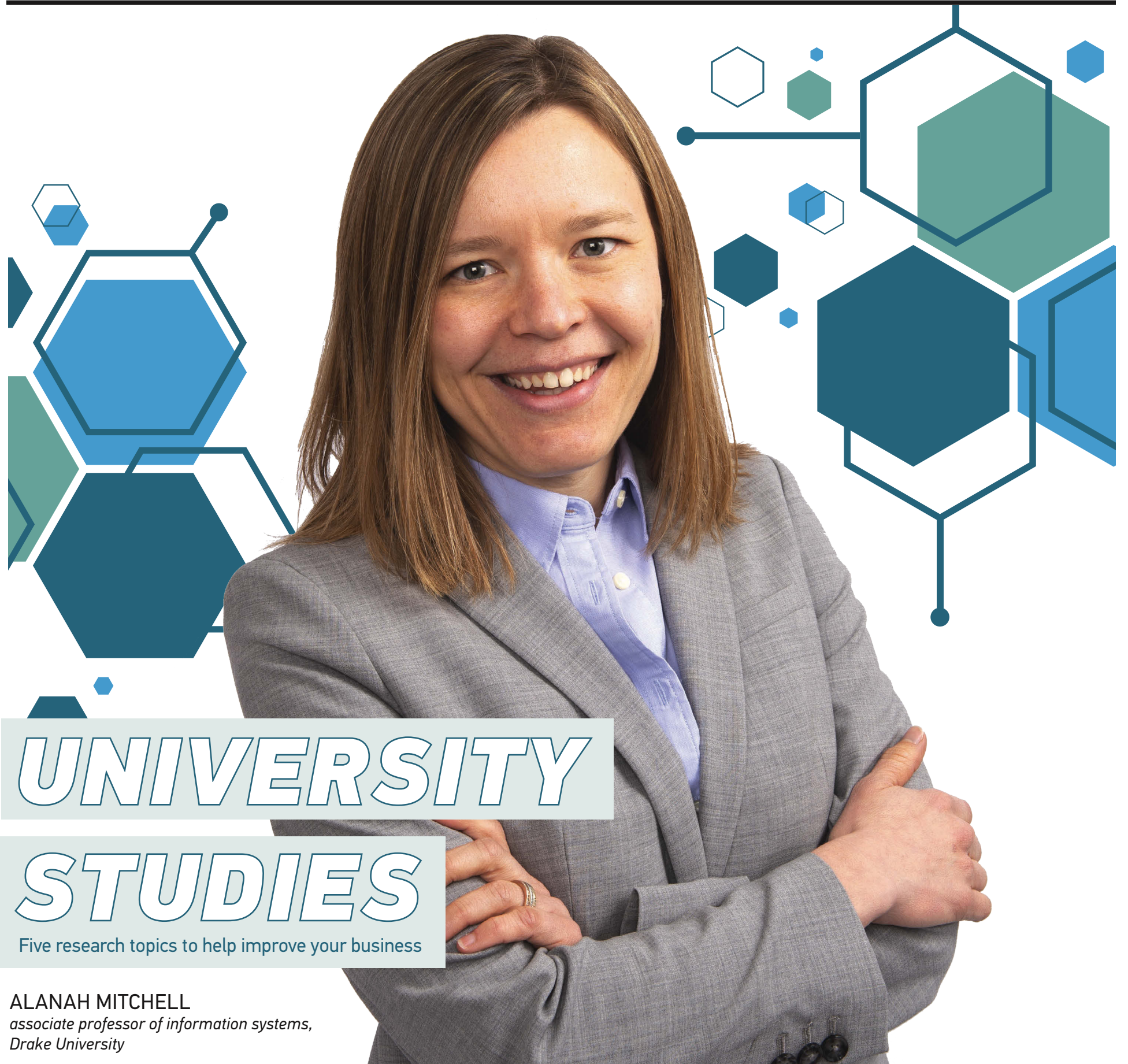


Business Record

MAY 10, 2019

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ALANAH MITCHELL
associate professor of information systems,
Drake University



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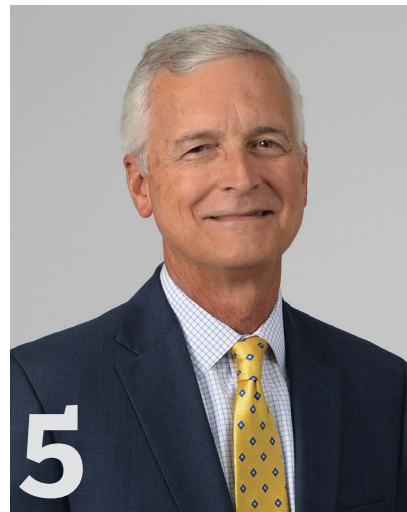
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Business Record® (USPS 154-740, ISSN 1068-6681) is published by Business Publications Corporation Inc., The Depot at Fourth, 100-4th Street, Des Moines, Iowa 50309, (515) 288-3336. Contents © 2019 Business Record. Published weekly. Annual subscriptions \$69.95. Single copy price is \$1.75. Copies of past issues, as available, may be purchased for \$4.50 each. Periodicals Postage Paid at Des Moines, Iowa. POSTMASTER: Send address changes to Business Publications, The Depot at Fourth, 100-4th Street, Des Moines, Iowa 50309.

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senior staff writer



KATE HAYDEN
staff writer

Future of journalism: unknown

BY PERRY BEEMAN

A cross section of local journalists assembled by Drake University April 15 said the future of journalism will hang in part on connecting with people's lives, being willing to innovate and retaining integrity.

The event staged by the Drake School of Journalism and Mass Communication featured retired KCCI veterans Dave Busiek and Kevin Cooney, Bleeding Heartland blogger Laura Belin, Business Record Publisher and Executive Editor Chris Conetzkey and Des Moines Register reporter Linh Ta.

They were asked a bunch of questions that are nearly impossible to answer, and Ta for one said that if she truly knew how to push journalism into a prosperous future, she'd be a billionaire.

But they took some time to reflect on their profession in an era of massive layoffs, dwindling pages, nonprofit experiments, clickbaiting and upheaval.

Busiek, the former KCCI news director, began with a less-than-uplifting summary. "I doubt there is anyone in journalism today who isn't wondering what the future will be. If they're not, they should be. Print circulation is plummeting nationwide, digital dollars come nowhere near what print ad revenue used to bring. Print newsrooms, employment numbers, [have dropped by] at least half of what they used to be. TV news audiences are dwindling and becoming increasingly older. It's harder than ever for TV news stations to stand out in this competitive landscape. Even digital news sites are stumbling with BuzzFeed, Yahoo and Huff Post announcing layoffs at the beginning of this year. We're in an era when facts and truth aren't believed as much as they once were. They were under constant attack by world leaders who should know better, most especially here in the United States."

So what does the future hold?



Dave Busiek

Busiek asked former KCCI anchor Cooney what the biggest impediment to good journalism is now. "I'm not sure," Cooney responded initially. "It may seem abstract, but I think the biggest problem for journalism right now, and maybe for journalists themselves, is doubt. ...The cliches of 'fake news' and 'enemy of the people' certainly are an element of that."

