cedar Rapids | Quad Cities
515.262.4000 | www.thebakergroup.com

Clinic has high standards. The reality is, not every physician is a good fit.

“When we recruit, we talk a lot about our culture and our patient-centric mission,” Brown said. “All of our physicians understand the patient comes first, every time. We think there’s a little more attention to detail because of that.”

As the clinic grew, so did its specialties and staff. Today, The Iowa Clinic has 250 physicians and health care providers practicing in more than 40 specialties. They average more than 600,000 patient visits each year. It’s now the largest physician-owned, multi-specialty group in Central Iowa.

One of the most significant periods of growth came in 2013. The Iowa Clinic made a strategic business decision to grow Primary Care — adding pediatrics, family medicine and urgent care to its list of specialties. This move brought 50 new

quality of care starts with the type of physicians the clinic hires.

For nearly 25 years, above all else, The Iowa Clinic’s focus has been on putting the patient first. The future of healthcare is ever-changing, but this deep-rooted cultural value is not.

“Pioneering medical research and technology will stretch our imaginations and challenge us to re-think some of our core business strategies. I am confident our culture will help us adjust and adapt,” Brown said “I believe the patient-physician relationship will always be a critical aspect to receiving high-quality health care services. That’s what we’ve always offered at The Iowa Clinic, and that’s what we’ll continue to offer for the next 25 years.”

Farmers Mutual Hail

THE FARMERS MUTUAL Hail Insurance Company of Iowa has grown into one of the largest crop insurance companies in the United States during its 125-year history. With more than 700 employees serving customers in 40 states across the nation, Farmers Mutual Hail is one of the premier insurance providers for farmers.

But the start of the company was humble. It was created because the community needed to fill a dire need.

In March 1893, W.A. Rutledge, a local farmer in Early, Iowa, gathered farmers in the area to create an association to protect crops against damaging weather, which had long been an unfixed problem in the community. They called it the Farmers Mutual Hail Insurance Association of Iowa.

“For years, I have felt the necessity of a mutual insurance against hail by farmers,” W.A. wrote a year after helping to find the association. “During the growing season, every black cloud which appeared on the horizon has caused a feeling of uneasiness, and we have felt how the waving and ripening grain might have been mowed down by this terrible destroyer... The members are jubilant and believe they have at last got something that meets their wants.”

Shortly after the association’s inception, W.A., who stopped farming to pursue the new association full-time, gathered 250 members through handwritten letters and printed materials. His wife, Jessie, wrote 2,650 policies in just three months. And in 1894, W.A. brought Farmers Mutual Hail, which was experiencing significant growth, to Des Moines.

The next year, W.A. helped create the National Association of Mutual Insurance Companies (NAMIC), which was known as the National Association of Cooperative Mutual Insurance Companies at the time. NAMIC is now the largest property and casualty insurance trade association in the

“I BELIEVE THE PATIENT-PHYSICIAN RELATIONSHIP WILL ALWAYS BE A CRITICAL ASPECT TO RECEIVING HIGH-QUALITY HEALTH CARE SERVICES.”

providers to the organization.

“Again, this expansion was aimed at better serving patients,” Brown said. “Primary care providers at The Iowa Clinic have immediate access to specialists, all working on the same team. This expedites communication, referrals, diagnosis and treatment.”

Quality is critical

The Iowa Clinic places a special emphasis on quality and has certainly been recognized for its work. Since 2014, the clinic has participated in Wellmark’s Accountable Care Organization (ACO). The purpose of an ACO is to provide high-quality care for lower overall costs and an improved patient experience.

The clinic also consistently ranks among the top performers in quality by Wellmark’s 3M Value Index Score. That



Legacy Financial Group
congratulates Partner **BILL ELSON**
on **30 YEARS** in the Financial
Services Industry.



Bill Elson, CFP®

Legacy Financial Group
(515) 255-3306
Info@LFGplanners.com

Legacy Financial Group, LLC is a Registered Investment Adviser. Past performance is no guarantee of future returns. Investing involves risk and possible loss of principal capital.

United States, with more than 1,400 members companies serving more than 170 million auto, home and business policyholders.

In 1902, there was an attempted takeover of the Farmers Mutual Hail board. The coup failed, and W.A. placed family members in leadership to strengthen the company and ensure its survival. Since then, Farmers Mutual Hail has maintained a Rutledge family-majority board.

