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GONE FISHING

Iowa's only dedicated fly fishing shop is open in Des Moines, unless the owner takes to the water

KEVIN HANSEN & LAURA PALMER
owners, Rod & Rivet



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Putting STEM to work at Iowa's first medical cannabis operation

BY JOE GARDYASZ

The state's first legal medical cannabis operation in Des Moines is providing some serious scientific work for young professionals, I found during a tour of MedPharm Iowa's production facility last week.

Coaxing optimal growth from cannabis plants was a natural career fit for **Tyler Johnson**, one of three cultivators at MedPharm's facility, which has been ramping up production in preparation for medical cannabis product sales that begin Dec. 1. Johnson, who has a horticulture degree from Iowa State University, had worked for a number of years for the Greater Des Moines Botanical Garden before being hired at MedPharm.

As part of each growing cycle, which lasts about 23 weeks, MedPharm always has at least one or two experiments going on to test different growing variables and evaluate the resulting plants, Johnson said.

"We're looking at everything from different cuttings to help them grow faster, different lighting schedules, different potting mixes and container sizes," he said. "We're really looking at the entire production process under the microscope of what can we do to make this better."

For now, the emphasis is on accelerating growth cycles to ensure the five Iowa dispensaries will be supplied, since no one knows for sure how fast demand may ramp up.

Zach Baker, an associate chemist with MedPharm, is one of the key people who process the cannabis into the various formulations that will soon be sold at the state's dispensaries. "I think it's something that can really help people," said Baker, a 2013 University of Iowa graduate in chemistry. "I'm just ready for the program to go live, for everything to be fully functional."

As their boss, MedPharm founder **Chris Nelson**, put it during last week's ribbon-cutting ceremony, there are more than 400 molecules within cannabis that can potentially unlock new benefits for patients.

"Our promise is MedPharm is not going to stop in the exploration of the science," Nelson said.



Iowa Falls' losses show struggle of rural Iowa

BY KATE HAYDEN

I recently spoke with **Sara Konrad Baranowski**, editor at the Iowa Falls Times Citizen and advocate of small communities and local news.

Iowa Falls had two community struggles come to a head in one week in October, she explained.

The Hansen Family Hospital, a critical access hospital that built a new \$30 million facility in 2014, announced it would no longer deliver babies after Nov. 23 — pushing Hardin County residents to go a minimum of 45 minutes away for prenatal and delivery care. Webster City, only 30 minutes away from Iowa Falls, stopped delivering babies on Oct. 1.



The hospital issue was twofold, Baranowski said: Rural hospitals struggle to attract obstetricians or family doctors willing to take 24-hour emergency calls, and Medicaid reimbursement, which accounted for more than 50 percent of Hardin County's deliveries, wasn't covering the hospital's costs.

The second issue: The only child care center in Iowa Falls, Riverbend Child Care, announced it would close permanently on Nov. 9. The 38-year-old center cared for 20 children, eight of which were full-time. The only child care options left for Iowa Falls families are in-home providers, which may not accept state assistance from clients.

Both of these stories, which only recently received statewide attention, felt indicative to Baranowski of the struggles small communities in Iowa are facing. Businesses could miss out on workers who can't find child care for their children, and young families may choose to move to communities that have medical services right in town.

"My concern is more than just child care, it's more than the hospital," Baranowski said. "People work incredibly hard in rural towns to make these things work. They raised \$7 million in a town of 5,000 people for a hospital. That's incredible."

Baranowski grew up in Cedar Rapids, and said she was "sort of ignorant" when it came to the issues affecting smaller towns until she moved to Iowa Falls. Yet, the student population in the Iowa Falls Community School District is stable, Baranowski said, and the newly-expanded Native American and Natural History Museum hosts one of the largest collections of Native American artifacts in Central Iowa. There are good things happening in small towns, she said.

"There are smart, dedicated, passionate people in rural communities who are trying to make it work. They are building trails, and opening a museum and a nature center that has the best collection of Native American artifacts, promoting the artistic community in our town through festivals and events," Baranowski added. "We do have a pretty vibrant downtown. ... But it almost seems like it doesn't matter how much of that you do, you're still fighting these issues that face every rural community."

In case you missed it...

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

Mapp: Get out

Tomorrow Plan speaker Rue Mapp grew up playing outdoors and wants others to do the same.

<https://bit.ly/2F5QSrA>

Mall-side living?

The owners of Merle Hay Mall, Anawim Housing and the city of Urbandale are weighing a plan to place apartments on the west side of the shopping center.

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

Code DSM to start

The Greater Des Moines Partnership and Des Moines Area Community College will launch Code DSM, a 15-week STEM programming academy, beginning January 2019.

<https://bit.ly/2Ps3wVv>

Guest opinion: Helping others

World Food Prize honoree shows what a helping hand can mean, writes Randy Evans.

<https://bit.ly/2D3SE90>

Influential leaders

The Business Record wants to know who our readers think is the most influential business leader in Greater Des Moines. The deadline is today.

<https://bit.ly/2F4oLcg>

Read more notebook items anytime at
businessrecord.com/notebook

Annuities: Predictable income, protection against inflation

BY STEVE DINNEN



Annuities can be an important piece of your retirement income strategy. But it helps to first understand them, which is no mean feat as they seem to come in as many variations as do snowflakes.

All annuities have the same aim — to take some of your money now, invest it for a while, and then guarantee they'll pay it back, plus a return. Some pay you for life, others for a set amount of time. Some pay a fixed rate of return, others have a variable rate. Some have death benefits for survivors, others don't. Some tie their return to stock market performance and grant you a portion of the upside — which may vary from annuity to annuity — while protecting you against

downturns.

So when you weigh whether to buy an annuity, get some advice. Maybe doubly so. One of those who might help is **Kevin Wingert**, CEO of Urbandale-based American Retirement Planning. Before forming that financial planning firm, Wingert was president of the main subsidiary of American Equity Investment Life Holding Co. That West Des Moines firm is a specialist in equity indexed annuities.

Perhaps surprisingly for someone who spent so much time in that corner of the insurance marketplace, Wingert doesn't think everyone in the world needs an annuity. But plenty do, he said, because "when you retire you need predictable income and protection against inflation."

People are living longer, and Wingert notes that they're bearing more responsibility for providing for retirement income (company pensions seem to be a thing of the past). So they need to do something to protect their nest egg.

Wingert isn't much of a fan of variable annuities (some have high fees, big sales commissions and poor investment choices that guide their return). He speaks better of MYGAs — multiyear guaranteed annuities. The insurance and asset management firm Nassau Re, which works with annuities, says that in some ways a MYGA acts like a bank CD in that it guarantees an interest rate for a set period of time.

Some annuities are alternatives to bonds, Wingert says. "[At] 2, 3 or 4 percent, those returns are no different than high-quality bond funds," he says, with the exception that with a properly bought annuity there is no risk to principal.

So they deserve a look. They have an advantage of being available in whatever size you want, from thousands of dollars to millions. Bear in mind that they tie up cash, so don't go hog wild.

"You still need liquid assets for emergencies," Wingert says.



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A CLOSER LOOK: A local leader you should know

BILL VANDIVIER

Take a closer look at the new president and chief physician executive of Mercy Clinics

BY JOE GARDYASZ

In March, Dr. Bill Vandivier was appointed chief physician executive and president of Mercy Clinics following a nationwide search. Vandivier joined Mercy in 2006 after a family practice residency at Broadlawns Medical Center. One of his first tasks at Mercy was to launch a family practice clinic at the hospital; he later helped to start Mercy Prairie Trail Clinic in Ankeny. For the past seven years he has split his time between family practice and leading the roll-out of Mercy's electronic health records system. In his new role, Vandivier will manage Mercy Clinics' multi-specialty physician enterprise of more than 400 providers. He will provide strategic direction on physician enterprise activities, represent providers in organizational decisions, drive quality goals across the system and assist in integration with the statewide network.

What's the role of the chief physician executive?

Being the chief physician executive, I'm part of [Mercy President] Karl Keeler's leadership council and I'm trying to work through some of the issues [related to] ambulatory growth versus hospital need. ... The days of having the systems be completely separate are gone, because with how health care is moving forward and the challenges of Medicare reimbursement if we're not really working together, we're not going to be able keep providing cutting-edge care.

I'm here to serve the community and I'm here to serve the docs. So it's just a privilege to have the opportunity to try to design a system that will improve care across all of Iowa. That's how I approach the job — developing the system that supports the patients; being part of the system rather than top-down.

How did you become involved in implementing electronic health records?

I didn't ever have an IT degree, but I used to hack computers for fun, so I understood program logic. As we went to an electronic health record, there was a lot of pushing people over the cliff and getting things going and not really [recognizing] all the function the program could have. So I really spoke up and challenged the docs to have a voice. Because of what I did, [Mercy's parent organization, Catholic Health Initiatives] stopped their implementation and started to do some fixes to the system. And so [former Mercy CEO] Dave Vellinga said, "The docs believe in you because of what you did; we need you to get involved in this electronic health record thing." ... During a very tumultuous time, I have now spent time with over 300 of our providers to talk about the EHR, how the system works, how we can help them, how they can set up their system so it's more streamlined for them.

What's the current consensus about electronic health records?

Most electronic systems around started out as billing systems — to capture documentation for billing. As most people [adopted] electronic health records, there were a lot of [government mandates involving "meaningful use"]. Well, it helped us to get to an electronic health record, but it stopped development because every vendor had to meet these criteria. So they didn't pay attention to you as a user to ask, "Is this usable?" ... Within the next five to seven years, I think you'll see a very usable product, but it's being designed off of the sweat and frustration of the docs and staff right now.

How would you assess overall physician satisfaction currently?

If you look nationally, the job satisfaction rate in being a physician has dropped significantly over the last seven years, which is the same time frame as electronic health records. The burnout rate is going up. We have people who are retiring earlier than they used to. Docs used to work until 70, 72 because they enjoyed the work. Now because of all the other work being added to them, they're retiring earlier. So it creates a support issue for the system: How do we focus on delivering the best care we absolutely can, and do it efficiently so we're not burdening the providers with tasks they really don't need to be doing?

How do physician shortages affect Mercy Clinics?

It's significant. The odd part is that specialty is sometimes easier to recruit than primary care and the nurses, because you have more and more people going into specialty [areas] after training. So primary care in general is in a shortage, and in Iowa it's a significant shortage. Des Moines is a great place and it's one of the best places in the country to practice medicine ... but there's a lot of folks that don't know Iowa, so it's hard to get them here.

Has mental health access through the primary care clinics improved?

There are a couple of things we've put in place. We have an embedded psychiatrist who works with some social workers and nurse practitioners, and we've created a consultative clinic for family practice. What we do with her and her team is when we have some difficult patients in family practice, we consult with them and weigh in on the meds and treatment. [The social workers also get involved.] And a fair amount of our family practice doctors have also taken the time to own a lot more of the psych stuff over



PHOTO BY DUANE TINKEY

AGE: 44**HOMETOWN:** Ankeny**EDUCATION:** Bachelor of Science, biology, Grand View University; Doctor of Osteopathy, Des Moines University**CONTACT:****Email:** wvandivier@mercydesmoines.org**Phone:** 515-358-6970**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

time — [basic cases are] getting a lot more comfortable [for them].

The challenge I've got right now as we're building a 100-bed psychiatric hospital, which is fantastic, but what's our ambulatory answer to that? If 50 percent of our discharges are within the city, we don't have enough ambulatory docs to take care of all those patients we're going to discharge. It's still two years out, but we've got to be thinking about that now because if you're thinking about recruiting and building outpatient [clinic] services ... we've got to make sure we're ready to do that as well.

What are other key issues you're focusing on?

As I look at what we need to be in the future, [Mercy Health Network's] vision is that we need to be radically convenient and offer world-class care. What that means is we have to change some thought processes in how medicine is practiced. As doctors, we can sometimes be over-controlling of our schedule because we want to make sure our day runs smoothly all the time. That can sometimes mean access issues getting in to see the docs. But that isn't patient-focused; it's doc-focused. So we have to get [doctors] comfortable and reassure them that we can do open access, so we can get patients in the same day, all the time. That comes back to getting some of those menial tasks off of docs so they can focus on care.

What drives you as a person?

What drives me as a person is building relationships, creating partnerships and really developing people. As a doc, I was someone who really wanted to educate and make patients understand what's going on, because the more you do that, the more they buy in.

How do you recharge?

I am avid motorcyclist; I've been riding since I was 5. I take motorcycle trips to get away because you can't do cellphones [on a bike] or you're in the middle of nowhere. I've been teaching motorcycle safety for 24 years. My favorite ride is probably through the Big Horn Mountains in Wyoming. ... There's just something about the Big Horns that's just kind of the perfect mix — you've got some fast roads, you've got some beautiful mountains, you've got some great wildlife. It's just a great place.

What are you reading lately?

The un-fun part of that, I'm reading a bunch of finance books right now because I'm trying to learn all that with the new job. I've been a big Stephen Hunter fan for a lot of years. Just reading a lot of leadership stuff right now, trying to figure out how to reorganize and drive some meaningful change. ■

“As I look at what we need to be in the future, [Mercy Health Network's] vision is that we need to be radically convenient and offer world-class care.”

Bill Vandivier, chief physician executive, Mercy Clinics



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COVER STORY



GONE FISHING

Iowa's only dedicated fly fishing shop is open in Des Moines, unless the owner takes to the water

BY KENT DARR

Kevin Hansen has been in the men's clothing business long enough to understand its seasons: The middle of the summer is slow, as is late winter. A fisherman's mind turns to water in those offseasons, if not all seasons.

Men's clothing is where Hansen earned his reputation in Greater Des Moines. Take a few minutes to talk with him, though, and you know where his mind is. Fishing, fly fishing in particular.

"He's a clothing guy who fishes and talks about it all the time," said Laura Palmer, Hansen's spouse and a Greater Des Moines freelance illustrator. "I'm a fisher by marriage."

In June, Hansen opened Rod & Rivet in a tight space that is more of a nook behind a storefront at 5810 Franklin Ave. Shortly after the opening, a "Gone fishing" sign was in the window. Yes, Hansen had gone fishing.

If Palmer isn't on those fishing trips, she often is behind the counter at Rod & Rivet, selling spools of tippet material — small-diameter monofilament line intended to mask the connection between an imitation caddis fly or faux minnow and the heavier fly line that delivered it to the fish — fly fishing books, maybe some gear. She cautions that anyone with technical questions about fly fishing should contact Hansen; he might have gone fishing, but he still responded to email. If her schedule doesn't allow, the shop is closed.

The sign generated some discussion, with Palmer wondering whether potential customers would be put off. Hansen, paraphrasing author John Gerlach, reassured her that fishermen would understand, some would even be jealous.

Rod & Rivet (a simple reference to fishing and the rivets found in blue jeans) is the state's only shop dedicated to fly fishing — no night crawlers

here, just imitation worms — and it is the only authorized Orvis retailer in the state. Orvis is an iconic name in fly fishing, founded in 1856 in Manchester, Vt. These days, the company, with more than \$340 million in annual sales, according to Forbes, and 1,700 employees, might be just as well known for its clothing, outdoor gear, even its dog beds and eco-travel operation.

The Orvis connection was by design. Even for folks who don't fly fish, the name triggers thoughts of the outdoors, mountain valleys, northeast Iowa coulees, clear waters, pristine beaches and wave-smacked, boulder-pocked shorelines. Hansen worked with the company for 1½ years as he prepared to open Rod & Rivet.

"They are incredible. They are one of the best vendors I have ever worked with," Hansen said. "There are so many resources for fly fishers on their website, a full range of products, incredible customer service. If you break a rod, they turn around and get you one right back. [This Business Record reporter can attest to that.] And also they give 5 percent of pretax profits back to the resource, which I think is really cool."

Hansen is a member of the Iowa chapter of Trout Unlimited and represents the organization on the Iowa Environmental Council board.

"Part of the reason I want to do this is that the more people who are fly fishing, who are spending time outdoors, the more they are going to care about the environment, about conservation, about getting their children outside, about getting excited about spending time outside," he said.

The Orvis shingle hanging outside Rod & Rivet has drawn passers-by who were unaware a fly shop was operating in Des Moines.

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PHOTOS BY DUANE TINKEY



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"It has definitely helped get some people inside the store," Hansen said.

We should point out that this is a small business in a tiny market. Others have tried their hands at operating higher-end outdoors shops as independent businesses. Few remain, and certainly none that specialize in fly fishing. The big-box outdoors stores make fly fishing gear and fly tying materials available to their customers, but those areas take up little store space. At one point, Scheels All Sports pulled fly fishing tackle from its displays at the Jordan Creek Town Center store. These days, a limited amount of fly fishing gear is on display.

By most estimates, fly fishing accounts for no more than 10 percent — some estimates are 5 percent or less — of a sport fishing market that had its hooks into an estimated 47.2 million Americans ages 6 and up in 2016, according to a report from the Recreational Boating & Fishing Foundation and the Outdoor Foundation.