Ta said that in her Google search when she considered a career in journalism (she majored in political science and government at the University of Northern Iowa), she read the field was declining. But she was driven by the same "change the world" thoughts that many of us had. "We don't have a society without journalism," Ta said. And when people talk of "fake news" and suggests actions against journalists, she points out, "I'm your neighbor that goes to Hy-Vee, the same Hy-Vee you go to, and I'm watching 'Game of Thrones,' just like you are."

Belin said the biggest problem is a decline in audience and staffing. Among other things, that has weakened coverage of how governments are doing business. "I wish I had the answer," she said. "I don't have the answer."

Belin's blog has been widely praised for investigative reporting on politics but she said the fact that she inherited a house 20 years ago, and doesn't have a mortgage, is the only reason she can afford the run the operation.

"In the future, I think there will have to be more websites, and they probably will have to either sell reader subscriptions or ask for donations," Belin said.

Conetzkey said the Business Record has thrived by aiming at a specific audience that is in regular contact with the reporters covering local businesses.

"Our owner is here locally in the community," Conetzkey said. "She serves on boards in the community. She gives her money back to the community. The people on the staff are part of the community and are supposed to be involved in organizations.

"We're trying to run a business, there is no question about that. But it's in a completely different way than when you have stockholders that are expecting you to make profits at a rate that you just can't make in the media business the way you could prior to 2000," Conetzkey added.

Urbandale, Alleman have it in the bag

BY PERRY BEEMAN

The Metro Waste Authority's annual friendly plastic bag recycling competition among local cities featured Urbandale's come-from-behind victory and another score in Alleman. Urbandale had finished second to Grimes in the amount collected by weight last year, but deployed the schools to help collect 2,258 pounds for the win this time. That included collecting more than 2,000 pounds in a week. Alleman was a repeat winner in the amount collected per capita. In the three years this has been going on, area cities have collected 11,557 pounds of plastic to keep the bags out of the landfill and to emphasize they don't belong in recycling bins, either. "Residents have choices, including what type of bag they get," MWA spokeswoman Leslie Irlbeck explained. "Reusable or paper are great alternatives, but if a resident is going to get a plastic bag, we encourage proper disposal," Irlbeck said. "This may mean reusing it at home as a small trash bag or taking it back to the grocer for recycling."

In case you missed it...

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

Mercy breaks ground

MercyOne Central Iowa and Universal Health Services held a ceremonial groundbreaking for a 100-bed behavioral health hospital.

<http://bit.ly/2VcH7PL>

Mahoney retires

CEO Tom Mahoney plans to retire Aug. 31 from ITA Group Holdings Inc. He's been with ITA since 1987.

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

Clearinghouse to launch

The Iowa Clearinghouse for Work-Based Learning, scheduled to go live July 1, will list work-based learning opportunities.

<http://bit.ly/2WmBn2m>

MPO dishes \$14M

The Des Moines Area Metropolitan Planning Organization distributed \$14 million for 18 area street and bridge projects.

<http://bit.ly/2Va83Qh>

Healthiest state

The Healthiest State Initiative annual conference May in Ames will focus on mental health.

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

Read more notebook items anytime at
businessrecord.com/notebook



UnityPoint adds a Hy-Vee grocery locker

BY CHRIS CONETZKEY

Not long after I wrote up a little Insider Notebook item for the April 19 issue about a Sioux City hospital installing a Hy-Vee Aisles grocery locker on-site (<https://bit.ly/2GVS4fV>), I got word from Senior Marketing Communications Specialist AJ Ellingson that UnityPoint Health-Iowa Methodist Medical Center had added a locker of its own. As of press time for the article in the April 19 issue, Hy-Vee didn't have any Des Moines-area employers participating in the program, but was seeking businesses. UnityPoint is piloting the program in an effort to make it easier for the employees -- many of whom work crazy hours -- to place orders online and then pick up the groceries from the on-site locker. Via Joyce McDanel, vice president of human resources and education: "We know many of our team members and patients don't want to stop at the grocery store on their way home from the hospital, so this is a way we can help preserve some of that precious family time and add a convenience to their lives."

New series LLC 'a common-sense thing,' Pate says

BY JOE GARDYASZ



Paul Pate

Iowa business owners, particularly those who are organized as limited liability companies, may want to take a closer look at a new state law that was recently signed by Gov. Kim Reynolds.

The legislation, Senate File 569, the Protected Series Act, creates a new type of protected series LLC that provides "horizontal" liability shields in addition to the "vertical" liability shields that are part of traditional LLCs.

The Iowa State Bar Association was a driving force behind getting the legislation enacted, because it was something its clients were asking for, Iowa Secretary of State Paul Pate said.

"It's a common-sense thing," Pate told me. In other states that have already allowed them, series LLC filings are very popular for real estate holdings such as fast-food restaurants or hotels, he said.

"When you own a lot of stores, you want to be able to cover each store independently but have an umbrella over all of them. This way they can do it in a way that enables the individual liability for each, but having the umbrella over them. ... Some call it the 'mother ship,' because you have all these other LLCs under them."

Iowa is just the fifth state to pass legislation authorizing protected series LLCs, according to the Uniform Law Commission, along with Arkansas, Connecticut, Nebraska and Virginia.

The new law goes into effect July 1, 2020. "My office has a number of things to work out to make sure we're doing them the right way," Pate said.

Iowa has had some pretty explosive growth in LLCs over the past several years. From the beginning of 2015 through the end of 2018, 69,804 new LLCs were formed in the state. There are currently 138,611 active LLCs on record, according to data provided by Pate's office.

Sweet and helpful news

BY SUZANNE BEHNKE

The Food Bank of Iowa and the Wallace Centers of Iowa have a recipe for helping food-insecure Iowans.

The two nonprofits have partnered up to grow and distribute sweet potatoes this year on land at the Wallace Country Living Center near Orient. "We are great at growing stuff. Sweet potatoes, we have the right growing conditions for that particular crop," explained Ann Taylor, the Wallace Centers' vice president for marketing and development. "Food Bank of Iowa is terrific at the distribution, right? And so we think that's going to be a great partnership. And so this is what we hope is just the first venture into something that we can continue to expand.

Why the sweet potato? The tuber grows well here, it stores well -- "which is important," Taylor said -- and it is easy to prepare. "People who maybe don't have a lot of culinary skills can still easily turn them into a dish. Culturally, they're widely accepted."

The goal: 10,000 pounds this year.


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IN THE HEART OF THE OLD CAPITOL CULTURAL DISTRICT

CLOSER LOOK: Meet a leader you should know

COURTNEY SHAW

Vice president of communications
Greater Des Moines Partnership

BY PERRY BEEMAN

Courtney Shaw grew up in Austin, Texas, and went to school at Oklahoma State. So Des Moines was a bit out of her universe when her husband got a job here.

“I’ve moved progressively north,” Shaw said with a laugh. “As I’ve gotten older, I told my husband this is where I draw the line. I can’t get any colder than Des Moines.”

She has no plans to move from a city that has grabbed her heart.

“We were only going to stay a few years, and then we were going to head back south,” recalled Shaw, the new vice president of communications for the Greater Des Moines Partnership. “We absolutely fell in love with this community and with this town. I mean from the moment we went to the grocery store for the first time, the friendliness that we experienced was great, and we got more involved in the community.”