“We are very proud of our family heritage and family-oriented history, but it wasn’t just the Rutledge family who made us who we are today,” said Ron Rutledge, President and CEO. W.A. was Ron’s great-grandfather, and Ron joined the company in 1981, becoming the president in late 2010.

“There are multiple generations of dozens of families who have worked here. Some still do.”

The association grew slowly and became an official company in 1941, re-naming to Farmers Mutual Hail Insurance Company of Iowa. As business expanded, so did their employee count, and in 2005, the company moved to its current headquarters in West Des Moines. It continued to branch out its services into other states, reaching 15 by 2015.

The biggest expansion came in 2015, when Farmers Mutual Hail acquired John Deere Insurance Company. Farmers Mutual Hail expanded its premier services and expertise to the national market, allowing it to become the national brand it is today.

“That was a huge change and milestone for the company,” Ron said. “It really changed the face of what we do. It was a lot of work, but it was fun and we had some great people involved.”

Now, 125 years after the company’s founding, Farmers Mutual Hail still holds many of the same, homegrown values that has made it successful in the past. It is still family-operated and business is done through independent agents who have their clients’ best interests in mind. And since Farmers Mutual Hail is a mutual company, it isn’t responsible to any shareholders. Instead, FMH’s only responsibility is to policyholders.

Farmers Mutual Hail offers a variety of top-notch services. The primary service is crop insurance, which includes a variety of risk-protection packages. It also has home, auto and farmers insurance, among many other of the basic insurance offerings, and a reinsurance division.

A large point of pride for Farmers Mutual Hail is its Iowa roots. The company incorporates many Iowa core values into its products and services.

“We’re a family-oriented company with core family values,” Ron said. “Iowa is a great place to live and work — everyone we work with really does have the Iowa-nice attitude. This is a great place to be, and we’re glad to be a part of the fabric of Iowa history.”

While the last decade has marked significant growth for Farmers Mutual Hail, Ron is confident the company can continue to grow. On its 125th anniversary, Farmers Mutual Hail has positioned itself well for continued growth for the next 125 years.

“We’d like to continue to grow and expand,” Ron said. “We want to keep doing what we’re doing. We’ve been very successful, especially of late, with the current makeup of what we do and the current size. We just need to build on that.”

“IOWA IS A GREAT PLACE TO LIVE AND WORK — OUR PACE OF PLAY, THE PEOPLE WORK WITH AND THE *IOWA-NICE ATTITUDE*. THIS IS A GREAT PLACE TO BE, AND WE’RE GLAD TO BE A PART OF THE FABRIC OF IOWA HISTORY.”

Palmer Group

AUSTIN PALMER’S VISION for the Palmer Group when he started the company in March 1998 was to first and foremost create a high-quality organization, but he also wanted to grow the business into the premier recruiting firm in Iowa.

As the Palmer Group celebrates its 20th anniversary this year, it looks like that vision has become a reality.

“I wanted to build a high-quality company,” Palmer said. “I wanted to build it with dedicated and committed employees who are superior in their profession.”

Palmer grew up in Des Moines and graduated from Urbandale High School. He attended the University of Northern Iowa and earned his degree in 1982. He began his career in public accounting in Colorado Springs, Colo., and returned to Des Moines eight years later to join an international staffing company. After 10 years with that company, he made the decision to start Palmer Group in 1998.

Palmer Group started by providing direct placement services in a few different industries, including transportation, engineering and human resources. The company expanded gradually into the new century and added several more industries as time went along.

While the growth was steady, Palmer Group is considerably larger today than Palmer had ever envisioned. It offers services for employers who are looking to hire individuals on a temporary, contract or direct-hire basis. The company also provides outplacement services to ensure businesses have a smooth transition process when key employees move out of an organization.

With 70 full-time employees, the company has extensive experience with recruitment and placement in a variety of industries, including accounting and finance, office administration, banking and mortgage, engineering and manufacturing, human resources, sales and marketing, information technology and others.

In its 20-year history, Palmer Group has helped hundreds of organizations find thousands of the right people for open positions. Palmer said the total number of people placed in new positions over the company’s history would fill Wells Fargo Arena and then some.

“I’m very proud of that number,” Palmer said. “We have such a dedicated team that brings personal and experienced care to each one of our clients.”