The market in Greater Des Moines is larger than Hansen anticipated. Expose yourself to his unbridled enthusiasm, and the numbers could grow larger. "You should be fishing" is a shop motto.

"We have been very pleasantly surprised," he said. "I knew there was a community here that just didn't have a place to go; it isn't big."

It takes more than enthusiasm to sustain a business, though. Rod & Rivet also hosts fishing trips (Hansen and Palmer will host a group of local fly fishers in Belize next spring) and corporate outings, and offers fly casting lessons, fly tying classes, the opportunity to test-cast fly rods before making a purchase, and guiding, particularly to the trout streams of northeast Iowa's Driftless Area. The hosted trips focus on the western United States, the Caribbean and, above all, the Driftless Area.

We want to know these places really well," Hansen said. "That way our clients have a good experience. There is just a lot of demand for that dollar."

And for those who have spent time in small outdoors stores of any description, friendly banter is always in the air.

Hansen's emergence as a fly fishing retailer came via his long experience as a men's clothing retailer. He was the buyer and manager at men's specialty clothing store Badowers, where Sportswear International identified him as a "retailer to watch" in 2011, and later a consultant for Des Moines startup Men's Style Lab.

"I parlayed my clothing business. We started hosting trunk shows essentially in northeast Iowa. We would rent a lodge or a big cabin and I would pair with one of my clothing brands. The first trip, we had 12

CONTINUED ON PAGE 12 >>

"The first week we opened, we had a couple dozen people just say **thanks for doing this. It felt really good to hear that from people who enjoy the sport; it was sincere."**





SHOP TALK

KEVIN HANSEN: *"She does fly fish but not as much as me."*

LAURA PALMER: *"Nobody fishes as much as him."*

HANSEN: *"She fishes in Montana, but only with dry flies. She's a bit of a snob."*

PALMER: *"The first time I hooked a fish, we were in Montana in legendary fly fishing country. It was a big day for me. He was like, 'Let me show you what to do.' I said, 'I've been watching you for five years; I think I know what to do.' "*

<< CONTINUED FROM PAGE 11

clients. We would do one every summer and and every fall. From that I had a lot of customers ask me, 'Could you help me pick out the right [fly fishing] gear?' Or 'I'm going out west or I'm going to Florida; could you point me in the right direction?' You can't overestimate the demand for those kind of services," Hansen said.

The hosted trips are a result of his early experiences as a fly fishing traveler. For the do-it-yourselfer, those trips can be daunting.

"All of the places we host at we have been to multiple times, so we know the area," he said. "It's a little intimidating going to a place where you have never been; you're spending all day with a stranger, basically, trusting them with your life on their boat, floating down a river or out in the Everglades. I remember when I first started traveling to fish and trying to find a guide, there were a lot of unknowns."

Hansen was credited with expanding Badowers' appeal across generations. During his tenure, Esquire named Badowers the No. 2 men's store in the country.

While at the storied men's retailer, Hansen hosted a trunk show for Todd Snyder, the Huxley native with a fancy for fine clothing who became a bit of a boy wonder in the New York fashion scene. Along with his private label brand, Snyder started the Tailgate Clothing Co., a retailer that specializes in vintage-styled collegiate clothing. In a deal that involved Greater Des Moines investment banker Eric Lohmeier's NCP Inc., Snyder sold Tailgate Clothing Co. to American Eagle Outfitters for an estimated \$11 million in 2015. Tailgate opened a store in late summer at Jordan Creek Town Center.

Hansen met Snyder through Lohmeier, a fellow Southeast Polk High School graduate. It was during that trunk show in 2011 at Badowers that Hansen asked Palmer out for a date.

At the time, Palmer, a Muscatine native, was building her reputation as an artist, illustrator and fundraiser. She started her freelance business, XO-LP in 2005, designing unique greeting cards. She was with Drake University for seven years, serving as its major gifts officer when she left to be the resource development director for Big Brothers Big Sisters of Central Iowa. In 2012, she co-founded the community arts program Make/Break. Also that year, she was named Young Person of the Year by the Young Professionals Connection.

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In 2015, Palmer and Hansen were married. She is the proud illustrator for Rod & Rivet's custom-built fly bin, organizer of the shop's social media presence, builder of its online store; her illustrations are featured in a living art display at the Outlets of Des Moines.

"Aren't those flies labeled so nicely," she said. "If he married me for one reason, it was my penmanship."

"Plus you have great taste in music," Hansen responded. Palmer is working on the soundtrack for the shop.

Hansen started his private client clothing business, the Good Fancy, about three years ago. As for fishing, he guesses he has been casting a rod for most of his 40 years.

"My parents had a camper. I think the first weekend I was born, we went camping," he said. The Rod & Rivet Instagram page is full of photos of a young Hansen proudly hoisting various species of fish. "We spent every weekend, every summer outdoors, camping, fishing. I started going to northeast Iowa when I was probably about 20."

He took up fly fishing about 10 years ago.

He has been fishing long enough to remember the few small shops that provided a smattering of fly fishing tackle. One was 2nd Avenue Bait House and Fly Shop, once located along the south bank of the Des Moines River. Proprietor Jene Hughes was a teacher, writer, musician, photographer, carpenter and avid fly fisher. He was the author of the "The Complete Guide to Iowa Trout Streams." Hughes died in 2014.

Hansen figures he has about three years to prove that a fly shop can succeed in Greater Des Moines. Fact of the matter is that he would like to open another one in northeast Iowa.

For now, he is happy to provide a shop for like-minded fishers.

"I wanted a place where people who wanted to learn about the sport or were involved with the sport could come and get real advice and really good gear, quality fishing gear," he said. "It was lacking; it hadn't been here forever. The first week we opened, we had a couple dozen people just say thanks for doing this. It felt really good to hear that from people who enjoy the sport; it was sincere." ■



FLY FISHING THE DRIFTLESS

Kevin Hansen has fished Iowa's Driftless Area, a geographic cradle of clear streams with healthy trout populations, for half of his 40 years. To understand what attracts him to the area, a good three- to four-hour drive from Greater Des Moines, read his article "Paradise Found" in ia Magazine, a sister publication of the Business Record. (<https://bit.ly/2OkuMRc>)



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NEWSMAKER Q&A

JASON ANDREW

CEO, Limelight Health

BY JOE GARDYASZ

Jason Andrew had never been to Des Moines — until he was invited four years ago to participate in the inaugural Global Insurance Symposium.

Andrew's company, Limelight Health, had won first place in a startup competition in Silicon Valley. Among the judges in that competition were Brian Hemesath, then director of the Global Insurance Accelerator, and Gregory Bailey, CEO of Denim Labs in Des Moines. Hemesath subsequently invited Andrew to Des Moines to participate in the symposium. Andrew, co-founder and CEO of Limelight Health, has returned to Des Moines for the symposium each year since.

Shortly after this year's Global Insurance Symposium in April, Limelight decided to build a presence in Des Moines with a third office space. It also has offices in San Francisco and Redding, Calif. The rapidly growing insurtech company has developed a software platform that streamlines the process of carriers getting health insurance quotes out to brokers and other distribution partners.

Although about two-thirds of Limelight's 105-person staff works remotely from home, having a nexus in Des Moines is an important strategic move for the company in attracting talent with experience in the insurance industry, says Andrew. The company held a networking event earlier this year as an initial recruiting effort, and currently has a staff of six working at the Gravitare coworking space downtown.

I interviewed Andrew about Limelight's plans for Des Moines while he was here recently to participate in the Denim Summit. He plans to travel to the Des Moines office from San Francisco three or four times a year now.

What factors led you to choose Des Moines for another office location?

Certainly [the Global Insurance Symposium] was the first introduction, but as I continued to come back, we also got a client here, and we're growing that. Obviously the [lower] cost of living here is a big deal; having a lot of talent here in the insurance industry is important. And we love the business climate. It's one of the only places I've gone to where you have an event like the Global Insurance Symposium where the governor, insurance commissioner, all the businesses and startups are working together in a very collaborative way.

Tell me about your product.

We've built a platform that's hosted in the cloud that helps to transform and modernize a lot of the internal systems around underwriting, rating, proposal generation — helping a carrier get all their products out to their distribution partners, mostly brokers and agents. I've worked in the insurance industry almost the last 20 years. We really wanted to modernize the system to help it be a lot more efficient, a lot more compelling, a lot more interesting, whereas today it's very manual ... with very outdated systems. Right now we're focused on ancillary insurance carriers — dental, vision, life, voluntary benefit products. Also professional employer organizations and brokers [are clients]. Basically any carrier who needs to get rates to a business, we can help them to make that a better experience.

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VERMEER STRONG: *How the Pella-based company recovered, rebuilt in the face of destruction*



(From left to right) **Mindi VandenBosch**, Channel Advancement Manager, **Bob Vermeer**, Chair Emeritus, **Jason Andringa**, President & CEO, **Mary Andringa**, Chair of the Board



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A VIEW FROM THE TOP



David Bywater
*ABI Chair
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ABI provides value to your business all year long

ABI's annual Legends in Manufacturing Awards Dinner and conference were terrific. Now in its fourth year, the dinner — sponsored by ABI and ABI's Elevate Advanced Manufacturing initiative — has become one of our state's top events for manufacturers. Iowa manufacturing is celebrated and honored, with ABI member companies and their leaders recognized. If you missed this, you missed one of the year's best events. Make your plans now to be a part of this event next fall.

The annual Advanced Manufacturing Conference, held the day following the Legends dinner, provided significant content for participants. Great speakers and extensive networking marked the day with ABI members from across the state.

The ABI Foundation held the first in a year-long series of sessions with the 37th class of Leadership Iowa last month. LI is the nation's oldest statewide leadership development pro-

gram, and well over a thousand alumni are now working to make their companies — and their communities — better.

My purpose in noting these events and activities is not to focus on the past. As you know, ABI is always about the future. The point is that ABI works all year long to advance an agenda that provides value to your business. Growing your business and growing Iowa communities are the top priority for ABI. Your support is appreciated, and with the leadership of the ABI board of directors, ABI will execute this agenda well.

Finally, after a series of meetings in Ames, another thing I can share is that the 2019 ABI Taking Care of Business Conference is coming together nicely. I am excited for you to learn more about the big things going on in Ames. Watch for news of a fantastic speaker announcement coming soon, and mark your calendars now for June 4-6. You will be glad you did! ■

SUCCESSION PLANNING

Knowledge transfer is a critical part of M&D leadership succession planning and preparation

Many people on the brink of retirement from manufacturing and distribution companies have been on the payrolls for decades. We're talking 30 to 40 years at the same company, in the same department, with intimate knowledge of the company's history, its customers, its industry and its sub-industries. So much invaluable information is warehoused in these individuals' minds, and they are on their way out of business and into retirement. Where will all this information go? How do business owners replace key leaders (and capture their expertise) who will be walking out their doors in the next few years?

By preparing for it, of course. And preparation starts with an acknowledgement of certain inevitabilities. Whether they are baby boomers or Xers or millennials, one generation will always yield to the next. Succession will

always be a factor for any business that wants to endure, and succession can be a risky prospect.

In our practice, we encourage business owners and leaders to square with the reality that one day they will indeed exit the business, and they can't prepare for that eventuality soon enough. They don't have to know for sure what that exit will look like (sale, transition to family, etc.), but they must begin crafting a succession plan that allows for a host of possibilities.

So whether you and your company are somewhat prepared or very unprepared for the inevitable transition of leaders, the time to plan is now. A well thought-out succession plan that includes a strong culture component, satisfies key stakeholders and provides for seamless leadership change is critical to your business's future and the preservation of your legacy. ■



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VERMEER STRONG:

How the Pella-based company recovered, rebuilt in the face of destruction

BY LUKE MANDERFELD

On July 19, 2018, the Vermeer Co. headquarters was full of hustle and bustle. The company had invited more than 400 customers and dealers from around the world to visit its mile-long strip of factories, buildings and history to celebrate Vermeer's 70-year anniversary.

But what was supposed to be a day of celebration and joy turned into a frightening day for the company's leadership, team members and visitors. An EF3 tornado ripped through the campus during the afternoon hours, causing massive damage to some of the company's plants.

Looking back at that day and the events afterward, though, July 19 also serves as a reminder of how powerful dedication and resiliency can be.

"We had a tremendous amount of people doing very heroic things," said Bob Vermeer, former chief executive officer of Vermeer and current chair emeritus of the company. "And it took a team to get it done."

Fearing the worst

News and alerts started to trickle in during the early afternoon hours that day: There were storms capable of producing tornadoes entering the Central Iowa area.

"We took it seriously and were monitoring it, but we've been in a lot of tornado warnings and shelters," said Mary Andringa, chair of the board at Vermeer. Mary was inside Vermeer's Global Pavilion on campus at the time, helping lead the 70-year anniversary celebration.

But as the afternoon progressed, the messages started to become more serious.

The storms became more dangerous as they entered the Des Moines metro, and alerts started to go off on people's phones. At the time, CEO Jason Andringa was hosting tours in the Vermeer Founders' House, the house where his grandparents and Vermeer founders, Gary and Matilda Vermeer, had lived.

When a tornado warning went into effect just before 4 p.m., Jason quickly drove to the shelters in plant one. Vermeer had strict disaster and tornado drills in place, which likely helped save lives, Jason said later.

While huddled in the shelter with team members, Jason kept checking his phone and was convinced the storm was going to miss the campus to the north. Those in the shelter, including Jason, were receiving text messages that



(From left to right) **Mindi VandenBosch**, Channel Advancement Manager, **Bob Vermeer**, Chair Emeritus, **Jason Andringa**, President & CEO, **Mary Andringa**, Chair of the Board

SUBMITTED PHOTO

warned the tornado was getting closer — 13 miles away, eight miles away, three miles away. As the storm hit at around 4 p.m., the lights flickered inside the plant one shelter.

"We all stood there looking at each other," Jason said. "After the craziness passed, the security guard's radio became very active. People were saying the roof was off, windows were out and there were injuries. At that point, we knew something bad had happened."

In the pavilion just before the storm, the building's alarms started to blare and Mary instructed everyone to move to the downstairs shelter. Mary and the rest of Vermeer's team members at the pavilion were making sure everyone was safe when the tornado hit.

"The doors swung out and the electricity went out," Mary said. "We were in the dark for a little while except for everyone with their phones. And when we were given the all-clear, there was no electricity. We started hearing reports that roofs were off and glass was broken."

As soon as the all-clear call came, Jason rushed out of the shelter. He hopped in the car with two of his leadership team members and his pastor from a nearby church to survey the damage. They drove along the back of the campus, and about halfway through the drive they realized the extent of what had happened.

Walls were caved in on plants five and six. Water systems had ruptured, leading to geysers shooting into the air. Cars in the parking lots were piled four or five high. Looking at the rubble, Jason thought there must have been major in-

juries or even fatalities.

But for Jason and his team, there wasn't time to ponder. It was time to act.

Emergency responders were on the scene quickly, tending to the threats and minor injuries across the mile-long campus. The leadership team moved to plant one to set up a command center. From there, it was about receiving and distributing essential information.

A select team was on the phones with the hospitals, who reported seven minor injuries. They also coordinated releases to the press to get more information out. They made hundreds of calls to team members to make sure all were safe.

At 1 a.m. the next morning, about nine hours after the tornado hit, the team went home, happy that all employees were safe, but knowing there was much more to be done.

A "huge hurdle"

In contrast to the hectic nature of the storm, Vermeer's response in the days and weeks afterward was organized, coordinated and calculated. On a simple whiteboard in the crisis control headquarters, duties were split and assigned to various team members.

At 7 a.m. on July 20, the day after the tornado, a select team was already back to work. They had two main tasks: resume operations and get team members back to work.

To accomplish those goals, Vermeer had to assess the total damage to its campus. It became clear early in the process that plants five and six were totaled. But plants one through three could be back

in commission a couple of days later. And plants four and seven could be back in the near future.

Some team members assisted with the rebuilding, which helped them earn steady paychecks even when their old production lines were out of commission. Engineers also worked to move products from damaged facilities to other locations on- and off-site, including the Global Pavilion. All told, in the first day and over the weekend, the team went into overdrive. Leadership spent many hours alerting employees of Vermeer's plans while employees worked hard to clean and re-commission plants.

By the end of Monday, just four days after the tornado, the initial recovery process was done. More than half of the company's 2,700 employees were back to work along with more than half of the company's production. For the employees who weren't working, leadership ensured they knew what would happen moving forward.

"It was a huge hurdle to pass," Jason said about those first four days. "There was a lot to do yet, but all of our people knew what the plan was, and we had a plan to build Vermeer equipment again."

In the weeks since, Vermeer has focused on coming back stronger than ever. In the direct aftermath of the tornado, the "Vermeer Strong" tagline helped fuel the quick recovery process. That mantra has continued to push the team over the past few months.

Mindi VandenBosch, a third-generation member of the family business, serves on Vermeer's committee aimed toward the rebuilding efforts. The committee has pulled employees from many differing disciplines to come together and find a solution for plants five and six.