She participated in the Greater Des Moines Leadership Institute’s Community Leadership Program. “I got to see in depth how our community comes together,” she said.

Her status as an Iowan was cemented.

Shaw did some consulting in Des Moines, then worked for five years at Strategic America, where she did a lot of work promoting STEM education (science, technology, engineering and mathematics) while guiding internal and external messaging for the agency. She also represented government and nonprofits including Food Bank of Iowa, Healthy Birth Day and its program Count the Kicks, and others.

Then the Partnership came calling, amid a staff shuffle that included the promotion of Tiffany Tauscheck to chief strategy officer. We asked Shaw about the transition to her new job, which started in January.



AT A GLANCE

HOMETOWN: Austin, TX

LIVES IN: Clive

FAMILY: Husband, Bret; three sons

EDUCATION: Bachelor’s degree in public relations, master’s degree in communications, Oklahoma State University

AGE: 36

CONTACT:

Phone: 515.286.4919

Email: cshaw@dsmpartnership.com

WHAT ATTRACTED YOU TO THE PARTNERSHIP?

When this position became available, I knew it was my dream job that I would get to help tell the nation and the world the story of all the wonderful things that are happening in our region.

CAN YOU TELL US MORE ABOUT WHAT THE JOB ENTAILS?

From a communications standpoint, our goal is to tell the DSM USA story loud, bold and broad. We do that through storytelling, which can be media relations, blogs, videos, social media, content in general that elevates our community. It's a variety of those things. It's telling all kinds of different stories, whether it's about our partners, investors, people in our community, nonprofits, and what we are as a connector. We want to elevate organizations in our region to help share their news so we can attract more people and more businesses.

WHAT DO YOU LIKE MOST ABOUT THIS POSITION?

The people I work with. So not only is it working with people at the Partnership, and all the great thoughts, great projects or initiatives that we're working on, but also getting to work with other organizations in the community that are doing great work, too. The people are definitely part one. Part two is I've always found communications and public relations fascinating, and to be able to do that for our region is just part of my passion and what I like doing. When you do something that you enjoy, with people that you like working with, for a community that's doing great things, the stars just align. I really do wake up every morning excited to come to work. I mean that from the bottom of my heart. This is definitely my dream job.

WHAT ARE YOUR IMMEDIATE GOALS?

I definitely have specific measurable goals I have to reach [for earned media, media relations, blogs and the like]. Growing our DSM USA Ambassador Program. This program is basically for people who are DSM USA super fans and want to help tell our story. I think our numbers are close to 400 people now. They help tell the story, often through social media, when

we have a big story or show up in rankings, things like that. We want to enhance the program to have them do things outside of social media. We're trying to figure out what that looks like.

HOW ARE YOU WIRED?

I am very definitely a very positive go-getter, a high achiever type person. I thrive in team environments, and I like working with other people and collaborating. I feel like I maintain my cool. I don't get really worked up too much. I feel like life's too short, you know, and you can get a lot more done if you stay focused.

MILLENNIALS WANT TO TRULY EXPERIENCE A TOWN AND EXPERIENCE A COMMUNITY WITH RELATIONSHIPS WITH PEOPLE, AND YOU CAN DO THAT HERE.

WHAT DRIVES YOU?

My family. My kiddos, and having them grow up in a world where education and kindness and those types of things are important. And not only that the three of them, but all children, have a great environment and a great community.

DO YOU WORK ALL THE TIME?

Yes, I like to work. I do. It's in my blood. I love getting things done. Getting work done feels good, but also spending time with family and friends is important. I try to get to work between 7 and 7:30 every day, and I try to pick up my kids every day. [She often squeezes in more work later in the day.]

WITH ALL THAT IS GOING ON IN TOWN, FROM TALENT ATTRACTION AND RETENTION TO WATER TRAILS, YOUR JOB SEEMS LIKE A HEAVY LIFT. HOW DO YOU MANAGE YOUR WORKLOAD?

It's all about prioritizing and working with your team and determining whose strengths are better here or there.

WHAT EXCITES YOU THE MOST ABOUT THE NEXT FIVE OR 10 YEARS HERE?

We have more momentum here in our region than I've ever seen. I lived in Austin and I watched Austin develop and grow and become a hot spot. We are true to ourselves. I think there are a lot of cities that are trying to be something else. We have a lot of momentum, a lot of drive and great goals for ourselves. I think about our strategic priorities, and all those things are going to line us up for success. Our small businesses and elevating them. Talking about talent development and EDGE [Education Drives Our Greater Economy] and how we want to get more working-age adults to get postsecondary education and what that will do not only for them for but our community.

IS PART OF THE CHALLENGE ATTRACTING YOUNGER ADULTS, TOO?

Millennials want to truly experience a town and experience a community with relationships with people, and you can do that here. You can't do that in a lot of larger cities. Here, you get to experience the connection with other people, to make a difference, and you still get to have the city feel. You can have it all. People are realizing that and contributing to it. That's what's going to help us continue to grow in the next five years.

WHAT DO YOU DO OUTSIDE OF THE PARTNERSHIP?

I'm an adjunct professor of public relations at Simpson College. I'm also president of Happy Birth Day. I quilt. I like to run. I'm an avid reader. I'm an expert Lego builder and blanket fort creator. I'm active in Public Relations Society of America. ■

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COVER STORY

CONNECTING SERVICE-BASED LEARNING WITH RURAL IOWA BUSINESSES' NEEDS



ALANAH MITCHELL

Drake professor documents results of student projects that bring basic web presence to small-town businesses

BY JOE GARDYASZ

UNIVERSITY: Drake University

RESEARCHER: Alanah Mitchell, associate professor of information systems

STATUS: Published on July 31, 2018, in the Journal of the Midwest Association for Information Systems

RESEARCH OVERVIEW:

Small-scale retail and service business owners, particularly in rural communities, don't have the knowledge, skills, time or money to develop an online presence for their businesses. However, they increasingly realize that they need a web presence to attract customers. Additionally, research suggests that college students can benefit from participating in projects that provide real-world experience. Alanah Mitchell, an associate professor of information systems at Drake University, conducted the study, "Small Business Website Development: Enhancing the Student Experience Through Community-Based Service Learning," to present her findings about lessons from a student partnership with small businesses from a rural community in Iowa.

THE METHOD:

Sixty-six Drake students in the information systems program were partnered in small groups of four to five each with 15 small businesses in the town of Manning, Iowa. A community leader helped to identify the businesses interested in participating in the project, which included a broad array of different retail and service businesses, from repair shops and a bowling alley to a pharmacy and a child care provider. The goal of the businesses was to develop an online presence to include locations, hours, services, contact and other general information.

"The impact on student learning — to be able to produce deliverables and work with a real client — enabled the students not only to use their technical skills," Mitchell said. "They also acquired the advanced skills of working with a client as well as working with a team. I think it was very successful from that standpoint. For the businesses, they were able to, in a very inexpensive way, have someone develop a website presence for them, to be online for the first time."

The project, which began in midsemester and accounted for 20% of the grade, was a requirement for the researcher's Website Technologies course. Once the project was underway, the students were required to produce three deliverables: a client interview; initial website implementation; and a final revised website, revision documentation and maintenance instructions.