But Palmer may be most proud of his company’s

dedication to its employees and internal team. In June 2016, Palmer converted ownership of the company to employees through an employee stock ownership plan (ESOP). It was a monumental moment for Palmer and his family to transition ownership to the employees who helped make Palmer Group what it is today.

“Our company has built a quality work environment for our internal team,” Palmer said. “Throughout the years, we’ve also provided a competitive compensation and benefits program for our team members.”

It’s because of that dedication from its team that Palmer Group has earned such a prestigious reputation. In 2016, the company was a recipient of the Better Business Bureau’s Torch Award for Ethics, which is given to a business that displays “best practices, leadership, social responsibility and high standards

of organizational ethics that benefit their customers, employees, suppliers, shareholders and communities.”

Palmer Group has also been named the best executive search firm every year since 2004, and the best temporary employment service every year since 2010 by the Des Moines Business Record’s annual reader poll.

“Focusing on doing our best is what we do, and it’s pretty cool to be recognized in multiple different ways,” said David Leto, president of Palmer Group. “We have been honored to have a dedicated team who have helped us earn these awards.”

Palmer Group’s internal team will always be a focus for the company in the future. When Palmer originally built his company, he focused on hiring quality and experienced professionals.

“We need to continue to be a great place to work for our internal team,” Leto said. “We have a great staff and a great group of people that care about each other and work hard to take care of the people they serve every day.”

The future of Palmer Group will build on its historic past while positioning for growth. The company is planning to open a Cedar Rapids office this fall to expand its

“THE FOCUS IS CONTINUING TO TAKE CARE OF OUR CANDIDATES AND CLIENTS IN *THE BEST WAY* WE KNOW HOW.”



AUSTIN PALMER
Chairman

DAVID LETO
President

Palmer Group Celebrates 20 YEARS OF SERVICE

Palmer Group has reached an exciting milestone by celebrating 20 years of delivering employment solutions across Iowa. Austin Palmer founded the company in the spring of 1998 with the focus of becoming Iowa's premier employment firm. Through hard work, determination and by building a talented and dedicated team, the company has experienced tremendous growth since its inception. Palmer Group's President, David Leto, plus their 70 plus employee owners are devoted to continuing Palmer's mission by making lives better by providing companies and individuals with specialized employment solutions ranging from direct-hire placement, professional temporary and contract staffing, and outplacement services.

The employment industry has evolved over the past 20 years. Palmer Group is still committed to the same values on which it was founded. Outstanding quality and service remain the daily focus; one they hope will shape the business community in Iowa for many years to come.

PROVIDING EMPLOYMENT SOLUTIONS SINCE 1998



3737 WOODLAND AVENUE, SUITE 200, WEST DES MOINES

(515) 225-7000

THEPALMERGROUP.COM

services in eastern Iowa. The expansion will continue the good that Palmer Group does for local communities and the state of Iowa.

“We’re excited to take our brand, our culture and our environment to eastern Iowa,” Leto said. “We have long-term employees from our Des Moines office with ties in the eastern Iowa area. They are excited to take on this new chapter in our organization.”

Central Iowa will still be a key focus going forward, as the company grows and expands in the region, continuing to bring a high quality of care to its clients and candidates.

“We’ve earned a good reputation over the last 20 years, and we cannot take that for granted,” Leto said. “The focus is continuing to take care of our candidates and clients in the best way we know how.”

Habitat for Humanity ReStore

WHILE GREATER DES Moines Habitat for Humanity has been serving people through building homes and hope for more than 30 years, the organization’s ReStores have been benefiting Des Moines and the surrounding areas in different,

unique ways.

Celebrating its 15th anniversary this year, the GDM Habitat ReStores have been an asset for the organization and community alike. ReStores sell leftover home materials, like siding, tiles, paint and more to the public. The materials are made available through tax-deductible donations, mostly from contractors and home renovators, and all of the money made at the stores is put back into the Habitat for Humanity mission.

The East Euclid ReStore also has the Tool Lending Library for homeowners to borrow tools necessary to repair or beautify their own homes.

GDM Habitat currently has two stores in the Central Iowa region: one at 2200 E. Euclid Ave. in Des Moines and a newer location at 4033 N.W. Urbandale Drive in Urbandale, which was built two years ago.

The ReStore was created in 2003 thanks to an initiative from a Dowling Catholic High School entrepreneurial studies class. The class approached GDM Habitat and served as the catalyst for the opening of the store. It was open only during those class periods and on Saturdays.