VandenBosch fits perfectly into her role on the committee. She specializes in lean manufacturing, which is the practice of making processes faster and more efficient. Vermeer as a whole actually started a lean manufacturing initiative 20 years ago with the goal of being flexible and forward-thinking.

VandenBosch views this rebuilding effort as a way to review processes that have been in place for many years. In October, the company sent out a survey to its employees asking for ways to improve. The responses have been insightful and helpful.

"Reaching out to employees and valuing their input is a part of our cul-

CONTINUED ON PAGE 6 >>



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<< CONTINUED FROM PAGE 4

ture,” VandenBosch said. “We want to understand their bottlenecks, and that helps us understand how to better push a product through our facilities.”

With the exception of two product lines, all of Vermeer’s production has returned, a remarkable turnaround considering the circumstances directly after the tornado. Vermeer currently has plans to build Shop 48, an engineering hub, just north of campus. The name references the year the company was founded, in 1948.

There are also plans to rebuild in the place of plants five and six in the next few years, but nothing is definite. Vermeer hopes to have a clearer plan by the spring.

“We think we have the look and feel of the building, so it’s now looking at the flow and how you set up every step,” VandenBosch said. “We’ve heard from a lot of people, and we’re very proud of the team and how they’ve helped us get to this point.”

Community prevails

It took many people working together for Vermeer to come back as strongly and quickly as it did.

In the days after the storm, the Pella community, Iowa, fellow manufacturing companies, customers and many more partners of Vermeer reached out to offer support. Many, including the Iowa State

University football team, even offered to help with the cleanup. But Vermeer had to refuse because of the potential hazards. The company also wanted to give the work to its team members.

“There was just a huge outpouring of support from the community,” Bob Vermeer said. “Many offers of help. That was great, and it was very, very impressive.”

Vermeer is also thankful for those who came to its aid in the direct aftermath, including the quick first responders, who were on the scene before many people were out of the storm shelters.

Looking back at the four days following the tornado, Jason can hardly believe how well the company responded. He’s thankful for the agile team members, who were willing to do anything it took, and the Vermeer Strong mindset, which helped the company stay focused even in the face of tough circumstances.

“I will probably never believe that we were able to do it,” Jason said. “That Friday night, I would have said there is no way we can get all of our people back to work within 30 days, and there is no way we can recover all of our production within 40 days.

“That’s what we did.” ■

As Thanksgiving quickly approaches, many people across the United States are reflecting on what matters most to them in life. ABI wanted to do the same by asking business leaders around Iowa what they are most thankful for when it comes to ABI’s programming and resources.

How thankful are you for the strong results from the Iowa Industry Political Action Committee (IIPAC) this year?



Steve Dust, president and CEO at the Legacy Foundation: “I am thankful that the IIPAC had the resources to fuel many campaigns for knowledgeable, business and growth-friendly candidates. Business leaders and pro-growth individuals like me contributed to IIPAC in increasing amounts to ensure we have people in the Legislature who protect the interests of our state’s employers.”



Fred Buie, president of the Keystone Electrical Manufacturing Co.: “As I consider IIPAC and its advocacy of legislation that stimulates business growth and competitiveness, I am most thankful for our accomplishments in workers’ compensation reform. We are making year-over-year improvement in this area. Additionally, I am thankful that IIPAC has maintained a strong focus on business issues and educating business leaders on the status of those issues.”

How thankful are you to have gone through ABI’s Leadership Iowa program, and how did it benefit you?



Molly Varangkounh, president at Hy-Capacity: “On a professional level, I met a new network of business resources that I can call on for help dealing with everyday challenges and opportunities. I’m so thankful the program is held over several months, as it gives time for the relationships to develop. As an Iowan, I learned our state is filled with hidden gems. We explored towns, businesses and industries that I hardly knew existed. As a business leader, the program helped paint a picture of the challenges many Iowa businesses face today as well as the challenges that will continue to grow.”



Michele Farrell, owner at Measured Intentions: “I am very blessed to have gone through Leadership Iowa. What a gift to be surrounded by creative minds and the opportunity to get to know them! There is a very special connection you have with anyone who has gone through the program. This connection is a privilege, not only when we need support setting up a meeting or a contact, but to be there to give that support back. That is the real gift.”

How thankful are you that the ABI roundtable is a resource for you?



Steve Boal, chief financial officer at Accumold: “I’ve been part of ABI’s CFO roundtable since its inception. I find it valuable to build relationships with other CFOs of the manufacturing and distribution businesses. Although our businesses are quite different, we find many topics of mutual interest. Since speakers normally have an hour or less, it provides an opportunity for a briefing on various subjects by knowledgeable and respected individuals from our state.”



Kellan Longenecker, site manager at General Mills: “I am incredibly thankful for the direct access to other manufacturers that ABI provides through the Operations Roundtables. These meeting events and tours across the state allow me to work with other organizations who are facing similar challenges. But more importantly, they expose me to companies who have found creative ways to overcome manufacturing obstacles.”



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TOP TIPS

The considerate colleague



Deborah Rinner

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Does civility create a workplace benefit?
Dr. P.M. Forni of Johns Hopkins University, author of "Choosing Civility: The Twenty Five Rules of Considerate Conduct," has proved civility is imperative to the health of an organization.

Not only did his research conclude treating co-workers politely lowers stress (which can activate positive rather than negative effects in the nervous and immune systems), he also found civility positively influences tenure, absenteeism and workplace morale.

Civility is often a stated value in an organization's mission statement. But values are only useful if demonstrated.

What are some easy ways to demonstrate civility?

- 1. Ask people their opinion or to share their idea.** When we are asked to give our opinion or idea, it signals we are seen as having value. To ask what others think signals both inclusivity and appreciation.
- 2. Fill people in.** There isn't an organization alive that isn't going through some kind of change. Letting others know what's happening during times of change lowers fear of the unknown and feelings of ambiguity.
- 3. Stand up.** A simple shift in posture of standing up when greeting someone communicates respect. Standing up sends a nonverbal signal to the other person that they are valued and important to you.

William James said, "The deepest principle in human nature is the craving to be appreciated." Asking, informing and standing are easy ways to begin to show appreciation, demonstrate civility and be a considerate colleague. ■

EXPERT ADVICE

Giving thanks for our great state

There is so much in Iowa I'm thankful for this Thanksgiving. Gov. Kim Reynolds and Lt. Gov. Adam Gregg, for supporting Future Ready Iowa; for making Iowa a leader in STEM education, education spending and graduation rates; for expanding mental health services; for helping Iowa achieve the second-lowest unemployment in the U.S.; and for the middle class tax cut.

The House and Senate, for supporting the initiatives above.

ABI, one of the most respected organizations at the Statehouse. For Mike Ralston's 13 years of leadership, and for the board and staff that help Iowa businesses succeed on the ground and in the Legislature.

Every Iowan, for making Iowa No. 1 in "Best State Rankings" in 2018 in U.S. News & World Report.

As a health care provider and business owner, I am thankful for:

The opportunity to practice in Iowa, where we are one of the top states for physical therapy, in leadership and in practice.

Our professional peers within 21st Century Rehab PC and Midwest Therapy Network. They put patient care and outcomes first.

The insurance industry and especially Wellmark, who work to promote preventive and conservative medicine/wellness and support direct access to therapy services.

The great medical schools of Iowa, and most recently, for Drake University and Allen College for starting occupational therapy programs.

Most importantly, I'm thankful for family — my wife and business partner Michelle and our three daughters — and to God for all the gifts bestowed on us all! ■



Steve Cassabaum, MSPT, DPT

President and
Founder, 21st Century
Rehab PC

steve@
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Do you know Alexis?

Dr. Alexis Campbell serves as director of Science Bound, Iowa State University's premier pre-college program designed to meet our state and national need for a technical workforce by discovering new ways to increase the number of ethnically and racially diverse Iowa students who earn ASTEM (agriculture, science, technology, engineering, and mathematics) degrees.



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ELEVATE IOWA

Manufacturing Leaders Recognized at Statewide Event

Elevate Advanced Manufacturing Honors Significant Contributions to the State's Economy

In its fourth annual Legends in Iowa Manufacturing event, Elevate Advanced Manufacturing, a program of the Iowa Association of Business and Industry (ABI), recognized leaders in manufacturing at an awards dinner on Oct. 2. Over 200 people attended the event at the Meadows Events & Conference Center in Altoona.

Awards were presented to the following individuals, companies and organizations:



Jim Tyler and Kirk Tyler of Atlantic Coca-Cola Bottling won the Legend of Manufacturing award for companies with more than 300 employees.



Tim Greene of Quality Machine of Iowa won the Legend of Manufacturing award for companies with fewer than 100 employees.



Eugene Sukup of Sukup Manufacturing received the Posthumous Legends award. Charles Sukup and the Sukup family were there to accept the award.



Kelly Mitchell of DMACC Business Resources was the 2018 Elevate Ambassador of the Year.



West Delaware County Community School District and the Delaware County manufacturers Henderson Products, XL Specialized Trailers and Paladin Implements were chosen as the Legends in Manufacturing Champion.





Richard Davidson of Thombert Inc. won the Legend of Manufacturing award for companies having between 100 and 300 employees.



Roger Brown of Precision Pulley & Idler won the Manufacturer Export award.

“As one of Iowa’s largest industries, manufacturing contributes \$28 billion annually to the state’s economy,” said ABI President Mike Ralston. “It’s an honor to recognize the founders and leaders of these amazing Iowa companies, and to thank them for the outstanding contributions they make to our state.”

Congressman David Young attended the dinner and addressed the crowd as the program ended. Young has been recognized by both the National Association of Manufacturers and the U.S. Chamber of Commerce as a champion for manufacturing and business.

THE LEGENDS IN IOWA MANUFACTURING EVENT WAS SPONSORED BY THE FOLLOWING COMPANIES:

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CAPITOL BUSINESS



ABI Board Sets 2019 Legislative Priorities

Since this edition is about what Iowa business leaders are thankful for, I want to thank you for the opportunity to represent your company and employees — both at the Capitol and in meetings with state agencies. The public policy team is grateful for the opportunity to help educate legislators and elected and appointed state officials — in a bipartisan manner — about why pro-jobs policies are important to you.

We are also thankful the elections are over and the focus has shifted to the 2019 legislative session. With that, we want to share with you the priorities approved by the ABI board of directors at its September meeting:

The Iowa Association of Business and Industry is proud to have served as the Voice of Iowa Business since 1903. ABI is a member-driven organization, and its legislative priorities reflect the goals of business and community leaders across Iowa.

Iowa is the No. 1 state, according to the U.S. News & World Report, and ABI members want to help Iowa stay on top. The 2019 legislative priorities are opportunities for Iowa and ABI to continue Building on the Best.

Workforce – As the organization that represents 1,500 member companies that employ more than 330,000 working Iowans, we understand the importance of a qualified workforce and a robust talent pipeline.

- ABI supports implementation of the Future Ready Iowa legislation that was passed in 2018. ABI supports the Legislature focusing on work-based learning opportunities and expanding career and technical education offerings to students at all levels. ABI encourages the Legislature to continue support of programs that have been successful in addressing the workforce shortage, such as Home Base Iowa and Elevate Advanced Manufacturing.
- Unemployment Insurance – Challenges with Iowa's unemployment insurance benefit system discourage individuals from obtaining full-time employment and must be addressed.
- Workforce Housing – As Iowa com-

panies continue to hire individuals throughout the state, more workforce housing is needed. ABI supports expanding the workforce housing tax credit program to provide rural communities access to development/redevelopment.

Competitive Business Climate – ABI looks for ways to support a competitive business climate and ensure a rock-solid foundation for businesses to grow and expand. ABI supports:

- Broadband internet connectivity and access. ABI supports investment in Iowa's broadband and Internet Protocol (IP)-enabled services.
- A business-friendly tax system that creates clarity and consistency for Iowa businesses.

Regulatory Reform – ABI members work to comply with many regulations at the local, state and federal level. Continual review of existing regulations is necessary to spur economic growth. ABI supports legislation and policies that are no more stringent than the federal government and that:

- Streamline environmental permitting requirements, reducing cost and time for businesses and the state.
- Reduce complexity and provide for efficient compliance with the state tax code.
- Eliminate outdated policies that hinder small business expansion. ■



Nicole Crain

Senior Vice President,
Public Policy, ABI

ncrain@iowaabi.org

CALENDAR OF EVENTS



DECEMBER 6

Connecting Statewide Leaders

Oskaloosa | 11 AM

DECEMBER 6-7

Leadership Iowa

Oskaloosa | Topic: Business & Industry/Workforce

JANUARY 16

Legislative Briefing and Reception

Community Choice Credit Union Convention Center | Des Moines | 3:30 PM

JANUARY 16-18

Leadership Iowa

Des Moines | Topic: Government

MARCH 7-8

Leadership Iowa

Cedar Rapids | Topic: Public Safety/Security, Community Preparedness & Response

Visit www.iowaabi.org and click the "Events" tab for details on upcoming events.

GET TO KNOW

MEET OUR NEWEST ABI MEMBERS

Visit our newest members' websites, and see what they're up to:

Central Bank | www.centralbankonline.com

Cerebral Group LLC | www.icerebral.com

Midland Plastics Inc. | www.midlandplastics.com

Corporate Image | www.corp-image.com

Happy Medium | www.itsahappymedium.com



Learn more about how ABI membership could benefit
your company by visiting

www.iowaabi.org/membership/why-abi



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AHEAD OF THE CURVE

ABI FOUNDATION: Working to keep Iowans in Iowa

There are initiatives throughout the state working to develop and prepare our high school students, college students and young professionals for successful careers in Iowa. Your company is most likely engaged in outreach and recruitment programs, designed to encourage students to add your name to their list of potential future employers. The competition is fierce for skilled workers across our state, so gauging the interest of these young people needs to begin early, and the cultivation of these relationships over time is imperative to attracting and retaining this talent in the future.

A large part of our mission at the ABI Foundation is to build and strengthen Iowa's workforce. We do this through programs and initiatives that impact the lives of Iowans at every stage, from students to seasoned professionals. We've found the main component causing young people to look outside the state for opportunities after graduation is simple: awareness.

To the right are survey results from our high school (Business Horizons) and college (Leadership Iowa University) students who took part in our 2018 programs. These students come from a wide variety of socioeconomic backgrounds and geographic locations across the state. They are our best resource for information and trends that pertain to their age groups.

Students are simply not aware of all of the amazing opportunities for them here in Iowa, oftentimes in their own backyard. After just five days, their awareness grew tremendously, which equates to more students knowing they can fulfill their goals here in our great state.

As Iowans, we tend to be humble and quietly accept our successes while we work toward the next goal. Iowa: It's time to be loud! Let's continue to work together to show these talented students how successful they can be in Iowa. ■

STUDENTS WERE ASKED IF THEY FELT THEY HAD A STRONG AWARENESS OF OPPORTUNITIES IN IOWA

*Their response was ranked on a scale from 1 to 5
(1 = strongly disagree to 5 = strongly agree)*

**Business Horizons (high school) students
who answered agree and strongly agree:**

BEFORE:

40%

AFTER:

94%

**Leadership Iowa University (college) students
who answered agree and strongly agree:**

BEFORE:

35%

AFTER:

100%

EMBARRASSED EXECUTIVE



Mike Teachout

President,
Focus OneSource

mteachout@
focusonesource.com

How do your customers know you are thankful for their business?

The month of November is the beginning of the holiday season and the perfect time to show your customers that you are grateful for their business. If your company is like most, your focus is usually on new business. How many times have you seen a business at which you are currently a customer, offering enticements to attract new customers? What am I, chopped liver?!

November is the perfect time to express extra thanks as the season of thankfulness creeps in. Here are four ideas that you may want to consider implementing to show your customers just how much you care:

- **Send a handwritten thank you** – It doesn't have to be long to make an impact. Just tell them how much you appreciate them.
- **Help them learn** – Take advantage of

your company blog and social media accounts to share relevant information about your company and industry.

- **Check in** – Reach out to your customers periodically to see how things are going, ask about any questions or concerns they may have and to give important updates.
- **Invite customers to a company event** – This is a great opportunity to connect with your customers outside of the typical work environment.

A simple 'thank you' is the best way to express your gratitude to your loyal clients. Not only will they feel appreciated, but it can also open up the conversation to any questions or concerns your customers may have.

Enjoy the holidays. ■

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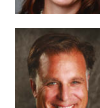
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<< CONTINUED FROM PAGE 16

How is Limelight staffed so far?

We’ve really taken a very intentional approach to figure out how do we have a very successful remote workforce. We’ve looked for great talent regardless of where they’re at. But we want to have a few hubs. Even here we have a very flexible policy that allows employees to work from home. We have a shared office space in San Francisco and Des Moines, but we have a private 2,000-square-foot office space in Redding, which is about three hours north of San Francisco. We have about 25 people in our San Francisco space and about 18 in Redding. The San Francisco staff works three or four days a week in the office and spends part of the workweek working from home.

What’s the outlook for growth?