RESULTS:

Following the project, both the students and the small business owners were surveyed about their satisfaction with the course project. Among the 15 businesses, this was their first online presence for each of them, and 90 percent of the businesses reported that the students were able to successfully meet their needs. Mitchell noted that although 10 of the students perceived that they were not able to meet the needs of their client, there was only one business owner who was unhappy with the results. Because the project provided the business owners with a better understanding of their website development needs, it provided them helpful information if they wanted to expand their website in the future.

CONCLUSION:

The research "provides clear evidence of the viability of using community-based service learning to encourage both student learning as well as addressing the needs of small business web development," Mitchell wrote. In terms of practical applications, this work can serve as an option for small business owners looking for website development skills and assistance. Additionally, the research results provide a guide for faculty looking to identify businesses or communities that could benefit from assistance with their online presence.

"This research study was the first time I've done this as a project," Mitchell said. "Since then we've been able to replicate that success a couple more times."

Drake professors have access to potential projects through the university's Office of Community Engaged Learning and Service, she said. "I'm able to find a lot of collaborations from that group. Drake students are so impressive, it's a joy to be able to do projects like this with them out of the classroom." ■

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Development of the **Johnston Town Center** begins this year with the design of multiple phases of a new dining, shopping and entertainment district at the intersection of Merle Hay Road and 62nd Avenue in Johnston.

The project's first building is planned to break ground in 2019 with the remainder of the town center – including outdoor amenities and street redevelopment – beginning to emerge in 2020.

For more information, visit GrowJohnston.com/town-center.



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CONFLUENCE



VIRTUAL GROUPS ARE A PARADOX — SO HERE'S HOW TO LEAD THEM

New leadership model emphasizes balance and synergy in handling remote teams

BY JOE GARDYASZ



UNIVERSITY: Drake University

RESEARCHERS: Radostina Purvanova, associate professor of leadership and management, Drake University; Renata Kenda, lecturer, Tilburg University

STATUS: Published in *Group and Organization Management*, 2018 Vol. 43(5) 752–786

RESEARCH OVERVIEW:

The study “Paradoxical Virtual Leadership: Reconsidering Virtuality Through a Paradox Lens” examines how leaders can find synergies among the various challenges and opportunities their virtual teams face.

“Specifically, our perspective suggests that virtual leaders should blend various, and even contradictory, leadership skills and behaviors, to address virtuality’s competing and paradoxical demands,” the researchers wrote.

The ideas of balance and synergy that are advanced by the model stand in contrast with traditional leadership models such as transformational, relational, inspirational and others, which advocate for an increased emphasis on such leadership functions in a virtual context.

“Our central argument is that effective virtual leaders build bridges between opposing forces by adopting a synergistic style,” according to the research summary.

The research explains three sequential steps that culminate in the development of that style: recognizing virtuality as a paradox; integrating paradoxical tensions into synergistic solutions; and blending varied, even opposing, behaviors to synergize competing demands.

THE METHOD:

The qualitative study is the product of a massive literature search that examined about 800 articles and case studies on the topic of virtual teams and virtual team leadership. “We collected published case studies from virtual teams that they have shared with either researchers or within their companies,” Radostina Purvanova said.

From there the two researchers — working as a virtual team, incidentally, with Purvanova in Des Moines and Kenda in the Netherlands — proposed a new model of virtual leadership: synergistic leadership.

The researchers also conducted a follow-up quantitative study, which has not yet been published, that deals primarily with the benefits and disadvantages of virtual teams. Using a technique called meta-analysis, they examined the aggregate results of about 180 studies. “We wanted to get a truer picture of the relationship between virtuality and team outcomes,” Purvanova said.

RESULTS:

The study identifies three key types of paradoxical relationships: technology dependence, geographic dispersion and human capital, each of which produce different tensions for teams and their leaders.

“When you think about virtuality, we need to rely on technology, but that represents a paradox,” said Purvanova, who has researched virtual teams for the past 18 years. “The good thing about technology is that it allows us to connect over large distances, and much faster, with greater tools. But it also increases the amount of information needed to be processed, so that people become overwhelmed.”

Another paradox the research found revolves around the human capital element — and the fact that companies tend to assign their best and brightest to virtual teams. Because they are all “stars,” it becomes harder to come together as a team. Those team members also tend to be more task-oriented and not as much people-oriented, which over the longer term creates a human capital paradox if good working relationships aren’t formed.

CONCLUSION:

Practically, the model suggests several applications. First, it suggests that organizations should select individuals for virtual leader assignments who are more likely to develop a synergistic leadership style. Second, organizations should train virtual leaders to reframe their assumptions about virtuality, seeing virtuality as a force to be harnessed, not feared. Finally, organizations should also instill a paradoxical view of virtuality in virtual team members, not just in virtual leaders, either through selection or through training.

The results of their subsequent quantitative study were consistent with the theories developed in the qualitative research, and provide a blueprint for organizations to use, Purvanova said.

“Overall, virtual teams can be more productive and more efficient in how they develop products, and with higher quality, she said. “We think the tensions positively impact productivity [with virtual teams having] access to more tools, more computing power, higher-skilled team members, relative to in-person teams.

“However, consistent with our theory, team cohesion — the ability to build relationships with each other — kind of goes away when you think about a virtual team. It’s much more task-driven than relationship-driven.” ■

RESOURCES: <https://bit.ly/2LlZZr4>

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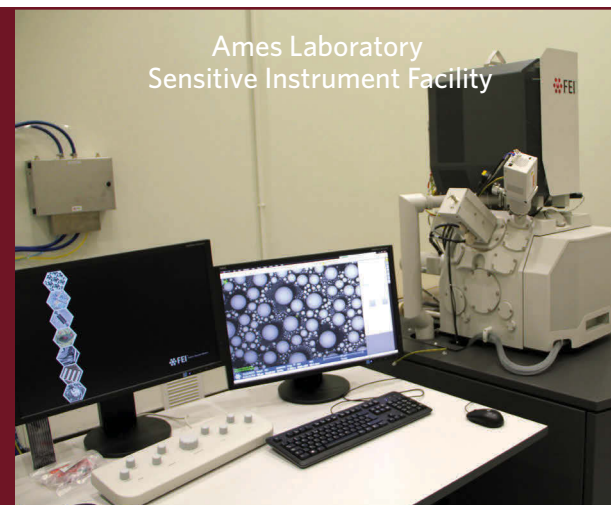


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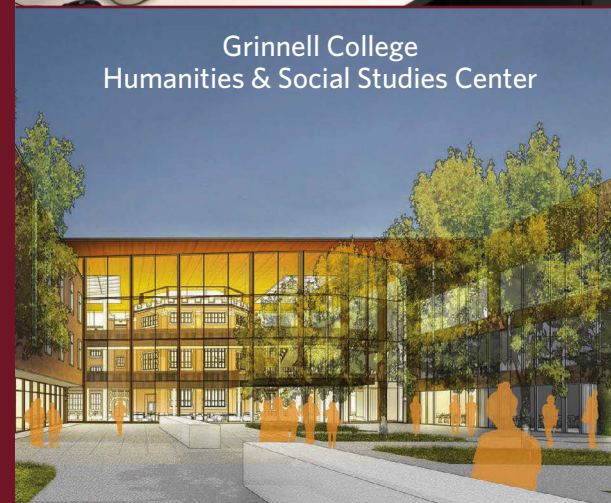
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COVER STORY

A CREATIVE APPROACH TO GENETICS AND MENTAL HEALTH

UI researchers peek into the links between mental health and creative thinking

BY KATE HAYDEN

UNIVERSITY: University of Iowa

RESEARCHER: Jacob Michaelson, Ph.D., division director, computational and molecular psychiatry associate professor, jacob-michaelson@uiowa.edu

STATUS: In progress



JACOB MICHAELSON

RESEARCH OVERVIEW:

Popular culture aside, is there actually a genetic link between mental illness and creativity? Researchers at the University of Iowa are diving in after a previous study hinted at genetic markers of language ability in children.