After the store started to pick up steam, GDM Habitat hired a full-time staff member. And it continued to grow. In 2011, the Dowling High School class moved on to

a new project, and GDM Habitat moved the ReStore to its current location.

Because of the ReStore’s continued growth and GDM Habitat’s expansion into new areas, the organization opened a new ReStore location in Urbandale in 2016.

“As our Habitat for Humanity affiliate continues growing, it only makes sense that the ReStore grows as well,” said Lance Henning, executive director of Greater Des Moines Habitat for Humanity. “We want to be that one-stop shop for the customer, serving people that need access to affordable home improvement materials or are just looking for a good deal.”

All of the proceeds from the materials sold go toward the Habitat for Humanity cause. Just last year alone, the stores brought back the equivalent of 18 houses of funding to Habitat to Humanity, allowing the organization to invest in its mission and cover its overhead costs. GDM Habitat saw the third-highest net return from its ReStores last year, and its original store on East Euclid was tabbed as the No. 1 store in the country.

ReStores also help prevent leftover construction materials from going to the landfill. Construction materials account for some of the largest percentages of waste in landfills. Reselling those materials and putting them

to good use helps reduce the state’s carbon footprint and benefits the community.

Perhaps best of all, anyone can come and buy a variety of affordable materials at the store to make their next do-it-yourself project a cheaper one. Or if you’re a contractor, you can stay within your budget with high-quality materials.

Beyond the benefit of the ReStores, GDM Habitat has been serving families for 31 years. The organization currently serves Polk, Dallas and Jasper counties.

The group was run solely by volunteers from the time it started in 1987 until the early 2000s. In the last 15 years, the GDM Habitat has seen growth in volunteers and projects. It finished its 100th home in Greater Des Moines in 2008, and its 250th home in 2014.

It was named an affiliate of distinction in 2015, which is only given to 14 affiliates nationwide. That great work has continued into 2018. Last year, out of more than 1,300 affiliates nationwide, Des Moines’ local Habitat branch ranked fourth in families served. Through the help of more than 18,000 volunteers, the organization has assisted 272 low-income families.

For the ReStore 15th anniversary, Habitat will be holding a special event with promotions during the week of July 16 at



RYAN SIEDENBURG

DOUGLAS SIEDENBURG

DANIEL SIEDENBURG

We consider it an honor and a privilege to have served our clients and our community these past 20 years.

We look forward to many more.

Thank you!



COMMERCIAL REAL ESTATE EXCELLENCE
INVESTMENTS • CONSULTING • BROKERAGE

www.siedenburgh.com
(515) 223-6222

Celebrating 25 Years



We believe in...

1. being in service to others
2. creating genuine relationships
3. providing a unique experience
4. approaching life with a positive outlook
5. defining your legacy
6. building individually-tailored, sophisticated strategies
7. creating clarity around complex situations
8. inspiring confidence to make important wealth decisions
9. having peace of mind, knowing your financial path is set
10. listening generously
11. enhancing life experiences
12. trust, sincerity and understanding
13. a caring, family culture
14. collaboration and a team approach
15. confidentiality
16. humbled confidence
17. flexible options and customized investment strategies
18. poised and graceful professionalism
19. comfort and support during life's difficult transitions
20. delivering excellence
21. personalized financial and estate planning
22. the desire to grow and improve
23. open and ongoing communication
24. education and understanding
25. ***Living a Life of Abundance***

Call our office at 270.6444 to schedule a complimentary second opinion on your financial situation.



***Learn more about our specialty services
online at www.GilbertCook.com***

Gilbert & Cook, Inc. is a Registered Investment Adviser. this advertisement is solely for informational purposes. Advisory services are only offered to clients or prospective clients where Gilbert & Cook, Inc. and its representatives are properly licensed or exempt from licensure. Past performance is no guarantee of future returns. Investing involves risk and possible loss of principal capital. No advice may be rendered by Gilbert & Cook, Inc. unless a client service agreement is in place.

the East Euclid location. To get involved, you can sign up as a ReStore volunteer at gdmhabitat.org/restore. Volunteers are needed daily to help prepare donations for display, assist customers, keep the store clean and organized, and even help with special events.

And if you're interested, stop by and check out the store's inventory, which is constantly changing.