We have six people right now [in Des Moines]. We just started recruiting about three months ago. One of our developers just moved here from California. Another of our project managers is half-time here and half-time in New York, and we hired four people here. We’ve got about 20 openings right now and we’re actively recruiting. We’d love to continue to staff here. Then over the next year we’re looking at closing on another round of funding and we’re forecasting to hire about 100 people. We’re looking for the right talent. We think that Des Moines plays a big part. We want to figure out not only how to find the right talent here, but also find ways we can give back to the community.

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BrownWinick’s attorneys work as strategic partners with our clients. We help navigate the complex and ever-changing legal and financial landscapes through our business expertise and technical know-how. Our vast business experience provides the background and depth of resources to enable us to represent companies ranging from start-ups to billion-dollar enterprises with equal capability and effectiveness.

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GUEST OPINION

Taking your business global: Transacting in foreign currency

In the heart of Iowa, companies aren't always thinking about sourcing and selling in foreign markets to grow their business, but over 3,000 companies in Iowa export goods out of the state. It is imperative that local business owners — whether the business is a subsidiary of a foreign company or Iowa-grown and looking to expand — understand the importance of transacting internationally.

You should take the following factors into consideration when determining if you should conduct business in foreign currency.

- **Reduce costs.** When a supplier invoices in U.S. vs. foreign currency, the supplier assumes all of the exchange rate risk and may increase their prices in U.S. dollars to protect themselves from changes in the value of their money between the invoice and payment date.
- **Visibility into exchange rates.** Obtain competitive exchange rates from your bank and know the exact amount of foreign currency paid to suppliers.
- **Negotiate more favorable payment terms.** Payments in foreign currency typically have faster credit posting to beneficiary accounts.

It's also important to consider where the exchange rate risk lies and which party is

best suited to manage the transaction. For example, consider an Iowa-based company that purchases its entire inventory from a German supplier. The German supplier sets pricing in U.S. dollars once per year. Do they have a strategy in place to protect against market movement, or could the price change significantly?

We suggest discussing these factors with your suppliers, domestic or international, and revisiting the matter regularly to avoid a shock to your business from an unforeseen market change. Given the constant changes in commodity prices, particularly in the agriculture industry overall, such preparedness is vital to the health and growth of any Iowa company.

Accepting payment in foreign currency may open up new markets with customers who cannot make payments in anything other than their local currency. Some of the benefits of using foreign currency:

- **Being able to invoice in the currency of the customers.** Sending invoices to your clients in their currency saves them the time and work of calculating how much the product costs in their home currency.
- **Reducing exchange rate risk for customers.** One of the primary barriers for

DANA HUEY

Dana Huey is vice president, relationship manager in global commercial banking with Bank of America Merrill Lynch.



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.

people conducting business abroad is the fear that the exchange will hurt them financially. Dealing in their own currency will remove any doubts of potential changes in price via currency fluctuation.

- **Helping customers understand the true value of goods.** Generally speaking, people work best when they are dealing in what they are familiar with. By working in a currency they are comfortable with, they will have a better understanding of true product costs.

Opening a foreign exchange account may also be an appropriate way to lessen potential exchange rate risk. This is an ideal solution when a customer is selling and purchasing a product in the same currency. By using a foreign currency account, a company protects itself from currency volatility where the amount owed to a business matches the total they expect to pay. It's important to determine whether the total activity outweighs the fees associated with a foreign currency account.

Your financial advisers and bank partners can help you and your company expand globally. With guidance and planning, you can decide how best to manage your out-of-country assets.

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Nonprofit listings on the laptop screen include: Girl Scouts of Greater Iowa, Des Moines Water Works Park Foundation, The Joy Project, Orchard Place, Food Bank of Iowa, Orchard Place Recreation Fund, and Technology Upgrade.

Connections that count.

At the Community Foundation we believe in the power of being better together. We know our community is stronger when we work and give together to meet challenges and opportunities.

That is why we created GIVEdsm.

GIVEdsm is an online resource where you can learn about the needs of nonprofits in our community and support their important work, all in one place. *This is giving made simple. This is being better together.*

Visit www.GIVEdsm.org to connect with causes you care about.



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INNOVATION ACCELERATION

How to strengthen our entrepreneurial ecosystem

Talk of innovation and entrepreneurialism is everywhere. From the startup scene to big-time corporations and at college and university campuses, the recognition is there for the need and importance for our region's future to embrace the entrepreneurial spirit and accelerate innovation. But challenges remain. Bottom line: In comparison with our peers, Iowa isn't creating enough new businesses, it's not seeing those new ventures grow as fast, and it lags behind in capital investment. Iowa ranked 45th for entrepreneurship and 38th for venture capital in the most recent U.S. News & World Report Best States ranking. In a Kauffman Index look at 25 "small" states, Iowa ranked No. 21 in startup activity and No. 22 in entrepreneurial business growth. Iowa trailed the likes of South Dakota, Nebraska and Montana in both rankings. But despite those challenges, much work is being done and the challenges are being tackled from multiple angles. And if you dig deeper into the rankings, there are reasons for optimism. Our expert panel will discuss tough questions about how Des Moines and the state can position themselves to strengthen their entrepreneurial ecosystems and accelerate the rate of innovation in our community.

WE'LL DISCUSS QUESTIONS SUCH AS:

- Why does Iowa rank poorly for entrepreneurship?
- What efforts are currently underway to accelerate innovation?
- How can we increase the amount of venture capital investment?
- What can existing businesses do to get involved and benefit from innovation?
- How can our colleges and universities be better leveraged?

PANELISTS



CRAIG IBSEN
Managing Principal,
Next Level Ventures



JEFF RUSSELL
President & CEO,
Delta Dental of Iowa



MEGAN MILLIGAN
President & CEO,
Iowa Center for
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Principal project seeks to drive innovation in youth financial security

BY JOE GARDYASZ

Every year, more than 3 million U.S. college students drop out due to small but time-critical financial crises. A technology platform being developed by a Brooklyn, N.Y.-based company called Edquity seeks to help college students gain access to financial emergency resources as well as get ongoing cash flow management guidance to keep them on track.

An initiative launched by Principal Financial Group is awarding startups like Edquity with capital to develop promising new products aimed at boosting financial security for young adults, particularly those with low or moderate income who face daunting challenges getting started financially.

Last week, a panel of financial experts assembled by Principal awarded Edquity a \$150,000 grant during a live pitch competition in which it distributed \$350,000 from the Principal Foundation to four startups from around the country.

Edquity and another of the startups, MyPath, each received \$150,000 top prizes, while the remainder each got \$25,000. The initiative, which Principal launched in partnership with the Center for Financial Services Innovation, is part of Principal's corporate goal of reaching 50,000 youths in 10 locations over the next five years to increase their financial security.

Inside the auditorium at Principal's headquarters, high-energy music blasted out of speakers before the start of the event, which was coordinated by a team of Principal employees sporting purple T-shirts emblazoned with the slogan "Be innovative, be creative, get results."

"I think one of the biggest keys to innovation is learning and discovery," said Mandi McReynolds, director of the Principal Foundation and community relations director. "When we think about the idea to innovate, create and get results, this was a first-time shot at seeing what could be possible. Maybe the next round will be completely different, or it may be similar. But we've got to keep trying new things."

The winners were chosen by a seven-person panel of financial experts assembled by Principal, among them Mary Sellers, U.S. president of United Way Worldwide; Lynnette Khalfani-Cox, CEO of the Money Coach; and Jennifer Tescher, CEO of the Center for Financial Services Innovation. Also on the panel were Gary Scholten, Principal's chief information officer; Mark Ernst, managing partner of Bellevue Capital, a private investment management firm; Primal Shah, president and founder of crowdfunding website Kiva; and Richard Bussey, publisher of Inc. Media.

Additionally, to provide live feedback to the entrepreneurs, Principal invited 130 high school student leaders with Iowa Jobs for America's Graduates (iJAG) to hear the pitches. The students were the majority voice in the audience vote that selected Edquity to an additional award a \$10,000 Audience Favorite Award.

"The landscape of philanthropy is changing," McReynolds said. "It used to always be that you had nonprofits or [nongovernmental organizations] doing the work in the public sector for public good. Now what we're finding is that there are more B-corps, social entrepreneurs and social enterprises that are being developed. So we wanted to partner and say, 'As

we go after this big aggressive goal ... who can we partner with that's doing great work that may or may not be a nonprofit, and how do we get these great ideas out in the world?'"

Principal sought out the Chicago-based Center for Financial Services Innovation because of its track record in working with innovators to help build solutions around promoting financial health, CFSI's Jennifer Tescher said.

"So together we came up with the idea of engaging with youth ages 15 to 24 and seeking out innovators for building solutions to challenges that young people have in earning more and saving more," she said. "The program is a great example of Principal really putting its money where its mouth is and using its philanthropic and civic capital to help their next generation of customers succeed financially."

Coincidentally, iJAG had a large group of student leaders visiting Des Moines for a conference, so it was an easy decision to bring 130 students in to provide a youth perspective on each project.

"It's so cool because these are the kids who would use these products," said Laurie Phelan, president and CEO of iJAG. "They voted for the ones that connected with them, and they were so excited because [the winners] were the ones they voted for. It was all related to how accessible are these resources, how flexible are these resources and how well was the program put together that makes it feel like it would be true to its mission."

Patience Grant, a Roosevelt High School senior and president of iJAG at her school, said that Edquity's approach of providing a broad array of financial resources for young adults resonated the most with her. "Whatever resources you needed, he provided, and that really caught my attention. ... He talked about things that are bigger than college."

CFSI helped Principal design the process by which a pool of potential entrepreneurs was identified and the winners selected. "We'll be working closely with each of the winners to make sure they have the



SUBMITTED PHOTO



SUBMITTED PHOTO

resources they need to be successful,” Tescher said. “It’s hard being an early-stage company.”

Tescher said she believes each of the companies has the potential to grow to reach clients nationally.

“All of them are working in multiple places around the country already, with only one exception, and that’s just an earlier project,” she said. “I absolutely believe all of these have the potential to scale, either directly, or in the case of MyPath by making their tools and training available to others.

“It’s worth pointing out that two of the winners are for-profits, and two are nonprofits,” Tescher added. “I think it’s important to recognize that innovation can come from anywhere and it can take lots of different forms. The one thing they all have in common is engaging deeply with the students they’re trying to serve to meet their needs.” ■

VIDEO: To view a brief video with highlights of the Youth Can Innovation event, visit <https://bit.ly/2OscuoG>

THE WINNING COMPANIES:

Edquity — Offers a suite of technology platforms for low-income students, a one-stop shop to support students through every financial decision on the road to college graduation. Project partners include LaGuardia Community College, Nevada State College and the University of Las Vegas-Nevada.

MyPath — Based in San Francisco, MyPath is a national nonprofit that powers youth potential and seeds economic mobility. The organization plans to provide young people in Seattle and San Jose with a path to financial success through a combination of youth-friendly financial products and an interactive, online platform called MyPath Money that includes in-person and online financial education resources.

MoneyThink — A 501(c)(3) organization, MoneyThink’s goal is to empower low- to moderate-income youth to achieve college success through coaching and technology. The organization plans to build a web-based tool to help high school seniors understand their postsecondary options, by assessing their likelihood of acceptance at colleges across the United States. It would initially work with high school seniors in Chicago, Los Angeles and the San Francisco Bay Area.

A.M. Money — A.M. Money, based in Chicago, seeks to develop a student loan repayment program that automatically takes a percentage of the borrower’s income as payment. The amount a borrower repays would shift over time based on changes in income and other financial considerations.



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POLK COUNTY EMBARKS ON A FINANCIAL EMPOWERMENT INITIATIVE

BY JOE GARDYASZ

Polk County will develop a program to offer free one-on-one financial planning for low-income families, as part of an expanding initiative that has helped thousands of families across the country slash debt and begin saving for the first time.

In mid-October, Polk County was selected for a \$20,000 planning grant as part of the Cities for Financial Empowerment program. Polk County is one of nine local governments across the country — among them Atlanta, Rochester, N.Y., and Washington, D.C. — that were selected for the program.

The grant kicks off a nine-month planning process, to be followed by two additional grants of \$50,000 and \$100,000 — each requiring a local

match — to get the program going, Polk County Supervisor Angela Connolly said.

“Right now the county offers case management, but it’s not one-on-one financial counseling,” Connolly said. “It will be really beefing up the program that our counselors use.”

The goal of the program is to embed financial counseling — a service not traditionally offered by municipalities — within city and county governments nationwide.

The concept was piloted in New York City under Mayor Michael Bloomberg in 2008. In 2013, the CFE Fund awarded its first grants to replicate the model in five cities through a \$16.2 million, three-year investment by Bloomberg



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Business Record

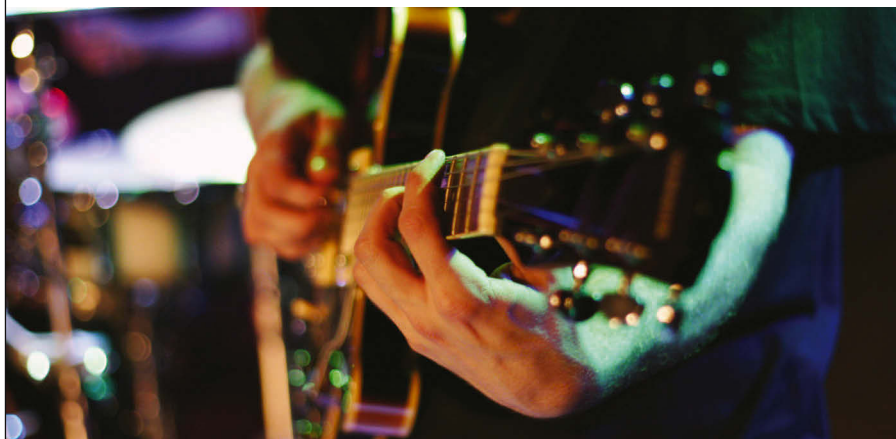
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A GALA SHOWCASING IOWA'S ARTS, HISTORY AND CULTURE

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Friday, December 14, 2018

7:00 – 11:00 p.m.

**State Historical Building
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Find tickets and details at
iowaculture.gov

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“I think that once you empower people, we’ll be able to show that this really works.”

Philanthropies. The CFE Fund, along with funding from Bloomberg Philanthropies, Wells Fargo, the JPB Foundation, JPMorgan Chase and Capital One, is now working to expand the Financial Empower Center (FEC) model to as many as 50 local governments across the country.

The 18 existing centers have collectively worked with more than 82,000 clients, helping them to reduce individual debt by more than \$100 million, and increased their families’ savings by more than \$10 million.

At each center, professionally trained FEC counselors help individuals and families with low and moderate incomes manage their finances, pay down debt, increase savings, establish and build credit, and access safe and affordable mainstream banking products. The model integrates the financial counseling with other social services such as housing and foreclosure prevention, workforce development, prisoner reentry, benefits access and domestic violence services.

The CFE Fund will provide technical expertise to Polk County through the entire planning and implementation process, Connolly said. “They’ll walk us through best practices they’ve seen in other cities.”

In each of the cities that have taken on the program so far, city government leaders managed the initiative, contracting with a primary nonprofit partner, or sometimes multiple partners, to deliver counseling services. Counseling efforts and results are tracked on four dimensions — banking, credit, debt and savings. On average, participants who have sought financial counseling had annual incomes of just over \$21,000, and faced disproportionately high housing costs and low savings.

Part of the process will be tracking results that Polk County experiences to gauge the program’s effectiveness.

“I think that once you empower people, we’ll be able to show that this really works,” Connolly said. By enabling people to reduce their debt, “maybe they can have one job rather than two or three. Hopefully we’ll be able to provide that data within the first couple of years. There’s no reason that we can’t sustain it.”

Connolly expects the first planning meeting will be scheduled within the next 30 days, with the formation of an advisory committee being among the first steps. CFE officials will visit sometime early next year.

She acknowledged “a tough road ahead” in getting the program going, similar to what Polk County faced when it first began addressing the issue of hunger.