"We were conducting a study where we were looking at the genetic contributors to language ability in school-aged children. So we have a big sample of kids that are sort of all over the map in terms of their language ability ... and we're trying to understand how genetics play a role in determining whether or not you're really good at language, or you're not so great at language," Jacob Michaelson said.

Michaelson's team found that they were able to identify sets of genes that change an individual's language ability. Wanting to see how their conclusion works on data someone else had collected, the researchers compared genetic variations they identified to variations related to bipolar disorder.

"Surprisingly, one of the things that we found is that in bipolar cases, people who are diagnosed with bipolar disorder, they had significantly more changes in genes that we predicted to actually be beneficial to language," Michaelson said.

Of course, this does not mean that everyone diagnosed with bipolar is a poet, or that writers have an increased risk of bipolar disorder, he added. "It's just that, on average, if you take a big group, you would see that there is a tendency toward this from a genetic standpoint. ... We're in the mode right now where we're trying to gather a lot of additional data to either support this idea or to refute it."

THE METHOD:

The current study is open to anyone over the age of 18. Researchers originally targeted adults with a family history of bipolar disorder, and then broadly expanded the scope to anyone who attended grade school in Iowa after 1980, regardless of family history. Participants also consent to researchers accessing the results of their standardized testing from schools.

Participants report any history of mental illnesses, including bipolar disorder, depression, autism, eating disorders or schizophrenia in their immediate biological family -- grandparents, parents, siblings and children. Researchers then compare the participants' self-reported familiarity or affinity with subjects like language, art, music and STEM (science, technology, engineering and mathematics), standardized testing records, and family his-

tory regarding different types of mental illness.

"The two main comparisons we're interested in seeing is whether we can predict how [a person] will respond to their preference, in terms of consumption, but also in creation of these different areas, and if a family history of a specific kind of mental illness makes a difference in how they describe themselves," Michaelson said.

RESULTS:

Individuals responding so far who don't report family history of the conditions targeted by researchers tend to report they are more technically inclined, Michaelson said, with a preference for more data-driven activities or endeavors. Conversely, respondents who are willing to report mental illness history in the family have reported more of an interest in artistic subjects.

So far, more than 2,500 participants have responded, and the survey will remain open "for the foreseeable future," Michaelson said. Researchers hope to ultimately have about 5,000 survey responses.

"It's not going to be the definitive study. I hope this [research] continues, because it's fascinating and high-impact," Michaelson said.

CONCLUSION:

The next logical step in a future study would be collecting saliva samples from volunteers who have consented to be contacted again, to identify gene variations between participants, Michaelson said.

"If our analysis in any way can reduce the stigma, I consider that a good thing," he said. "Mental illness is a big issue. ... Hopefully [the results] can inform treatments that help people without hampering any natural gifts.

"Some of these people who have contributed amazing things to our culture and our society, they were the only people who could have done it. A person who didn't have those liabilities probably could not have done it." ■

RESOURCES:

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NOSING THROUGH LINKS BETWEEN SINUS SHAPE AND CLIMATE

Lauren Butaric makes strides on a decades-old research gap

BY KATE HAYDEN

UNIVERSITY: Des Moines University

RESEARCHER: Lauren Butaric, Ph.D., assistant professor of anatomy in the Master of Science in Anatomy and Doctor of Osteopathic Medicine programs, lauren.butaric@dmu.edu

STATUS: In progress



LAUREN BUTARIC

RESEARCH OVERVIEW:

Lauren Butaric's research examines the connection between how geographic climate influenced the development of the nasal cavity and maxillary sinus, located deep in the face, in individuals from across the world. In the future, that link between cavity shape and climatic pressure (such as temperature or humidity) may influence how respiratory diseases are studied.

"My research looks into craniofacial variation, which is a fancy way of saying I look at people's skulls," Butaric said.

As she studied for her master's degree in anthropology at Florida Atlantic University, Butaric noticed that published papers examining the nasal cavity and the impact of climate most often cited a 1977 study as the "definitive answer for nasal-sinus form and function," she said.

"I noticed the authors actually said they didn't have a definitive answer and that more testing needed to be done -- but nobody had actually done that research, and it had been decades," Butaric said.

In 2005, she began the research herself.

THE METHOD:

Butaric used computed tomography (CT) scans to create 3D volumes of the nasal cavity and maxillary sinuses, then compared them among individuals from diverse geographic regions.

CT scanning allowed her to visually assess the interiors of skulls from museums and local hospitals, including a recent trip to the Smithsonian National Museum of Natural History to collect samples in April. Once they are scanned, Butaric creates digital models, notes "landmark" features in the nasal cavity and sinuses, and assigns geographic coordinates of the sample's origin.

"I can then compare these landmark positions among individuals from geographic locations to see how populations vary in regard to the size and shape of their nasal cavity and sinuses," Butaric said. "I have done this for hundreds of individuals, and am continuing to do so."

RESULTS:

The study has shown how many questions still remain in the links between climate and nasal cavity shapes. Most of her samples are the fully formed skulls of adults.

"Children are the individuals most susceptible to respiratory damage and are in danger of dying from respiratory infections. Thus, we need to determine when the functionally relevant nasal shape appears during growth and development," Butaric said. "Further, we know that biological males and females have different respiratory needs ... but we don't know how those male versus female needs vary in different environments."

"It was a very simple study, but it actually showed that the relationship of these structures was a lot more complicated than everyone had been saying," she added.

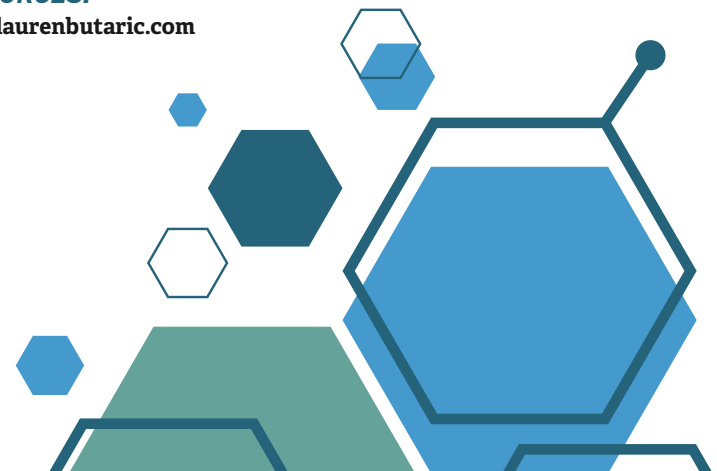
CONCLUSION:

Butaric is planning to expand her research with an anatomy professor and aerospace engineer at the University of North Texas, where researchers will model airflow in different nasal cavities. That will allow them to test climate parameters, including temperature and humidity.