"Anyone can shop here," Henning said. "You never know what you can find at the ReStore, especially because of the donations we receive week to week, the inventory is constantly rotating and changing. We just want lots of people to donate, shop, volunteer and know that their support helps Habitat's mission."

Krist Insurance

KRIST INSURANCE GROUP of Iowa has come a long way in 25 years.

From humble roots in a small office in Urbandale to a staff of 22 today in West Des Moines, Krist Insurance has grown to serve clients across the country in more than 40 states. Its focus on customer value, respect and integrity has helped the company garner a reputation as one of the most trusted names in insurance.

Krist Insurance, a family-owned and -operated company, provides commercial property and casualty, employee benefits and personal insurance services and tailors each plan for individuals and commercial businesses.

In those 25 years, one of Krist Insurance's proudest moments was when founder Jamie Krist was inducted into the Iowa Insurance Hall of Fame in 2017. With its customer-first approach, Krist Insurance's goal going forward is to focus on high-level talent acquisition to continue its fast, organic growth model over the next 25 years and beyond.

"With our focus on innovation, loss control and risk management for our clients, we have continued to grow organically for 25 years," said AJ Krist, president and CEO of Krist Insurance Group. "Our longevity with our wonderful staff has given us the opportunity to build strong relationships with our community, carrier partners and clients."

Gilbert and Cook

THE GILBERT AND COOK core belief that people always come first traces its roots back to 1993.

After Linda Cook's early career in investment planning convinced her that long-term relationships are much more valuable than selling something, she started her own

independent firm in Des Moines. Linda set out to truly understand her clients, listen to what they wanted to achieve and find the right solutions to meet their needs.

Twenty-five years later, the mission remains the same.

"The core of what we do is caring for people and helping them make good decisions," Linda said. "Just seeing what clients needed and how to help them wasn't just about solving their problems with a product, it's really solving it with a strategy. It's helping them find the confidence to make good decisions on their finances."

Linda was joined in 2000 by Marlis Gilbert. Marlis' many years of experience, including a primary focus on financial planning, made her a great match and asset for the firm. Together, the two worked to build a team environment, cultivating a partnership mentality to grow the firm.

In 2009, Linda's husband, Chris, who is a Certified Public Accountant (CPA) and a Chartered Financial Analyst (CFA), joined the firm as the chief investment strategist.

Because of the well-rounded leadership at Gilbert and Cook, clients get specialized expertise in many different fields.

"We are an ensemble practice," Linda said. "As a client is engaged with Gilbert and Cook, they don't just get me or one of

the advisers. They get the whole team, and we're all there to be available and helpful while bringing in additional expertise when needed."

As a private wealth management firm, Gilbert and Cook offers many different services in financial planning and investments. The firm specializes in life transitions, whether that be a major

**"THE CORE
OF WHAT WE
DO IS *CARING*
FOR PEOPLE
AND HELPING
THEM
MAKE GOOD
DECISIONS"**

ARE YOU READY?

We've moved people and business forward for 10 years.

Now, let us help you find
Your Clear Next Step.

YOUR CLEAR NEXT STEP

Indianola, IA
(515) 442-0545

Learn more at
www.YourClearNextStep.com



Since 1958
GREENS

Appliance • Heating • Cooling

SERVICE • SALES • INSTALLATION



PROUDLY SERVING OUR NEIGHBORS AS FAMILY OWNED AND OPERATED SINCE 1958



**A SATISFIED CUSTOMER IS
NOT GOOD ENOUGH FOR US!**

Any company can bring satisfaction to a customer. We want to be that company that leaves a customer feeling,
"Wow! That was totally awesome service!"

- A/C & Furnace Install and Repair
- Water Heaters & Purification
- Quality Used Appliance Sales
- Appliance Repair

Come Celebrate with us, go to:
www.GreensAHC.com/60years

(515) 323-0680

business transaction, a death in the family, divorce, retirement or many more major life events. Gilbert and Cook serves families, individuals and businesses.

In all of those services, clients are treated with personal care and receive tailored solutions to problems, rather than a one-size-fits-all approach. The team at Gilbert and Cook works to bring clarity to the various choices their clients face and provide the confidence needed to make important wealth decisions. In short, if you are dealing with something complex, Gilbert and Cook professionals can break it down and make it simpler to understand.