“When we started doing Hunger Free Polk County, it took a lot of work to find out who was doing what and how all the pieces would fit together,” she said. “In the same way, with this program we’re going to find out where the gaps are and come up with a plan.” ■

FOR MORE INFORMATION

ABOUT THE CFE FUND AND
THE FINANCIAL EMPOWERMENT
CENTER PROJECT

VISIT: <http://cfefund.org/project/financial-empowerment-centers/>

CALENDAR

14

WEDNESDAY

PRSA Best of Show Winners Share Their Success

Host: Central Iowa PRSA
About: Two 2018 PRIME Best of Show winners share their work, best practices, and tips for implementation. The winner for the corporate/agency category is Wellmark Blue Cross and Blue Shield for its MATCH Grant Social Campaign. Natalie McLinden will present on behalf of Wellmark. The winner for the nonprofit/government category is Mercy Medical Center-Des Moines for Stork Affair. Sarah Todd will present on behalf of Mercy.
When: 11 a.m. to 12:30 p.m.
Where: Greater Des Moines Botanical Garden

15

THURSDAY

How a Powerful Blog Strategy Can Boost Your Business

Host: Social Media Club Des Moines
About: Join Social Media Club Des Moines for an expert panel to find out their best business blog tips. The three panelists were finalists for Best Business Blog in the 2018 Hashie Awards. Light refreshments and appetizers will be served, courtesy of Denim.
When: 5:30-7 p.m.
Where: Denim

16

FRIDAY

2018 NATIONAL PHILANTHROPY DAY

Host: Central Iowa Chapter of the Association of Fundraising Professionals
About: The Central Iowa Chapter of the Association of Fundraising Professionals invites you to attend the 33rd annual Philanthropy Day Luncheon.
When: 11:45 a.m. to 1:15 p.m.
Where: Des Moines Marriott Downtown

16

FRIDAY

Brenton Skating Plaza Opening Day

Host: Downtown Des Moines
About: Celebrate the first day of Brenton Skating Plaza's 13th season. Opening day at Brenton Skating Plaza will be held in conjunction with the East Village Holiday Promenade, the kickoff to the holiday season in downtown Des Moines.
When: Noon to 11 p.m.
Where: Brenton Skating Plaza

More calendar info

For more details on these events and to learn about even more events, please go to businessrecord.com/calendar. You can also find a form to submit your events at this site.



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THE ELBERT FILES

A brief history of footgolf

This week's column is about footgolf, which involves kicking a soccer ball into oversized holes on a golf course.

It's a sport few people have heard of and even fewer have played. I'm not one of them, but I do feel a connection, probably because I took up golf 25 years ago when my daughter and son graduated from youth soccer, which I had coached.

My first exposure to footgolf was in Portland, Ore., where I recently spent an evening at a hotel near the airport. I was about half a mile from Colwood Golf, a course I'd seen several times but never played.

When I walked over to see what the course was like, I saw three people kicking soccer balls in a fairway. I thought little of it, until I saw orange tee markers that featured a soccer player and oversized cups with shortened flags scattered about the course.

A young man who was playing traditional golf explained that the par-three golf course doubles as a footgolf course, where players kick a soccer ball from a tee box to a 21-inch hole in as few kicks as possible. Holes typically range in length from 70 yards to 220 yards.

Marketing director Kary Youmen told me Colwood added footgolf three years ago to increase usage of the city-owned course. Footgolf is frequently a venue for corporate outings and

weddings, he added.

When I looked online, I learned that Europeans had begun playing footgolf during the 1980s, although there was an earlier version called Codeball that was played in the United States beginning in the 1920s.

That game's inventor was Dr. William E. Code of Chicago, hence the name. There were two versions. One was a foot-only style of handball played on an indoor court; the other was played on golf courses.

Codeball was placed under the jurisdiction of the Amateur Athletic Union in 1929, and I found a 1932 advertisement listing Des Moines' Woodside Golf Course as one of the earliest venues to feature Codeball.

The popularity of both indoor and outdoor Codeball faded after World War II.

According to a recent Wall Street Journal article, the first modern footgolf tournament was held in the Netherlands in 2008 and featured soccer players.

The American Footgolf League was founded in 2011, and the game spread across the United States at a time when traditional golf courses were looking for ways to expand play.

That's what Ned Chiodo was thinking when he introduced footgolf to Des Moines' Bright Grandview Golf Course in 2014. Chiodo, who operates Des Moines' three publicly owned

DAVE ELBERT

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golf courses and Polk County's Jester Park Golf Course, figured it could be a new income stream.

He set up a course at Grandview but quickly ran into problems. One was that traditional golfers didn't want to share space with foot players. The other was that foot players didn't like to pay the \$15 fee.

"They argued that disc golf was free and footgolf should be, too," Chiodo explained.

After that first year, Chiodo packed up the sport's 21-inch holes and tee markers and offered them to the city's Cownie Soccer Park, which, he said, showed no interest.

But that wasn't the end of footgolf in the Des Moines area. Warrior Run Golf Course in Waukee added footgolf three years ago and reports that interest is growing, particularly among soccer players.

"This year we had the Iowa Senior Games footgolf tournament," said Carol Nitzschke-Heinrich, Warrior's golf professional. The Waukee course also held qualifier rounds this year for players to compete in a regional tournament in Kansas City, she said.

While many traditional golfers remain cool to the concept, the sport does give new meaning to the term "foot wedge." ■

"They argued that disc golf was free and footgolf should be, too."

— Golf course operator Ned Chiodo

Reserve your Space by November 28th

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The Iowa Association of Business and Industry's Annual Resource Guide promises to be one of ABI members' most used reference tools!

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Moving to dialogue

When you hear the phrase “content marketing,” what does it mean to you?

If you're like most of the B2B marketers who recently participated in the new content marketing trends report produced by the Content Marketing Institute, you may be associating that term with a combination of email campaigns and educational content. Most brands use gated content (you have to trade your email address to access the content) to build their email list and then deploy an email drip campaign to stay connected with the prospect until they are ready to buy.

Or the flip of that, they may offer educational content to their email list that they don't make available to anyone not in their inner circle. These tactics are highly successful for many companies. But as the study showed, there's more to consider.

If you remember, I pulled three key takeaways from the study and this column will unpack the third of the takeaways:

- Well-researched personas can help teams create successful content; however, too few content marketers (42 percent) are actually talking with customers to understand their needs.
- Nearly all of the successful B2B content marketers (90 percent) prioritize their audience's informational needs over their sales/promotional message, compared with the 56 percent of the least successful.

• B2B content marketers primarily use email (87 percent) and educational content (77 percent) to nurture their audience and may be missing other opportunities (e.g., only 23 percent are using community building/audience participation to bring new voices to the table).

One of the biggest challenges with content marketing is that all too often we treat it like traditional marketing. We think of it as a monologue. We send out broadcast emails. We produce a blog and turn off the comments. We create an e-book. All effective but not encouraging conversation. We have an opportunity to actually use our marketing to connect with a prospect or customer who is willing to actually engage with us.

This doesn't require us to abandon our current monologue efforts. We just have to adapt them.

This column is a perfect example. Some of the most popular editions are in response to emails I get from readers who ask a question that I can answer in an upcoming column. But I haven't been consistent in reminding you that you're welcome to reach out and pose a question or suggest a topic. That's true for most marketing tactics that appear to be a one-way conversation. They're capable of being more, but we don't always take advantage of the opportunity.

Audience participation content is the sim-

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plest way to have that two-way connection. Building a community is another model but it's going to take more time, effort and, in many cases, money.

The effort yields you huge credibility and currency by positioning you as the brand that is a connector. If your clients wrestle with some of the same challenges, why not create a place for them to come together to share hacks and best practices, and have the opportunity to learn from each other?

You could create an online forum for a niche audience or put on a conference. On a smaller scale, you could create a Facebook group or plan a quarterly meetup. What's great about these tactics is that you don't have to produce all of the content. The audience and their connections and conversations are the content.

Community can also be built around a shared cause or concern. I'm not talking about putting your logo on the back of a T-shirt here, but really having a robust program that not only changes the world but changes your relationship with your customer.

We'll dig into this idea of how to build a community in next week's column because I believe it's worthy of more attention and consideration.■



This week's QR code will take you to a video that talks about the content engine.

CONGRATULATIONS TO THE 2018 IOWA WINNERS AND TOP FUNDRAISERS



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The Leukemia & Lymphoma Society (LLS) would like to thank all of the 2018 Man & Woman of the Year participants. Because of their efforts and commitments, LLS is able to advance breakthrough cancer treatments and therapies. **Beating Cancer Is in Our Blood.**

For more information visit **MWOY.org**



CITY ORDINANCES

ORDINANCE NO. 15,719

AN ORDINANCE to amend the Official Zoning Map of the City of Des Moines, Iowa, set forth in Section 134-277 of the Municipal Code of the City of Des Moines, Iowa, 2000, by rezoning and changing the district classification of certain property located in the vicinity of 1801 Army Post Road from the "R1-70" One-Family Residential District to Limited "C-2" General Retail and Highway-Oriented Commercial District classification.

Be It Ordained by the City Council of the City of Des Moines, Iowa:

Section 1. That the Official Zoning Map of the City of Des Moines, Iowa, set forth in Section 134-277 of the Municipal Code of the City of Des Moines, Iowa, 2000, be and the same is hereby amended by rezoning and changing the district classification of certain property located in the vicinity of 1801 Army Post Road, more fully described as follows, from the "R1-70" One-Family Residential District to Limited "C-2" General Retail and Highway-Oriented Commercial District classification:

EXCEPT THE NORTH 370 FEET AND THE SOUTH 160 FEET, LOT 12 GEIL PLACE, AN OFFICIAL PLAT, NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA.

Section 2. That this ordinance and the zoning granted by the terms hereof are subject to the following imposed additional conditions which have been agreed to and accepted by execution of an Acceptance of Rezoning Ordinance by all owners of said property and are binding upon the owners and their successors, heirs, and assigns as follows:

(1) Any use of the Property for Adult entertainment business; Automobile, trailer, motorcycle, boat and farm implement establishments for display, hire, rental and sales; Liquor stores for the sale of alcoholic beverages; Off-premises advertising signs; and Taverns and nightclubs, shall be prohibited.

(2) Any commercial building on the Property shall not have EIFS or stucco material on the exterior walls at a point lower than the ceiling of the first-floor.

(3) Any commercial building on the Property shall only have brick, stone, concrete, or block masonry material on the lowest 4 feet of the exterior walls.

Section 3. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.

Section 4. That the City Clerk is hereby authorized and directed to cause certified copies of the Acceptance of Rezoning Ordinance, this ordinance, vicinity map and proof of publication of this ordinance to be properly filed in the office of the County Recorder of the county in which the subject property is located.

FORM APPROVED:

Glenna K. Frank, 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- 1791), passed by the City Council of said City at a meeting held October 22, 2018 signed by the Mayor on October 22, 2018 and published and provided by law in the Business Record on November 9, 2018. Authorized by Publication Order No. 10547.
Diane Rauh, City Clerk

ORDINANCE NO. 15,720

AN ORDINANCE to amend the Official Zoning Map of the City of Des Moines, Iowa, set forth in Section 134-277 of the Municipal Code of the

City of Des Moines, Iowa, 2000, by rezoning and changing the district classification of certain property located in the vicinity of 813 Crocker Street from the "R-4" Multiple-Family Residential District to "C-3A" Central Business District Support Commercial District classification.

Be It Ordained by the City Council of the City of Des Moines, Iowa:

Section 1. That the Official Zoning Map of the City of Des Moines, Iowa, set forth in Section 134-277 of the Municipal Code of the City of Des Moines, Iowa, 2000, be and the same is hereby amended by rezoning and changing the district classification of certain property located in the vicinity of 813 Crocker Street, more fully described as follows, from the "R-4" Multiple-Family Residential District to "C-3A" Central Business District Support Commercial District classification:

EXCEPT THE WEST 3 FEET, THE WEST 64 FEET OF LOT 1 SUBDIVISION BLOCK P HOLCOMB'S ADDITION, AN OFFICIAL PLAT, NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA.

Section 2. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.

Section 3. That the City Clerk is hereby authorized and directed to cause certified copies of this ordinance, vicinity map and proof of publication of this ordinance to be properly filed in the office of the County Recorder of the county in which the subject property is located.

FORM APPROVED:

Glenna K. Frank, 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- 1794), passed by the City Council of said City at a meeting held October 22, 2018 signed by the Mayor on October 22, 2018 and published and provided by law in the Business Record on November 9, 2018. Authorized by Publication Order No. 10548.
Diane Rauh, City Clerk

ORDINANCE NO. 15,721

AN ORDINANCE providing that general property taxes levied and collected each year on all property located within the Southwest Gateway Urban Renewal Area in the City of Des Moines, County of Polk, State of Iowa, by and for the benefit of the State of Iowa, City of Des Moines, County of Polk, Des Moines Independent Community School District and other taxing districts, be paid to a special fund for payment of principal and interest on loans, monies advanced to and indebtedness, including bonds issued or to be issued, incurred by the City of Des Moines in connection with said Urban Renewal Project.

WHEREAS, the City Council of the City of Des Moines, Iowa, after public notice and hearing as prescribed by law and pursuant to Resolution passed and approved October 22, 2018, adopted an urban renewal plan titled "Southwest Gateway Urban Renewal Plan" for an Urban Renewal Project within the Southwest Gateway Urban Renewal Area described as follows:

Beginning at the intersection of the Centerline of Section 26, Township 78 North, Range 25 West of the 5th P.M. and the Westerly Extension of the South line of the North 17.0 feet of Lot 1, Corrigan Place, an Official Plat; Thence East along said Westerly Extension and continuing along said South line to the East line of said Lot 1; Thence S 68°24.5'0"E, 86.3 feet to a point on the East line of Lot 2 in Said Corrigan Place; Thence continuing S 68°24.5'0"E, 4.2 feet; Thence Northeasterly along a straight line to the Southwest corner of

the North 27.0 feet of the East 50.0 feet of Lot 4, Green Hills Plat One, an Official Plat; Thence East along a line that is 27.0 feet South of and parallel with the North line of Lots 4 and 3 in said Green Hills Plat One, to the East line of the West 75.0 feet of said Lot 3; Thence North along said East line of the West 75.0 feet of said Lot 3 to the South line of the North 17.0 feet of said Lot 3; Thence East along said South line to the East line of the West 200.0 feet of said Lot 3; Thence North along said East line of the West 200.0 feet of said Lot 3 to the South Line of Lot A in said Green Hills Plat One, said South line also being the South line of the Southwest McKinley Avenue Right of Way; Thence East along said South line of said Lot A to the East line of said Lot A; Thence North along said East line to the Northeast corner of said Lot A; Thence continuing North along the East line of Lot B of Airport Industrial Park Plat 1, an official plat, to the Northeast corner of said Lot B; Thence continuing North along the East line of Parcel B, Said Parcel B is recorded in Book 10629 Page 68 at the Polk County of Iowa Recorder's office, to the most Southeasterly corner of Parcel A, said Parcel A is recorded in Book 10629 Page 68 at the Polk County of Iowa Recorder's office; Thence continuing North along the East line of said Parcel A to the North corner of said Parcel A; Thence Southwest along the Northwesterly line of said Parcel A, to the Northerly line of the Road Easement (c) on Final Plat for Airport Industrial Park Plat 2, an official plat, and recorded in Book 12726 page 241 at the Polk County, Iowa Recorder's Office; Thence Northwesterly along said Northerly Line of said Road Easement (c) and continuing along the Northerly line of the Stanton Avenue Right of Way to the East line of the southwest 63rd Street right of way; Thence N 90°0'0"W to the Centerline of Section 23, Township 78 North, Range 25 West of the 5th P.M. and continuing along the Centerline of Section 26, Township 78 North, Range 25 West of the 5th P.M. to Point of Beginning.

WHEREAS, expenditures and indebtedness are anticipated to be incurred by the City of Des Moines, Iowa, in the future to finance said Urban Renewal Project; and

WHEREAS, the City Council of the City of Des Moines, Iowa, desires to provide for the division of revenue from taxation in the Urban Renewal Area as above described, in accordance with the provisions of Section 403.19 of the 2017 Code of Iowa, as amended.

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

Section 1. That the taxes levied on the taxable property in the Urban Renewal Area known as the Southwest Gateway Urban Renewal Area, legally described in the preamble hereof, by and for the benefit of the State of Iowa, City of Des Moines, County of Polk, Des Moines Independent Community School District and all other taxing districts from and after the effective date of this Ordinance shall be divided as hereinafter in this Ordinance provided.

Section 2. That portion of the taxes which would be produced by the rate at which the tax is levied each year by or for each of the taxing districts taxing property in said Urban Renewal Area upon the total sum of the assessed value of the taxable property in said Urban Renewal Area as shown on the assessment roll as of January 1st of the calendar year preceding the first calendar year in which the City of Des Moines certifies to the county auditor the amount of loans, advances, indebtedness, or bonds payable from the division of property tax revenue shall be allocated to and when collected be paid into the Fund for the respective taxing district as taxes by or for said taxing district into which all other property taxes are paid.

Section 3. That portion of the taxes each year in excess of the base period taxes determined as provided in Section 2 of this Ordinance shall be allocated to and when collected be paid into a special tax increment fund hereby established, to pay the principal of and interest on loans, monies advanced to, indebtedness, whether funded, refunded, assumed or otherwise, including bonds issued under the authority of Sections 403.9 and 403.12 of the 2017 Code of Iowa, as amended, incurred by the City of Des Moines to finance or refinance in whole or in part the Southwest Gateway Urban Renewal Project, except that taxes for the regular and voter-approved physical plant and equipment levy of a school district imposed pursuant to section 298.2 and taxes for the instructional support program of a school district imposed pursuant to section 257.19, taxes for the payment of bonds and interest of each taxing district, and taxes imposed under section 346.27, subsection 22, related to joint county-city buildings shall be collected against all taxable property within the Urban Renewal Area without any limitation as hereinabove provided.