"I am still struck by the idea of multiple researchers citing a study as a 'definitive answer' over a decade without realizing that the study actually said they couldn't answer a specific question and more testing need to be done," Butaric said. ■

RESOURCES:

www.laurenbutaric.com



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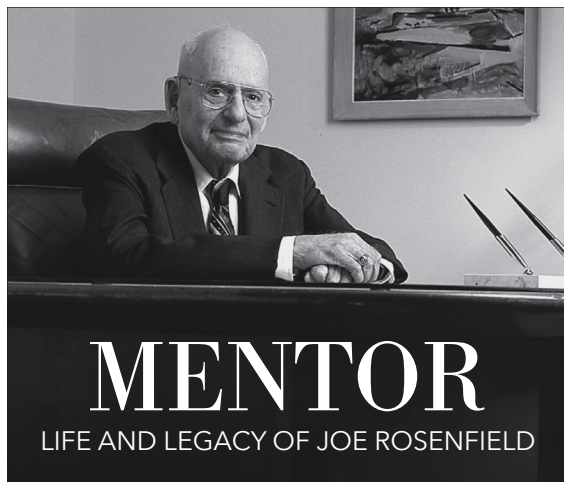
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SEXUAL ORIENTATION LENDING BIAS?

Study finds same-sex couples get turned down more for mortgages

BY PERRY BEEMAN

UNIVERSITY: Iowa State University

RESEARCHERS: Hua Sun, Lei Gao

STATUS: Completed, published

RESEARCH OVERVIEW:

Iowa State University researchers led by finance professors Hua Sun and Lei Gao discovered that same-sex couples often were more likely to be denied mortgages than heterosexual couples. Same-sex couples also paid marginally more in fees when they did win credit approval. "Lenders can justify higher fees if there is greater risk," Gao said. "We found nothing to indicate that's the case. In fact, our findings weakly suggest same-sex borrowers may perform better."

THE METHOD:

The researchers analyzed national mortgage data from 1990 through 2015. They also examined a smaller dataset of applicants' work history and creditworthiness.

To check whether the percentage of LGBT people in a neighborhood affected mortgage approval rates, Sun and Gao reviewed county-level percentages of same-sex applicants, by year.

Sun and Gao used data from the Home Mortgage Disclosure Act, the Federal Reserve Bank of Boston and Fannie Mae Loan Performance to check whether perceived sexual orientation affected how mortgage applications were handled. They controlled for income, variations in lenders' underwriting standards and property type.

Co-applicants with the same gender were identified as same-sex couples for the study. The researchers used Gallup and Census Bureau data of geographic distributions of LGBT adults to check the validity of their sample.

RESULTS:

The researchers found the approval rate for same-sex couples was 3% to 8% lower than those of heterosexual couples. Data from one of the analyses suggested same-sex applicants were 73 percent more likely to be denied.

The same-sex couples who won loan approval paid less than 0.5% more in fees annually. However, that meant a combined \$86 million in fees nationally, researchers noted.

The researchers found no evidence that same-sex couples had a higher default risk. They did, however, find that in neighborhoods with more same-sex couples, all couples appeared to have more trouble getting loans approved. That warrants more investigation, they added.

"As far as I know, our study is the first that documents disparate lending practice to same-sex borrowers," Sun said in an interview. "Another significance of our study is that we hope our findings will help with pushing an initiative to suggest lawmakers add

sexual orientation explicitly as a protection class in the current fair-lending acts."

The study was published in the Proceedings of the National Academy of Sciences in April <http://bit.ly/2GSiHSQ>.

CONCLUSION:

Sun and Gao said no one has to disclose their sexual orientation to apply for a mortgage, but the perception is just as damaging when it comes to discrimination, they added.

The Fair Housing and Equal Credit Opportunity acts prohibit discrimination based on a borrower's race, gender, marital status or religion. Neither mentions sexual orientation specifically.

The researchers suggest that means a change in the laws is needed to ensure lenders are ignoring sexual orientation, just as they would skin color or gender, as they are considering economic factors behind mortgage decisions.

"Policymakers need to guarantee same-sex couples have equal access to credit," Sun said in a statement. "Using our framework, credit monitoring agencies also can take steps to investigate unfair lending practices."

Said Gao: "Our research suggests that the business community should probably pay more attention to make fair credits available to everybody in the community. Lending decisions are supposed to be based on borrowers' economics characteristics, not gender orientation, skin color, or other irrelevant factors. The findings suggest that it might be meaningful for the lawmakers to add a protected class here. Our research relies on public available data, and the findings call for a full-scale investigation when the banks and regulators have more data available." ■

RESOURCES:

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

Fair Housing Act: bit.ly/2Wba9vE

Equal Credit Opportunity Act: bit.ly/2V9W5Gf



HUA SUN



LEI GAO

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The Greater Des Moines Leadership Institute's Community Leadership Program raises community awareness and builds leadership skills, equipping participants to drive change in our region. Class members honed their skills and impacted the community through the following projects:

- **Community Youth Concepts** - Developed a toolkit including marketing, legal, and construction services to bolster the long-term sustainability of the new CYC ropes course.
- **Eat Greater Des Moines** - Developed a turn-key solution to engage new food rescue recipients in a streamlined onboarding process, which will enable Eat Greater Des Moines to expand their reach.
- **Greater Des Moines Habitat for Humanity** - Revamped Tool Lending Library, which provides residents with the tools they need to put sweat equity into their homes and improve their neighborhoods.
- **NAMI Greater Des Moines** - Developed an education and engagement strategy to advance NAMI's goal of changing the workplace conversation and approach to mental health.
- **YMCA Supportive Housing Campus** - Created a graduate program that gives residents an opportunity to take the next step toward self-sufficiency by moving off campus with continued support.

Activate Community Leadership Program Showcase

May 14, 5–8 p.m.

Leadership Institute Honors (includes

CLP Class of 2019 commencement)

May 15, 11 a.m. – 1 p.m.

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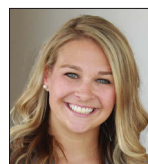
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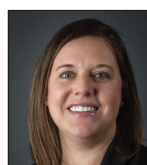
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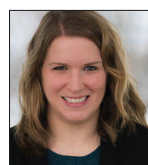
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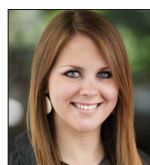
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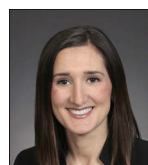
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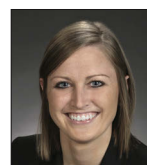
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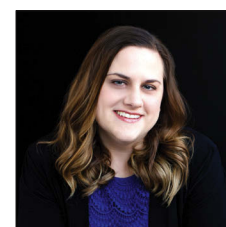
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EVENT PREVIEW

POWER BREAKFAST

The Talent War II

EVENT INFO

When:

Wednesday, May 15, 2019

Time:7 to 7:30 a.m. networking;
7:30 to 9 a.m. program**Place:**Embassy Club -
Ruan Center (34th Floor)**Registration:**SOLD OUT Join waitlist at
[www.businessrecord.com/
events](http://www.businessrecord.com/events)