“Our mantra is “Live a Life of Abundance,” and we have each one of our clients define what abundance means to them, allowing us to help in a personal and tailored way,” Linda said. “We keep what’s important to them at the top of our minds in each and every meeting.”

The Gilbert and Cook philosophy is predicated on sincere concern for their clients and maintaining a genuine relationship. “We have special relationships with our clients,” Linda said. “It’s not just something we say, but it’s something that we live every single day. We’re there for them every step of the way.”

The Gilbert and Cook investment team

has three Chartered Financial Analysts on staff. The CFA designation is regarded as one of the highest certifications in the finance industry. As an independent firm, Gilbert and Cook tailors the investment strategy and proprietary asset allocation models for each individual client situation. Going forward, Gilbert and Cook is looking to grow its team with quality and experienced professionals.

“We’re always on the lookout to bring on amazing new team members to join our family and provide value to our clients,” Linda said.

Reach out to Gilbert and Cook at 515-270-6444, or visit them online at gilbertcook.com. You may become one of the many satisfied clients who have placed their trust in the firm over its 25-year history.

Siedenburg Group

DOUG SIEDENBURG STARTED his company, the Siedenburg Group, a commercial real estate firm focusing on the corporate, development and brokerage spheres, in March 1998.

However, Doug wasn’t new on the commercial real estate scene. He brought over 22 years of experience in the industry,

along with extensive knowledge in real estate brokerage, consulting and deal-making to his new company. Doug’s experience, connections and ability to get things done allowed him to make a smooth transition into building the business, and the Siedenburg Group quickly took off during those early years.

Twenty years later, The Siedenburg Group’s client-first focus and attention to detail is still at the heart of everything it does, which helps it navigate many of the varied goals of its commercial real estate clients. The large network of community relationships that Doug brings to the table helps the Siedenburg Group get deals done right and on time.

An example of Doug’s ability was his involvement as a consultant with Wells Fargo Home Mortgage in its site selection for a new office campus. The Siedenburg Group represented Wells Fargo in negotiations with the owners of the land and the city of West Des Moines, where the project was eventually located. This project was considered one of the 10 largest economic development transactions in the United States that year by Site Selection Magazine. For his work, Doug received the James Felt Creative Counseling Award from the Counselors of Real Estate in 2005.

Now with over 40 years of experience, Doug

works alongside his son, Daniel, and his nephew, Ryan, both of whom graduated from UNI’s real estate and finance program. The experience and education of the team help them to anticipate problems before they happen.

The Siedenburg Group is also involved in philanthropic efforts in the community, specifically working to reduce homelessness and helping at-risk youth through its connections with Hope Ministries and Wildwood Hills Ranch. Doug has served on the board of directors of Hope Ministries for 30 years and currently serves as its chairman. He is also a founding member of Wildwood Hills Ranch, an at-risk youth development program serving the state of Iowa and currently serves on its board of directors.

The Siedenburg Group believes that leaders serve.

“Our goal is to serve our clients and the community, with excellence, in all that we do,” Doug said.

**“OUR GOAL
IS TO SERVE
OUR CLIENTS
AND THE
COMMUNITY,
WITH
EXCELLENCE,
IN ALL THAT
WE DO.”**



CELEBRATING 25 YEARS SERVING YOU

UNIQUE INSURANCE PLANS

TAILORED FOR COMMERCIAL BUSINESSES AND INDIVIDUALS
COMMERCIAL • PERSONAL • LIFE, HEALTH & FINANCIAL SERVICES



WWW.KRISTINSURANCE.COM | 515-270-0909



Chef Terrie Kohl
Owner/Instructor
Personal Chef

CELEBRATING 15 YEARS
SINCE 2003

**Country Club
MARKET**

Customized Catering | Cooking Classes
Market Bakery | Food Consultant

515-987-5957

www.countryclubmkt.com

CELEBRATING 15 YEARS OF THE STORE THAT BUILDS HOMES, COMMUNITIES, & HOPE

Since 2003, proceeds from the Habitat ReStores have supported the equivalent of 127 houses in Greater Des Moines. When you shop, donate, or volunteer, you are making dreams of homeownership a reality.



Greater Des Moines
Habitat
for Humanity®

ReStore

2200 E. EUCLID AVENUE
DES MOINES

4033 NW URBANDALE DRIVE
URBANDALE

GDMHABITAT.ORG/RESTORE