Section 4. All taxes levied and collected upon the taxable property in said Southwest Gateway Urban Renewal Area shall be paid into the funds of the taxing districts as taxes by or for said taxing districts in the same manner as all other property taxes unless or until the total assessed valuation of the taxable property in said Urban Renewal Area shall exceed the total assessed value of the taxable property in said Urban Renewal Area as of January 1st of the calendar year preceding the first calendar year in which the City of Des Moines certifies to the county auditor the amount of loans, advances, indebtedness, or bonds payable from the division of tax revenue pursuant to this Ordinance.

Section 5. At such time as the loans, advances, bonds and interest thereon and indebtedness of the City of Des Moines hereinabove in Section 3 referred to have been paid, all monies thereafter received from taxes upon the taxable property in the Urban Renewal Area known as the Southwest Gateway Urban Renewal Area shall be paid into the funds for the respective taxing districts in the same manner as taxes on all other property.

Section 6. The provisions of this Ordinance are intended and shall be construed so as to fully implement the provisions of Section 403.19 of the 2017 Code of Iowa, as amended, with respect to the division of taxes from property within the Urban Renewal Area as described above. In the event that any provision of this Ordinance shall be determined to be contrary to law it shall not affect other provisions or application of this Ordinance which shall at all times be construed to fully invoke the provisions of Section 403.19 of the Code of Iowa with reference to said Urban Renewal Area and the territory therein.

Section 7: This Ordinance shall be in effect after its final passage, approval and publication as provided by law.

FORM APPROVED:

Roger K. Brown, 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.

18-1800), passed by the City Council of said City at a meeting held October 22, 2018 signed by the Mayor on October 22, 2018 and published and provided by law in the Business Record on November 9, 2018. Authorized by Publication Order No. 10549.
Diane Rauh, City Clerk

POLK COUNTY NOTICES

POLK COUNTY PUBLICATION BILL LIST TO BE PAID 10-30-2018

VENDOR	AMOUNT
REASON: CAPITAL OUTLAYS	
KELTEK INC	\$4,404.78 1
KOCH OFFICE GROUP	\$272.50 1
MIDAMERICAN ENERGY	\$770.42 1
NETWORKS, INC.	\$207,000.00 1
STREICHER'S POLICE EQUIPMENT	\$45,576.00 3
WELLS FARGO BANK (CREDIT CARD)	\$2,392.00 1
WORKSPACE INC/ BUSINESS FURNITURE	\$7,776.84 1
REASON: CHGS FOR SVCS: NON-STAT.FEES	
SHARP, RUTH	\$85.00 1

POLK COUNTY CLERK OF DISTRICT COURT	
REASON: HUMAN SERVS PROV CHGS	
2K ENTERPRISES LLC	\$860.00 2
312 NW COLLEGE RESIDENTIAL COOP	\$430.00 1
ALL CITY SERVICES	\$430.00 1
ALLEN, ED	\$451.00 1
APEX INSULATION AND CONSTRUCTION	\$275.00 1
ARROYO, EUCEBIO	\$451.00 1
BAILEY, MARIAH	\$430.00 1
BEACON OF LIFE	\$420.00 1
BENEDICT HOME	\$430.00 1
BEST HEATING COOLING	

ELECTRIC INC	\$9,705.00 4
BLASKOVICH, ROBERT J	\$430.00 1
BLOOMFIELD ACRES LLC	\$533.00 1
BRENTON COMMUNITIES FUND X GRIMES,IA LLC	\$420.00 1
CALIBER HOLDINGS LLC	\$685.00 1
CCVI, LLC	\$595.00 2
CENTENNIAL PLACE COOP HOUSING ASSOC	\$890.00 1
CENTRAL IOWA SUPPORTIVE HOUSING LLLP	\$451.00 1
CHRISPROP II, L.L.P.	\$100.00 1
CITY OF DSM MUNICIPAL HOUSING AGENCY	\$430.00 1
CITY OF GRIMES WATER	\$119.66 1

CITY OF POLK CITY	\$62.12 1
CONNETT SERVICES	\$4,883.50 3
CORINTHIAN MIDWEST VENTURES II LLC	\$1,550.00 2
CORTEZ, JESSE	\$628.00 1
CSI PROPERTIES LLC	\$628.00 1
DEER RIDGE 4 APARTMENTS	\$483.00 1
DEL PROPERTIES	\$650.00 1
DES MOINES REGENCY MANOR	\$390.00 1
DES MOINES WATER WORKS	\$4,406.051 9
DM HOUSES LLC	\$685.00 1
DM LEASED HOUSING ASSOC IX LP	\$266.50 1
DRAKE PARK TOWNHOMES	\$533.00 1
EMM ASSOCIATES	\$310.00 1
FAMILY DISCOUNT	\$1,540.00 7

POLK COUNTY NOTICES

FAREWAY GROCERY STORES INC #900	\$577.48	9	EVERLY-BALL COMMUNITY MENTAL	\$171,383.40	6	HALL COUNTY SHERIFF'S OFFICE	\$35.00	1	URBANDALE COMMUNITY SCHOOL DISTRICT	\$184.98	1
FLATTERY, RUSS	\$200.00	1	FAMILY DISCOUNT	\$800.00	4	HARRINGTON LAW LC	\$397.95	1	VAN METER & ASSOCIATES INC	\$140.00	1
FOUNTAIN APARTMENTS	\$225.50	1	HART, SANDRA R	\$252.00	1	HENRY SCHEIN INC	\$892.61	3	VAN METER INDUSTRIAL INC	\$123.98	1
GLACIER PROPERTIES L.C.	\$902.00	2	HY-VEE FOOD STORE #01136	\$1,344.146	9	HERC-U-LIFT INC	\$819.81	2	VENG-PEDERSEN, DAVID P	\$18.75	1
GRAYS LAKE APARTMENTS	\$1,127.19	1	HY-VEE FOOD STORE #01138	\$40.00	2	HOLIDAY INN-DOWNTOWN	\$1,315.00	1	VERIZON WIRELESS	\$8,629.58	4
HAMILTON'S FUNERAL HOME INC.	\$775.00	1	INTREDIUM	\$32,467.50	1	HOLLIDAY, JEFFREY A. (SHERIFF'S OFFICE)	\$309.91	2	VITZTHUM, ANDREA (CO ATTY)	\$326.31	1
HARBOR OF HOPE MISSION	\$860.00	2	IOWA HOME CARE LLC	\$1,668.46	1	HORVAT, NAN (CO ATTY)	\$22.67	1	VOICES LLC	\$433.08	2
HARVESTER LAND HOLDINGS LLC	\$430.00	1	KEHRWALD, ADAM	\$450.00	1	HUBBARTT, JASON L	\$80.00	1	WARDEN, ANTHONY J.	\$189.55	1
HENDERSON-HIGHLAND PARK FUNERAL SVC LLC	\$1,550.00	2	LAW OFFICES OF JOEL E. FENTON, PLC	\$2,196.00	2	HUXLEY COMMUNICATIONS COOP	\$139.52	1	WARREN COUNTY AUDITOR	\$1,923.00	2
HOME FREE INVESTMENTS LLC	\$430.00	1	LUTHERAN SERVICES IN IOWA	\$1,744.64	1	HY-VEE FOOD STORE #1318	\$76.25	1	WASTE MANAGEMENT OF ILLINOIS, INC	\$36,200.00	1
HOUSEL, RYAN	\$900.00	1	MIDAMERICAN ENERGY (GA'S ONLY)	\$946.53	10	IHNEN, KAREN R	\$20.64	1	WASTE SOLUTIONS OF IOWA	\$250.00	2
HY-VEE FOOD STORE #1022	\$49.07	1	OLBERDING LAW OFFICE	\$90.24	1	IOWA COUNTY ATTORNEYS ASSN.	\$650.00	3	WEBER, VINCE	\$98.10	1
I-CON LLC	\$430.00	1	ON WITH LIFE AT ANKENY	\$1,106.08	1	IOWA ENVIRONMENTAL SERVICES	\$150.00	1	WELLS FARGO BANK (CREDIT CARD)	\$27,776.28	1
JENSEN, DAVID	\$584.35	1	OPTIMAE LIFE SERVICES	\$7,800.18	1	IOWA LAW ENFORCEMENT	\$2,400.00	1	WILLIAMS, DUSTIN D.	\$10.90	1
JOHNSON, JENNIFER	\$685.00	1	PASSAGEWAY	\$677.60	1	INTELLIGENCE NTRWK	\$200.00	1	WINDSTREAM	\$256.41	1
JORDAN, ROBERT	\$1,200.00	1	POLK COUNTY HEALTH SERVICES	\$40,192.52	3	IOWA ORTHOPEDIC CENTER,PC	\$61.14	1	XENIA RURAL WATER DISTRICT	\$1,239.70	7
JUNCTION HOLDINGS OF IOWA INC	\$430.00	1	STRAWHACKER & ASSOCIATES LLC	\$358,236.10	7	IOWA SAFE SCHOOLS	\$100.00	1	ZIMMERMAN, JOANN	\$910.00	1
KUROWSKI, AARON	\$451.00	1	REASON: MISCELLANEOUS JOHNSTON COMMUNITY SCHOOL FOUNDATION	\$5,000.00	1	IOWA STATE UNIVERSITY	\$800.00	1	REASON: PERSONAL SERVICES ARC PHYSICAL THERAPY PLUS, LLC	\$748.92	2
LEE, MILDRED R	\$500.00	1	MONDAMIN PRESIDENTIAL NEIGHBORHOOD ASSOC	\$1,500.00	1	JAMES KELLERMAN MUSIC	\$125.00	1	ATHLETIC AND REHABILITATION CENTER	\$118.14	1
LEGACY PARK LLLP	\$628.00	1	NEWTOWN POLICE DEPARTMENT	\$4,980.39	1	JENSEN BUILDERS LTD	\$12,268.54	1	CAMPBELL, DAVID	\$40.00	1
LEHS, KENT	\$40.00	1	NORTH POLK COMMUNITY SCHOOLS FOUNDATION	\$3,500.00	1	JEO CONSULTING GROUP INC	\$6,738.75	2	CIOX HEALTH	\$47.10	1
MAGNOLIA MANOR L.P.	\$762.00	1	PLANNED PARENTHOOD OF THE HEARTLAND INC	\$50,000.00	1	JOHNSON REPORTING SERVICES LTD	\$476.25	1	DIAGNOSTIC IMAGING ASSOC	\$16.57	1
MARTIN, BETTY	\$430.00	1	POLK COUNTY SHERIFF'S OFFICE	\$20.00	1	JOHNSON, JOSIE	\$262.50	1	DRUGSCAN INC	\$364.02	1
MC CLISH, MIKE	\$451.00	1	STIVERS FORD	\$33,190.00	1	KEELING, MARY LEE	\$600.00	1	EASTER, RYAN D.	\$293.13	2
MCKINLEY CREST LLLP	\$225.00	1	URBANDALE FOOD PANTRY	\$3,000.00	1	LAPPE, KRISTY	\$245.00	1	FAIRCHILD, MICHAEL	\$40.00	1
MEADOW VISTA ESTATES LLC	\$285.00	1	REASON: OTH SVCS & CHGS ACADEMY ROOFING & SHEET METAL CO	\$674.26	1	LARRY'S WINDOW SERVICE, INC.	\$1,985.00	2	FUCALORO, STEVEN A.	\$673.86	1
MEADOW VISTA PARKSIDE LLC	\$984.00	2	AKERS, JOSHUA W.	\$262.51	1	MAIL SERVICES, LLC	\$13,194.72	2	IOWA CLINIC	\$209.16	2
MELBOURNE APARTMENTS I LLP	\$451.00	1	ALBIN BILINGUAL SERVICES, LLC	\$55.00	1	MALLON EXCAVATING	\$9,625.34	1	IOWA ORTHOPEDIC CENTER,PC	\$10,864.05	8
METRO APPLIANCE REPAIR LC	\$200.00	1	AMERICAN BOARD OF MEDICOLEGAL DEATH	\$50.00	1	MCGEE, URIAH	\$60.00	3	KNIGHT, MARTIN A.	\$789.74	1
MIDAMERICAN ENERGY (GA'S ONLY)	\$13,984.895	2	ANIMAL RESCUE LEAGUE	\$4,416.80	1	MENARDS-ANKENY	\$555.13	3	LACINA, RANDY E	\$183.48	1
NFM BUILDER SALES	\$572.80	1	ARROW STAGE LINES	\$1,180.00	1	MIDAMERICAN ENERGY	\$91,829.83	2	MALONE, TAYLOR W. J.	\$873.45	1
NORMANDY TERRACE APARTMENTS	\$430.00	1	BAKER ELECTRIC, INC.	\$1,960.00	1	MIDWEST COURT REPORTING	\$250.20	2	MILANI, FRANK J.	\$890.37	1
NUVISION HOSPITALITY MANAGEMENT INC	\$568.89	3	BANK OF AMERICA	\$6,565.10	1	MILLER, GORDON	\$160.00	4	NEMMERS, PATSY	\$618.53	1
OAKRIDGE NEIGHBORHOOD ASSOCIATES LP	\$135.00	1	BANKERS TRUST	\$5,603.00	2	MODERN MECHANICAL	\$1,100.00	1	PARISH, TAYLOR R	\$218.62	1
OAKVIEW TERRACE LP	\$533.00	1	BECKER, JEREMY (PUBLIC WORKS)	\$21.98	1	MORANO, LORNA	\$67.58	1	RANDA, GARY	\$40.00	1
OAKWOOD HTS MHP	\$435.00	1	BLACK BOX NETWORK SERVICES	\$46,986.00	2	MSDSOONLINE	\$5,799.00	1	SELBY, DARRIN L	\$971.34	1
OVERMAN, RANDALL	\$200.00	1	BOMGAARS SUPPLY INC	\$34.99	1	MTM RECOGNITION	\$726.97	2	SMITH, PATRICIA E.	\$585.11	1
PERRY'S SERVICE STATION	\$50.00	1	BROWN, DAIYNNA (SENIOR SERVICES)	\$74.58	2	MUHLENBURG, RON	\$80.00	1	SPRAGUE, RAY	\$40.00	1
PHH MORTGAGE SERVICE CENTER	\$666.26	1	BROWN, STEPHANIE E.	\$30.50	1	MUNOZ, KELLI M.	\$23.98	1	STIER, MIKKI	\$40.00	1
PIEPER, JENNIFER	\$225.50	1	BUSINESS PUBLICATIONS	\$555.75	2	MUSGRAVE, SHANNON M.	\$25.69	1	WAGNER, ELLIJAH L	\$193.93	1
PIONEER WOODS LLC	\$382.50	1	CAPITAL CITY EQUIPMENT CO., INC.	\$865.00	1	NATIONAL ASSOC OF MEDICAL EXAMINERS	\$75.00	1	WELLS FARGO BANK (CREDIT CARD)	\$226.00	1
QUALITY CARPENTRY	\$2,160.28	1	CAPITAL ONE COMMERCIAL	\$17.57	1	NORRIS, DANIEL M.	\$167.86	1	REASON: SUPPLIES ADVENTURE LIGHTING	\$262.96	3
QUIK TRIP	\$500.00	1	CARMAN, KRISTI K.	\$148.24	1	NORWALK READY	\$1,765.50	2	AIA CORP	\$144.85	1
RELAX INN	\$55.00	1	CASSIDY TECHNOLOGIES	\$253.45	1	MIX CONCRETE	\$105.00	2	AIR FILTER SALES SERVICES INC	\$1,036.70	3
ROBERGE, ALLISON	\$430.00	1	CENTURY LINK	\$9,948.10	6	OCHS, TAMARA	\$4,100.00	1	AIRGAS USA LLC	\$49.90	2
ROWECIENDA RESIDENTIAL HOUSING COOP	\$984.00	2	CHALLIS, MARK	\$75.00	1	OSDI	\$112.32	1	AMERICAN MARKING, INC.	\$51.75	2
SAMPSON, KELLI	\$430.00	1	CHUCK & LARRY'S TRANSMISSIONS	\$3,369.03	1	PAGE, JACK D.	\$12.06	1	BECTON DICKINSON	\$6,775.44	1
SEWELL, GENE E	\$400.00	1	CINTAS CORPORATION	\$796.90	1	PARKS, JOHN R	\$427.13	1	BOB BROWN CHEVROLET	\$92.85	1
SHORT, ROBERT	\$1,099.01	2	CINTAS CORPORATION #22M	\$108.78	2	PATTEL, KEYUR	\$113.91	1	BONNIE'S BARRICADES	\$135.00	1
SINNED CORPORATION LLC	\$650.00	1	CITY OF DES MOINES	\$634.20	1	PATTERSON, PAMELA	\$460.56	1	BREWER WHOLESALE MEATS INC.	\$2,486.48	1
SLASHFROG, LLC	\$430.00	1	COMTEK, INC	\$127.50	1	PERKINS, SEANA	\$41.46	1	C. H. MCGUINNESS CO., INC.	\$165.90	1
SOUTHERN KNOLLS LLC	\$1,229.50	3	CONSERVATION CORPS MINNESOTA & IOWA	\$22,651.20	1	PETERSEN-KEYS, PATRICE M.	\$40.00	1	CAPITAL CITY EQUIPMENT CO., INC.	\$156.96	2
SPIKE PROPERTIES LLC	\$533.00	1	COOPER, GODECKE, REIMER, & REESE P.C.	\$378.27	1	PHILLIPS, GLENN	\$40.00	1	CAPITAL ONE COMMERCIAL	\$141.23	1
ST. VINCENT DE PAUL	\$750.00	4	CROW'S AUTO SERVICE INC	\$38.50	1	PLANNED PARENTHOOD OF THE HEARTLAND	\$500.00	1	CAPITAL SANITARY SUPPLY CO.INC	\$2,377.24	4
STANTON ESTATES LLC	\$533.00	1	CRYSTAL CLEAR WATER COMPANY	\$36.25	2	POLK COUNTY CONSERVATION BOARD	\$30.00	3	CARAHSOFT		
STOVER HEIGHTS RETIREMENT	\$2,300.00	2	DAVIS, BROWN, KOEHN, SHORS	\$562.00	2	HEATING & COOLING	\$3,695.00	1	TECHNOLOGY CORP	\$12,638.30	1
SUMMERPLACE APTS	\$686.00	2	DELEEUW, PAULA	\$3,133.58	1	PROFESSIONAL COURT REPORTERS OF IOWA	\$128.70	2	CARQUEST AUTO PARTS	\$723.711	3
SUNBURST APARTMENT LTD	\$430.00	1	DEPT. OF INSPECTIONS & APPEALS	\$27.00	1	QUALITY CONSULTING INC	\$75,836.01	3	CASSIDY TECHNOLOGIES	\$55.11	3
SWANSON, KARA	\$340.00	1	DES MOINES HEATING COOLING LLC	\$1,150.00	1	RACOM CORPORATION	\$14,751.43	6	CCP INDUSTRIES	\$216.21	1
TBDN INVESTMENT LLC	\$430.00	1	DES MOINES WATER WORKS	\$4,749.64	6	RAMSEY, TIMOTHY M.	\$43.60	1	CENTRAL IOWA DISTRIBUTING INC	\$693.00	1
TOWN SQUARE RESIDENTIAL COOPERATIVE	\$430.00	1	DITTMER, SARAH	\$612.00	4	REZARCH, ANN	\$190.00	5	CHARLES GABUS FORD	\$1,591.481	1
TRANS IOWA, L.C.	\$61.70	1	DOLAN CONSULTING GROUP, LLC	\$390.00	1	ROBERTS HEATING & COOLING & PLUMBING	\$1,130.00	1	CHEMETRICS INC	\$1,443.16	1
VAN VEN GLOBAL LLC	\$6,999.60	1	DRAKE UNIVERSITY- GRANTS OFFICE	\$3,968.00	1	RUSSELL, MIKE	\$8,793.97	1	CINTAS CORPORATION	\$1,124.111	2
VIRGINIA PARK APTS	\$430.00	1	EAN SERVICES, LLC	\$1,869.24	2	SCHMUNK, GREGORY A.	\$102.73	1	CROSS DILLON TIRE	\$962.55	1
WAKONDA VILLAGE & MANOR LP	\$362.00	1	ELITE HEATING & COOLING INC	\$4,000.00	1	SCHULZE, NICHOLAS BRADFORD	\$600.00	1	DIAMOND VOGEL PAINT	\$45.82	1
WANG, HUI	\$430.00	1	ELLISON, JENNIFER	\$516.66	1	SECURITY OF STATE	\$60.00	2	FAREWAY GROCERY STORE #137	\$5.73	1
WELLS FARGO BANK (CREDIT CARD)	\$1,199.94	1	EMERGENCY PREPAREDNESS CONSULTING LLC	\$3,500.00	1	SECURITY EQUIPMENT, INC.	\$492.00	1	FASTENAL COMPANY	\$38.17	1
WEST COAST LAND INVESTMENTS LLC	\$375.00	1	ETHOS DESIGN GROUP INC	\$2,193.10	1	SHEET METAL ENGINEERING CORPORATION	\$376.36	1	FIRST CHOICE DISTRIBUTING	\$364.60	2
WESTWOOD RESIDENTIAL COOPERATIVE	\$628.00	1	FAREWAY GROCERY STORE #137	\$15.96	1	SHIVE HATTERY ENG. & ARCHITECT	\$645.60	1	FIS1	\$145.00	1
WHEELER, TRACY	\$430.00	1	FEDEX	\$119.59	1	SLATER, SCOTT	\$31.61	1	FORESTRY SUPPLIERS, INC.	\$43.23	1
WILLOW BEND I LP	\$430.00	1	FERNANDEZ, NOEL	\$3,550.00	1	SNYDER & ASSOCIATES INC.	\$27,214.83	2	GALL'S INC.	\$186.99	1
WILLOW PARK PARTNERS, LLC	\$868.00	2	FIFTH JUDICIAL DISTRICT	\$558.00	1	SOUTHEAST POLK COMM SCHOOL DST	\$197.94	1	GRAINGER	\$1,270.47	5
WINWOOD APTS	\$226.50	1	FIRST CHOICE DISTRIBUTING	\$336.20	1	STAR EQUIPMENT	\$197.94	1	GRAYBAR ELECTRIC COMPANY, INC.	\$1,490.38	4
YOUTH EMERGENCY SERVICES & SHELTER	\$62,324.40	1	FIS1	\$5,745.30	1	STATE OF IOWA	\$2,690.001	4	GRIMES ASPHALT & PAVING CORP.	\$13,746.00	1
REASON: LICENSES AND PERMITS CONTRACTORS PLUMBING INC	\$55.00	1	FISH WINDOW CLEANING	\$2,418.00	2	STATE OF IOWA - JUDICIAL BRANCH	\$1,355.52	1	HD SUPPLY WHITE CAP CONSTRUCTION SUPPLY	\$58.00	1
R ROGERS SEPTIC LLC	\$190.00	1	FIX, MYRNA	\$87.20	1	STONE, JEREMY (SHERIFF'S OFFICE)	\$33.52	1	HEATHCOTE, SUSAN	\$50.76	1
REASON: MENTAL HEALTH SVCS 1301 LOCUST PROPERTIES LLC	\$430.00	1	FLEMING, KILEY ANNE	\$10.00	1	TAYLOR, MARY ALICE	\$121.00	1	HILLTOP TIRE SERVICE	\$122.39	1
ALFREDO PARRISH PLLC	\$222.00	1	GENERAL FIRE & SAFETY EQUIP.	\$318.00	2	THORPE WATER DEVELOPMENT	\$301.50	1	INGERSOLL RAND AIR SOLUTIONS	\$761.10	1
BOGACZYK LAW FIRM, PLLC	\$432.00	2	GRAHAM TIRE ANKENY	\$761.48	1	TRANS IOWA, L.C.	\$80.80	1	IOWA DES MOINES SUPPLY INC.	\$105.09	1
BRANSTAD LAW PLLC	\$105.00	1	HACKETT, JACK	\$200.00	1	TROUTNER, COLLETTE	\$50.00	1	IOWA NATIVE TREES AND SHRUBS	\$1,500.00	1
BROADLAWNS MEDICAL CENTER	\$110,538.47	1	HAINES, SUSAN	\$775.00	1	TRUCK EQUIPMENT, INC.	\$533.00	1	JERICO SERVICES, INC.	\$3,075.00	2
COMMUNITY SUPPORT ADVOCATES	\$137,661.62	4				U.S. CELLULAR	\$222.13	1	JOHNSTON AUTOSTORES	\$197.08	1
DES MOINES WATER WORKS	\$719.02	1				UNITED STATES POSTAL SERVICE	\$690.00	1	KARL CHEVROLET, INC.	\$144.62	2
EASTER SEAL SOCIETY OF IOWA	\$103,757.241	2				UNIVERSITY OF IOWA HOSPITAL AND CLINICS	\$30.00	1	KECK OIL, INC.	\$20,870.84	2