Everybody is feeling the effects of the ongoing war for talent. With unemployment in Greater Des Moines barely above 2%, competition for top talent is overheating across all skill levels of jobs, organizations are searching for new sources of employees, companies and cities are voluntarily increasing minimum wages, and salaries are on the rise. But if you think the war for talent now is fierce, you won't want to see the next five years, because some data shows it's likely going to get more competitive. Last fall, national data expert James Chung, president of Reach Advisors, shared data showing that the growth of the young adult population (age 30-44), which has fueled Des Moines' workforce, will slow and the growth rate of that key segment will drop by half by 2025. This will lead Des Moines into an increasing battle with top markets like Austin and Nashville for a

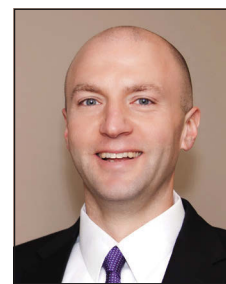
smaller pool of top midcareer talent. Many efforts are underway to broaden our employment base and tackle this issue, but you have a business to run and a workforce to grow. On May 15, our panel of experts will take a look to the future, help you best understand how the employment market is going to change, and provide practical advice on how your business can compete to attract and retain a workforce with which your business can feel confident about going to battle in this tight labor market. To preview the event, we asked our panelists to respond to one question: What is the most important thing business leaders should know about the future of the employment market?

WE ASKED: "WHAT IS THE MOST IMPORTANT THING BUSINESS LEADERS SHOULD KNOW ABOUT THE FUTURE OF THE EMPLOYMENT MARKET?"**MATT MCDONALD | DIRECTOR OF TALENT ACQUISITION, WORKIVA**

I often remind leadership of this point: "Engaged leaders get the top talent. Unengaged leaders get the rest." It is rare that top talent will come to work for you just because of your company name. They want to work for a leader and company that will value them and provide opportunities for growth. Leaders that engage in the hiring process and share with the top candidates how they will be valued and what experience they will get at their company are the ones that are consistently able to hire top talent. The challenge of hiring top talent is not going away anytime soon. Leadership engagement can be a differentiator for your company.

**MARY BONTRAGER | EXECUTIVE VP OF TALENT DEVELOPMENT, GREATER DES MOINES PARTNERSHIP**

In a thriving economic environment combined with a historically low unemployment rate, we must ensure that all Greater Des Moines working-age adults are prepared for and able to connect to job opportunities that meet employer demand and allow individuals to thrive. Where we have demographic sectors with higher un- or under-employment, we must work collaboratively to provide them the skills and competencies required for jobs of today and the future and ensure hiring practices that welcome them into our places of work. The world of work for all is rapidly changing. Automation and AI will affect, in varying degrees, all jobs across every industry sector. We must embrace the power of transformative technology and invest equally in preparing our future talent pool and re-skilling our existing workers. It is also important that we continue to attract talent from across the country and world.

DAVID LETO | PRESIDENT, PALMER GROUP

People will still matter! Regardless of how much research we do or opinions we listen to about the impact of artificial intelligence, robotics and technology in general, no one truly knows what the employment market will look like in the years to come. The only constant is that change does and will continue to happen. As our world evolves with technology impacting nearly every

industry, companies will still need individuals with excellent "soft skills." While automation will likely change what hard skills and experience we must hire, those who are able to effectively communicate, who can get in the community to promote their business, who will follow the values and principles of their organization, and who can truly lead others will always be in high demand. While there is not much doubt that more advanced technology is coming, the companies who are willing to train and invest in all their people, especially those who can communicate and get others to believe in their product(s), will win the day. Soft skills are as important today as they have ever been, and I firmly believe that will be true well into tomorrow regardless of where technology takes us.



**BETH TOWNSEND | DIRECTOR,
IOWA WORKFORCE DEVELOPMENT**

Now more than ever, employers have to participate in developing the skilled workforce they need, whether that's up-skilling current employees, providing tuition assistance or creating registered apprenticeship programs. With unemployment at historically low levels, it is imperative employers participate. The Future Ready Iowa Act provides a number of different ways to assist employers in doing this, including the Future Ready Iowa Last Dollar Scholarship and Grant programs and the Iowa Employer Innovation Fund. The Iowa Employer Innovation Fund is designed to encourage employers, community leaders and others to create public/private partnerships to develop their local talent pipeline. Local investment will be matched by state dollars to the extent available to provide things such as wrap-around support, such as funding for books, transportation or child care for Last-Dollar Scholarship recipients, or paying for short-term certificate programs that may not be eligible for the Last-Dollar Scholarship but are needed in the local area.



**JULIA GARLICK | ASSISTANT PROFESSOR OF ECONOMICS,
UNIVERSITY OF IOWA**

One important thing for employers to bear in mind is that technology is rapidly transforming many traditional workplace requirements. This can potentially allow employers to offer workers a different set of job characteristics. For instance, Workers put a lot of value on flexibility - flexible hours of work, or the ability to telecommute. Technology is making it increasingly easy to accommodate these preferences, so employers should aim for a broad perspective on how technology can affect the structure of their workplace.

TOM MAHONEY | CHAIRMAN AND CEO, ITA GROUP



All success comes with and through people. Connect their passion to your mission and what gets accomplished will be amazing! It's time for leaders to rethink how they approach talent acquisition, development and retention. Acquiring talent is the first step in building for organizational success. Developing and keeping your workforce fully engaged is what will drive sustainable, profitable growth. Culture and organizational identity is what drives the spirit and emotional connections of the workforce.

This requires leaders to focus beyond compensation, benefits and employee programs. Today's worker is looking for a job and role within an organization that gives their vocation meaning and purpose. They need to understand how their role connects to the organization's mission, and it must align to their personal and professional passions. Culture speaks to how the organization treats the team and respects diversity of people, thoughts and ideas. In a rapidly changing business environment, alignment and engagement of the workforce is critical to achieving the desired outcomes.