POLK COUNTY NOTICES

MARTIN MARIETTA	\$15,535.73	5
MCKESSON GENERAL MEDICAL CORP.	\$1,177.84	3
MENARDS-ALTOONA	\$691.66	8
MENARDS-ANKENY	\$1,205.53	8
MENARDS-DES MOINES	\$95.75	1
MIDWEST OFFICE TECHNOLOGY, INC	\$146.95	1
N.B. GOLF LLC	\$399.47	1
NAPA AUTO PARTS	\$362.23	7
NORTHWAY WELL & PUMP CO	\$1,400.00	1
O'HALLORAN INTERNATIONAL, INC.	\$97.28	3
OGLDES GREENHOUSE	\$1,360.00	1
PASKER, ALAN W.	\$112.70	1
POLK COUNTY CONSERVATION BOARD	\$38.45	4
PRAXAIR DISTRIBUTION INC	\$52.76	1
RACOM CORPORATION	\$648.00	1
REGAL CONSTRUCTION LLC	\$214.08	1
RIST & ASSOCIATES INC	\$212.00	1
SCOTWOOD INDUSTRIES INC.	\$78,930.001	0
SHEET METAL ENGINEERING CORPORATION	\$3,100.00	1
SHERWIN WILLIAMS CO	\$101.36	1
SINK PAPER COMPANY	\$2,886.10	4
SOUTHLAND MEDICAL LLC	\$722.83	1
SPRAYER SPECIALTIES	\$71.49	3
SUPPLYWORKS	\$5,420.30	1
THOMSON REUTERS-WEST	\$1,114.35	1
TRUCK EQUIPMENT, INC.	\$153.08	2
US FOODS	\$2,696.64	2
VAN METER INDUSTRIAL INC	\$1,003.42	4
VAN WALL EQUIPMENT, INC.	\$686.88	4
VERIZON WIRELESS	\$61.61	1
WELLS FARGO BANK (CREDIT CARD)	\$11,162.82	1
WILLIAMS, LOUANNE	\$55.96	1
XCESSORIES SQUARED DEV. & MRG	\$523.68	1
ZIEGLER INC	\$1,914.14	3
IOWA EVENTS CENTER		
REASON: MISCELLANEOUS OVATIONS	\$496,854.36	
REASON: OTHER SERVICES & CHARGES		
ADVANCE SERVICES, INC.	\$5,445.16	
A.J. ALLEN MECHANICAL CONT INC	\$6,219.56	
VIKI ARIAS	\$57.54	
CARBONHOUSE	\$625.00	
CONTEMPORARY SERVICES CORP	\$9,326.77	
FORREST & ASSOCIATE INC.	\$210,849.52	
GARNER PRINTING	\$609.50	
STEVE HAAG	\$100.00	
IOWA DEMOCRATIC PARTY	\$1,196.04	
IAVM	\$250.00	
DARRELL KLOSTER	\$120.00	
KONE, INC.	\$16,120.00	
LUTHERAN CONGREGATIONS	\$2,341.69	
THE LLB GROUP	\$850.00	
LOGO SPORTSWARE	\$2,559.10	
MEDIACOM	\$3,963.39	
MINOR LEAGUE BASEBALL	\$1,564.44	
NATIONWIDE OFFICE CARE LLC	\$12,001.82	
NB GOLF, LLC	\$350.40	
PCM PC MALL	\$726.66	
PETTY CASH-IA EVENTS CENTER	\$69.27	
MEGAN SEASE	\$13.90	
JASON SMITH	\$173.00	
LGC ASSOCIATES	\$3,796.33	
PALMER GROUP	\$6,018.40	
JOHNSON BROTHERS	\$609.00	
DOLL DISTRIBUTING	\$63.60	
BEVERAGE DISTRIBUTORS OF IA	\$1,703.50	
REASON: PERSONAL SERVICES		
SPECTRA VENUE MANAGEMENT	\$113,945.95	
REASON: SUPPLIES		
CRYSTAL CLEAR WATER CO.	\$114.00	
CANON SERVICES	\$102.25	
POLK COUNTY EMPLOYEE INSURANCE		
TO BE PAID 10-30-2018		
REASON: OTHER SERVICES & CHARGES		
WELLMARK	\$533,995.04	
DELTA DENTAL	\$16,409.21	
MANUAL CHECK		
REASON: OTHER SERVICES & CHARGES		
DEPOSITORY TRUST COMPANY	\$62.00	

OFFICIAL PUBLICATION
PROCEEDINGS OF THE POLK COUNTY
BOARD OF SUPERVISORS

The Polk County Board of Supervisors met in regular session Tuesday, October 23, 2018, at 9:30 a.m.

MEMBERS PRESENT: Robert Brownell, John F. Mauro, Tom Hockensmith, Angela Connolly.

MEMBERS ABSENT: Steve Van Oort.

Moved by Mauro, Seconded by Hockensmith to dispense with the reading of the October 16, 2018, minutes and they stand approved as printed.

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

The Bills as certified by the County Auditor were allowed or disallowed on each according to the certified list, claim numbers 201810230001 – 201810231230.

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

PUBLIC HEARING: DISPOSAL OF COUNTY INTEREST IN REAL ESTATE

Proof Publication is on file with the Clerk of the Board. No one appeared for or against. Public Hearing closed.

RESOLUTION: Resolution approving a Quit Claim Deed for vacant parcel located at SE 14th & Harriett Street.

PERMITS: New application for Class "B" Wine Permit for Casey's #4, 6565 NW 6th Drive, Des Moines.

VOTE YEA: Brownell, Hockensmith, Connolly. PASS: Mauro.

ABSENT: Van Oort.

Renewal application for Class "C" Beer Permit, Class "B" Wine, and Sunday Sales for Casey's #4, 6565 NW 6th Drive, Des Moines.

VOTE YEA: Brownell, Hockensmith, Connolly. PASS: Mauro.

ABSENT: Van Oort.

PETITIONS: Petition to suspend taxes and special assessments and authorize Chairperson to sign the Application and Affidavit for Redemption of Parcel for 1513 College Avenue (A. Thomas).

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

Petitions to suspend taxes and special assessments for the following (no Senior Tax

Credit):

M. Austin 4330 NE 38th Street

L. Byrd 1504 Mondamin Avenue

V. Meyer 2920 Indianapolis Avenue

L. Ray 4021 Briarcliff Drive

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

Petitions to suspend taxes and special assessments for the following (Senior Tax Credit):

S. Barnard 2600 Sampson Street

N. Bishop 2828 High Street

T. Blair 1929 Burson Street

D. Bodenstedt 1724 9th Street

R. Canada 684 24th Street

C. Dunagan 3115 E 7th Street

J. Longerbone 300 E Rose Avenue

S. Martin 2808 Lyon Street

N. Perry 1916 Washington

Avenue N. Pinnick 4217 SE 12th Street

V. Robinson 1251 Stewart Street

S. Starkey 7113 Monroe Court

R. Vela 1624 Oakland Avenue

R. Williams 2623 Center Street

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

RESOLUTIONS: Resolution suspending taxes and special assessments for 3904 14th Street (C. Rowland).

Resolution approving Memorandum of Understanding with Boone, Dallas, Jasper, Story, and Warren Counties for Supplemental Food Program Services.

Resolution approving release of lien on 425 NE 46th Avenue (Thomason).

Resolution approving major final subdivision plat of Carpenter Woods.

Resolution approving major preliminary subdivision plat of Pleasant Chase.

Resolution allowing Public Works to rent snow removal equipment in order to accomplish snow removal operations in a timely manner.

Resolution approving Iowa Department of Transportation Agreement for HMA Resurfacing project (1-18-STBG-SWAP-048 on NW 58th Street).

Resolution approving grant application to the Polk County Housing Trust Fund for the Polk County Weatherization Program.

Resolution approving grant application to the Polk County Housing Trust Fund for the Polk County Emergency Home Repair Program.

Resolution approving revised Bloodborne Pathogen and other Potentially Infectious Material Control and Exposure Policy.

Resolution approving position modifications within the County Attorney's Office.

Resolution approving Loan Agreement with Merle Hay Partners, LLC.

Resolution approving Community Development Grant for Planned Parenthood of the Heartland.

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

Resolution approving Community Betterment Grant awards.

REFERRED TO CO ATTORNEY& TREASURER: Notice of Appraisement of Damages and Time for Appeal in the Matter of Condemnation

of Certain Land Rights in Land (for the 59th Street/62nd Street and Douglas Avenue Traffic Signal Improvement Project).

REFERRED TO PUBLIC WKS & CO ATTORNEY: Notice of Hearing regarding voluntary annexation of unincorporated territory into the City of Altoona (Koethe).

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:

Scott Bentley, Deputy, Sheriff, \$54,382 beginning November 2, 2018

Allison Berry, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Devan Cahill, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Matthew Collins, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Joel Gummert, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Kalem Hanig, Deputy, Sheriff, \$67,456 beginning November 2, 2018

Jacqueline Hibbard, Bus. Mgr, Pub Wks, \$123,263 beginning Oct 23, 2018

Alexander Hoffman, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Donald Kay III, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Courtney Lovelinsky, Yth Svcs Aide, CFYS, \$41,201 beginning Oct 24, 2018

Steven Lowry, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Thein Nguyen, Deputy, Sheriff, \$58,074 beginning November 2, 2018

Andrew Oldridge, Deputy, Sheriff, \$48,555 beginning November 2, 2018

Kelsey Portwine, Yth Svcs Wkr PT, CFYS, \$23,663 beginning Oct 24, 2018

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

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

Moved by Hockensmith, Seconded by Brownell to adjourn until October 30, 2018, at 9:30 a.m.

The above resolutions are a summary. For the full text of resolutions,visit our website at: <https://www.polkcountyiowa.gov/auditor/administration/> or visit our office at The Polk County Auditor's Office, 111 Court Avenue, Room 230, Des Moines, Iowa, Monday-Friday 8:00 a.m. – 5:00 p.m., 286-3080

FOUND

CASH

2100 block of Fleur Drive
Des Moines, IA

Owner identify, Phone 286-3575

Date of second publication November 9, 2018

Date of third publication November 16, 2018

PUBLIC NOTICES

PUBLIC NOTICE
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: Riley Ginn
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.

NOTICE OF FORFEITURE OF A REAL ESTATE
CONTRACT

TO: JOSE R BANEGAS-COTO, Unknown Spouse of JOSE R BANEGAS-COTO and Unknown Parties in Possession

You and each of you are hereby notified:

1.The written contract dated 05/23/2005 and recorded 12/06/2005 in Book 11429, Page 957 in the office of the Polk County Recorder and executed by WILLIAM L FREEMAND & GUY L FREEMAN, as vendor(s), and JOSE R BANEGAS-COTO, as Vendee(s), for the sale of the following described real estate situated in Polk County, Iowa, to-wit:

LOT 59 IN DELAWARE PLACE, AN OFFICAL PLAT, NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA

Locally known as: 1431 DELAWARE AVE DES MOINES IA 50312

has not been complied with in the following particulars:

a. SEPTEMBER 2005 PAYMENT \$409.80

b. OCTOBER 2005 PAYMENT \$409.80

c. NOVEMBER 2005 PAYMENT \$409.80

2. The contract shall stand forfeited, unless the parties in default, within 30 days after the completed service of this notice, shall perform the

terms and conditions in default, and in addition pay the reasonable costs of serving this notice.

3. The amount of attorney's fees claimed by Vendors pursuant to Section 656.7 of the Code of Iowa is \$ -50.00 (not to exceed \$50.00). Payment of the attorney fees is not required to comply with this notice to prevent forfeiture.

P.A. Henrichsen

Henrichsen Law Office

10430 New York Ave

Ste B, Urbandale, IA 50322

as Attorney for Vendor.

Date of second publication November 9, 2018

Date of third publication November 16, 2018

CLAIMS REPORT 10/22/2018
The City of Polk City

440-PRAXAIR DISTR. INC.	OXYGEN	\$24.96
911 CUSTOM VEST CARRIER		\$145.00
AMAZON BOOKS		\$818.04
ANKENY SANITATION	TRASH SERVICE	\$395.56
AUREON TECHNOLOGY	MONTHLY MANAGED SERVICES	\$1,068.00
AUREON TECHNOLOGY	MONTHLY VOIP/PBX	\$292.46
BAKER & TAYLOR BOOKS		\$749.80
BUSINESS PUBLICATIONS CORP	PUBLIC NOTICES	\$382.20
CENTURY LINK	PHONE SERVICE	\$1,383.02

CITY OF ANKENY	TIER RESPONSE	\$200.00
CRYSTAL CLEAR WATER CO	WATER	\$8.00
EMSLRC	CEH	\$40.00
FERGUSON WATERWORKS	METER READING SOFTWARE MAINT	\$1,550.00
FIRE SERVICE TRAINING BUREAU		
FF2 TESTING FEES-MOORE		\$100.00
GALL'S INC.	COLLAR BRASS	\$28.00
GALL'S INC.	UNIFORMS	\$104.95
GURNSEY ELECTRIC CO	REPAIR	
PARKING LOT LIGHTS		\$379.82
HAWKINS INC	AZONE	\$623.90
HAWKINS INC	PARTS/SUPPLIES	\$219.32
I.M.W.C.A.	2017-2018 AUDIT PREMIUM ADJMNT	\$6,773.00
ICMA MEMBER SERVICES		
MEMBERSHIP RENEWAL		\$1,114.40
IOWA D.O.T.	SIDEWALK DE-ICER	\$441.50
IOWA ONE CALL	UNDERGROUND LOCATIONS	\$134.10
IOWA SIGNAL INC	FLASHING	
BEACON-3RD/SOUTHSIDE		\$20,920.00
JEREMY SIEPKER		
REIMBURSEMENT-CELL PHONE		\$40.00
JIM MITCHELL		
REIMBURSEMENT-CELL PHONE		\$40.00
JIM'S JOHNS	PORTABLE TOILET RENTAL	\$120.00
JP COOKE CO	2019 PET TAGS	\$88.80
KELTEK	SERVER UPGRADE	\$789.51

PUBLIC NOTICES

KEYSTONE LABORATORIES INC, WATER TESTING	\$75.00		
LAWSON PRODUCTS PARTS - BATTING CAGES	\$119.68		
LINDSEY WILLIAMS REIMBURSEMENT-CELL PHONE	\$40.00		
MATERIAL HANDLING INNOVATIONS ANNUAL HOIST INSPECTION	\$275.00		
MATT GUERDET FIREFIGHTER MANUALS-REIMBURSE	\$616.92		
MEDIX OCCUPATIONAL HEALTH PHYSICAL EXAM-BURGOD	\$513.50		
MENARDS SUPPLIES	\$595.35		
MICROMARKETING, LLC BOOKS ON CD	\$149.98		
MIDAMERICAN ENERGY UTILITIES	\$9,074.98		
MIDLAND POWER CO-OP UTILITIES	\$388.84		
MIDWEST AUTO. FIRE SPRINKLER FIRE SPRINKLER INSPECTION	\$189.00		
MIDWEST OFFICE TECHNOLOGY COPIER RENTAL	\$171.96		
MMIT BUSINESS SOLUTIONS GROUP COPIER RENTAL	\$403.77		
NELSON AUTOMOTIVE UNIT 21-OIL CHANGE	\$37.69		
NELSON AUTOMOTIVE UNIT 24-NEW STARTER	\$282.26		
NORTH POLK COMMUNITY SCHOOLS SUMMER REC TRANSPORTATION	\$10,389.72		
P & M APPAREL PATCHES	\$16.00		
PC PRINT CENTER OFFICE SUPPLIES	\$79.95		
PITNEY BOWES POSTAGE METER RENTAL	\$105.00		
POLK COUNTY HEATING & COOLING WATER LINE REPAIR	\$114.50		
POLK COUNTY RECORDER RECORDING FEE	\$52.00		
POLK COUNTY TREASURER ANIMAL CONTROL FEES-SEPT	\$61.83		
RACOM M4 RADIO INSTALL	\$524.75		
RADAR ROAD TEC RADAR CERTIFICATIONS	\$210.00		
SAFETY KLEEN SYSTEMS INC DIESEL FUEL TRANSFER/DISPOSAL	\$1,340.00		
SANDRY FIRE SUPPLY L.L.C. FIRE COAT NAMEPLATES	\$200.00		
STEW HANSEN UNIT 24-REPAIR/MAINTENANCE	\$337.72		
STRAUSS SECURITY SOLUTIONS M4-INSTALL CABINET LOCKS	\$270.00		
TOTAL QUALITY FERTILIZER	\$59.00		
TOTAL QUALITY IRRIGATION SHUTDOWN	\$264.00		
TRACE KENDIG REIMBURSEMENT-CELL PHONE	\$40.00		
U.S. POSTAL SERVICE PO BOX	\$52.00		
VERIZON WIRELESS PHONE / DATA PLAN	\$830.53		
WEX FUEL	\$4,011.27		
TOTAL CLAIMS	\$70,866.54		
Expenses per fund: General	\$40,810.18;		
Road Use	\$23,391.43; Sewer	\$2,767.59; Water	\$3,897.34
Published in the Business Record on November 9, 2018.			

MEETING MINUTES
The City of Polk City
City Council Meeting

6:00 p.m., Monday, October 22, 2018
City Hall

Polk City, City Council held a meeting at 6:00 p.m., on Octobr 22, 2018. The Agenda was posted at the City Hall office as required by law.

These tentative minutes reflect all action taken at the meeting.
Mayor and City Council Members Present:
Jason Morse | Mayor
Robert Sarchet | Pro Tem
Dave Dvorak | City Council Member
Mandy Vogel | City Council Member
Ron Anderson | City Council Member
Jeff Walters | City Council Member
Staff Members Present:
Gary Mahannah | City Administrator
Lindsey Williams | Assistant City Administrator/
Finance Director
Jenny Gibbons | City Clerk
Amy Beattie | City Attorney
Kathleen Connor | City Engineering Representative
Jim Mitchell | Fire Chief
Trace Kendig | Police Chief
Mike Schulte | Public Works Director
Mark Paepere | IT Director
1. Call to Order | Mayor Morse called the meet-
ing to order at 6:00 p.m.
2. Roll Call | Dvorak, Vogel, Sarchet, Anderson,
Walters | In attendance
3. Approval of Agenda
MOTION: A motion was made by Anderson and
seconded by Sarchet to approve the meeting
agenda.
MOTION CARRIED UNANIMOUSLY
4. Public Comments | None
5. Consent Agenda Items
MOTION: A motion was made by Anderson and
seconded by Dvorak to approve the consent
agenda items
1. Consider motion to approve the City Council
Meeting Minutes for October 8, 2018
2. Consider motion to receive and file the P&Z
Meeting Minutes for October 15, 2018
3. Consider motion to approve the October 22,
2018 Claims
4. Consider motion to approve the September
2018 Finance Report
5. Consider motion to approve Ashley Delaney
appointment to the Parks Commission with a
term ending 12/31/2021
6. Consider motion to receive and file the
September 2018 Police Report
7. Consider motion to accept resignations for
Taylor Blazek, firefighter/paramedic, effective
9/1/2018 and Christopher Stotz, firefighter,
effective 9/24/2018
8. Consider motion to accept notice of military
leave for a minimum of five (5) years for Jason
Cutsforth, Fire Marshal/paramedic, effective
10/19/2018
9. Consider motion to approve hiring Ross
Budden, firefighter/senior paramedic for part
time day coverage at \$19.30 per hour
10. Consider motion to approve hiring John
Mitchell as firefighter/paramedic for part time
day coverage at \$18.16 per hour and POC for
night coverage at a rate of \$15.89 per hour
11. Consider motion to approve pay increases
for paramedic certification for Craig Sosby and
Dottie VanZee to \$17.60 per hour part time and
\$15.89 POC
12. Consider motion to receive and file the
October 17, 2018 Fire Department Report
MOTION CARRIED UNANIMOUSLY
6. New Business
1. E. Vista Lake Dr. Extension Project
a.MOTION: A motion was made by Sarchet
and seconded by Walters to approve Resolution
2018-129 approving Change Order No. 3 for a
net decrease in the amount of \$-807.57

MOTION CARRIED UNANIMOUSLY
b. MOTION: A motion was made by Dvorak and
seconded by Anderson to approve Resolution
2018-130 approving Pay App No. 6 (final-
retention release) in the amount of \$16,924.02
MOTION CARRIED UNANIMOUSLY
2. MOTION: A motion was made by Sarchet
and seconded by Walters to approve Resolution
2018-120 approving Big Creek Valley
Preliminary Plat
MOTION CARRIED UNANIMOUSLY
3. MOTION: A motion was made by Anderson
to authorize Snyder and Associates Engineering
Agreement in the amount of \$16,800, after dis-
cussion Anderson pulled his motion. A motion
was made by Vogel and seconded by Sarchet
to defer action until November 12, 2018
Yes: Sarchet, Anderson, Dvorak, Vogel
Abstain: Walters
MOTION CARRIED
4. MOTION: A motion was made by Walters
and seconded by Vogel to approve the second
reading of Ordinance 2018-1000 amending Stop
and No Parking
MOTION CARRIED UNANIMOUSLY
7. Reports & Particulars | Mayor, Council,
City Administrator, Staff, Boards, and/or
Commissions
▪ Mayor Morse thanked Sarchet for covering the
last Council Meeting. Mayor reported the last
School Board meeting had discussions around
future facilities and building a stronger connec-
tion with City Officials in Polk City. Mayor and
Dr. Mart have had several meetings already
and have another scheduled tomorrow. Mayor
said he appreciates the comments from the
School Board meeting. He is hopeful future dis-
cussion with Dr. Mart will lead to movement in
the next couple of months he can report back to
Council. Mayor shared information from Polk
County regarding lane closures on NW Madrid
Drive from October 23rd to November 6th for a
resurfacing project. Mayor informed everyone
that through conversations with the Army Corp
of Engineers they have a work order to start
cleaning out trees and overgrowth on the west
entryway of Bridge Road. He thanked Jeff Rose
and the Army Corp of Engineers for continued
good communication.
▪ Council Member Anderson thanked mayor for
taking time to work with the School District
▪ Council Member Dvorak mirrored Anderson's
comments
▪ Council Member Walters thanked the Fire
Department for hosting the pancake breakfast
▪ Council Member Sarchet discussed a model
ordinance from the recent MAC meeting. He
said they have come up with two options that
resemble Urbandale and Clive's current ordi-
nances. Sarchet said one basically allows Local
Law Officials to enforce State Law. Sarchet
acknowledge the Fire Department personnel
under Consent, specifically Jason Cutsforth
upcoming military leave and wished him well.
Sarchet congratulated Craig and Dottie for pass-
ing paramedic training.
▪ Police Chief Kendig thanked Public Works for
their help prepping the area in front of the P.D.
and thanked Mike McKinney with McKinney
towing for donating his time and equipment to
pour the concrete so all Kendig had to pay for
the project was 3 pounds of concrete.
8. MOTION: A motion was made by Anderson
and seconded by Walters to enter into closed
session at 6:18 p.m. under Code of Iowa;
Chapter 21 Official Meetings open to Public;

section 5 Closed session; sub paragraph 1. j.
To discuss the purchase or sale of particular
real estate only where premature disclosure
could be reasonably expected to increase the
price the governmental body would have to
pay for that property or reduce the price the
governmental body would receive for that
property. The minutes and the audio recording
of a session closed under this paragraph shall
be available for public examination when the
transaction discussed is completed
MOTION CARRIED UNANIMOUSLY
9. (AFTER CLOSED SESSION ENDED AT 7:05 p.m.)
Adjournment
MOTION: A motion was made by Walters and
seconded by Anderson to adjourn 7:05 p.m.
MOTION CARRIED UNANIMOUSLY
Next Meeting Date – Monday, November 12,
2018 at 6:00 p.m.
Attest
Jason Morse, Mayor
Jenny Gibbons, City Clerk
Published in the Business Record on November
9, 2018.

OFFICIAL PUBLICATION
Des Moines, Iowa

The ESS Coordinating Committee held a meet-
ing on September 25, 2018 at 3:00 PM.
Members Participating: Travis Case, Deb
Roberts, Janelle Schneider, Eric Sloan, Lindsay
Lauferweiler, Julie Haggerty and Melissa
Bahnsen
August 7, 2018 – ESS Coordinating Committee
Meeting Summary: Motion approved unani-
mously
BankCardUSA Point of Sale Payment Services
Contract: Motion approved unanimously
Policy Amendment – Section 1.5 and Section
5.6 – Updated Definitions: Motion approved
unanimously
The meeting was adjourned at 3:57 PM.
Complete Meeting Summaries, Financial
Reports and Budgets are posted at www.iowa-
landrecords.org.
Published in the Business Record on November
9, 2018.

PUBLIC NOTICE OF STORM WATER DISCHARGE

TThe City of Des Moines, or its Contractor for the
following work, plans to submit a Notice of Intent
to the Iowa Department of Natural Resources
to be covered under NPDES General Permit
No. 2 "Storm Water Discharge Associated with
Industrial Activity for Construction Activities."
The storm water discharge will be from the
construction of the River Bend and King Irving
Sewer Separation Phase 2A, Activity ID 07-2018-
006 located in Section 34, Township 79N,
Range 24W, Polk County
Storm water will be discharged from 1 point
source and will be discharged to the following
stream: Des Moines River.
Comments may be submitted to the Storm Water
Discharge Coordinator, IOWA DEPARTMENT
OF NATURAL RESOURCES, Environmental
Protection Division, 502 E. 9th Street, Des Moines,
IA, 50319-0034. The public may review the
Notice of Intent from 8:00 a.m. to 4:30 p.m.,
Monday through Friday, at the above address
after it has been received by the department.
Published in The Business Record on November
9, 2018.

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Park Fair Mall, Des Moines



Northview III – 1510 N. Ankeny Blvd



Under Construction, From 1,400-11,000 SF Available, Drive-Thru

5330 NE 22nd Street, Des Moines



24,720 SF Available, 1.60 AC Hard Surfaced, Fenced-In Outdoor Area

215 NW 18th Street, Ankeny



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