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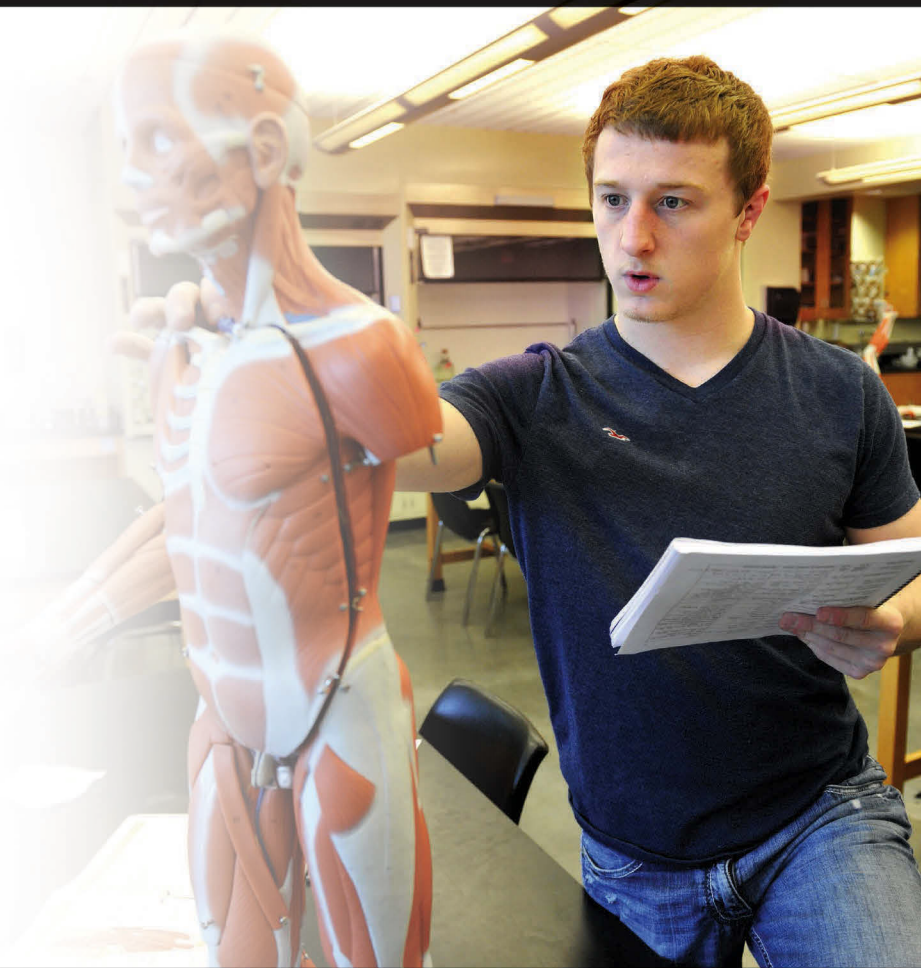
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BREAKFAST SERIES

THE TALENT WAR II

How your business can recruit, retain and prepare for the future employment market

Everybody is feeling the effects of the ongoing war for talent. With unemployment in Greater Des Moines barely above 2%, competition for top talent is overheating across all skill levels of jobs, organizations are searching for new sources of employees, companies and cities are voluntarily increasing minimum wages, and salaries are on the rise. But if you think the war for talent now is fierce, you won't want to see the next five years, because some data shows it's likely going to get more competitive. Last fall, national data expert James Chung, president of Reach Advisors, shared data showing that the growth of the young adult population (age 30-44), which has fueled Des Moines' workforce, will slow and the growth rate of that key segment will drop by half by 2025. This will lead Des Moines into an increasing battle with top markets like Austin and Nashville for a smaller pool of top midcareer talent. Many efforts are underway to broaden our employment base and tackle this issue, but you have a business to run and a workforce to grow. Our panel of experts will take a look to the future, help you best understand how the employment market is going to change, and provide practical advice on how your business can compete to attract and retain a workforce that your business can feel confident about going to battle in this tight labor market.

WE'LL DISCUSS QUESTIONS SUCH AS:

- What does the future of our labor market look like?
- How are companies recruiting in this environment?
- What are the key retention strategies as the labor force adjusts to new market conditions?
- How will population trends affect the pressure being felt by businesses?
- What are some unique labor pools you can tap into for your workforce?
- Long term, what should your business and the community doing?
- What efforts are currently underway or should be undertaken to improve our labor market?

PANELISTS



MARY BONTRAGER
Executive VP of Talent Development, Greater Des Moines Partnership



JULIA GARLICK
Assistant professor of economics, University of Iowa



DAVID LETO
President, Palmer Group



TOM MAHONEY
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LAW AND BUSINESS:

*How the judicial system is vital to how
Iowa companies operate*

Steven Bradford, senior vice president, HNI Corporation



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The Iowa Association of Business and Industry (ABI) is the voice of Iowa business. It is Iowa's oldest and largest business network, representing 1,500 businesses that employ more than 333,000 Iowans. ABI benefits members by advocating on their behalf at the statehouse, connecting them with decision-makers to share ideas and services, offering solutions and best practices for issues that affect their businesses and developing our state's business and civic leaders.

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Business Record® (USPS 154-740, ISSN 1068-6681) is published by Business Publications Corporation Inc., The Depot at Fourth, 100-4th Street, Des Moines, Iowa 50309, (515) 288-3336. Contents © 2019 Business Record. Published weekly. Annual subscriptions \$69.95. Single copy price is \$1.75. Copies of past issues, as available, may be purchased for \$4.50 each. Periodicals Postage Paid at Des Moines, Iowa. POSTMASTER: Send address changes to Business Publications, The Depot at Fourth, 100-4th Street, Des Moines, Iowa 50309.

A CUSTOM PUBLICATION FOR ABI

A VIEW FROM THE TOP



David Bywater

*ABI Chair
Bankers Advertising/
Tru Art
Iowa City*

ABI Conference: The Best Investment You Can Make in Your Business

You have read before that taken collectively, ABI members and their employees pay more taxes, buy more goods and services, and donate more time and money to Iowa causes than any other single entity in the state. In our case, I am proud of the employees of Bankers Advertising/Tru Art and all they do for our community of Iowa City (and they have been doing it for generations). It is that way with ABI members all over Iowa. They are involved in their community and their state. And that is as it should be.

You will hear much more about what ABI businesses and their employees do for Iowa in less than a month. That is when hundreds of ABI members from across the state and beyond will converge on Ames for the association's 116th annual convention. The 2019 Taking Care of Business Conference will be held June 4-6, and you simply won't believe the incredible program in store for you.

At the conference you will find not one, but several internationally known speakers. You will see fabulous, first-class meeting and event venues. You will dine at terrific restaurants, play golf at one of the state's finest private clubs and experience terrific Ames hospitality. Best of all, you will interact and network with Iowa's top business people. You do NOT want to miss this conference. There is no better investment you can make in your business than to attend this event. Register now at www.ABITakingCareOfBusiness.com.

In the meantime, I hope you enjoy this edition of Business Record Iowa. The feature story this month is about how business can have its voice heard in the legal process. Thank you for your support for ABI. ■

EXPERT ADVICE

In Litigation, Control What You Can

In my experience as a commercial litigator, litigation tends to be a necessary (and often involuntary) evil. It is expensive and stressful, but there are parts you can control to make the process less painful. For example, in some situations you can select the forum (i.e., the court, board, tribunal, etc.) that hears the case. When selecting a forum, you should look for the forum most qualified to hear your case. Specialty courts and arbitration panels were created to provide qualified forums in which to try a case. In Iowa, we are fortunate to have the relatively new Iowa Business Specialty Court (the IBSC).

The ISBC has three district court judges located across Iowa who have experience with complex commercial litigation as attorneys and judges. Each ISBC case is specially assigned to one of those judges. Any party to an Iowa district court case can transfer its case to the ISBC if the case meets the ISBC eligibility requirements (generally \$200,000 or more in controversy involving a business-related legal

issue). The ISBC judge assigned to the case travels to the county where the case is pending, making the process geographically convenient. Another benefit of the ISBC is a mandatory court-sponsored settlement conference, which requires the parties to engage in a settlement conference with another ISBC judge not assigned to the case. More often than not, this settlement conference resolves the case.

So far, experiences with the ISBC have been very positive. My clients and I have been pleased with the ISBC judges' hands-on attention to our cases and the timely, well-reasoned opinions on complicated legal issues.

So, the next time your company is involved in Iowa district court litigation qualifying for the ISBC, take control and consider transferring the case to the ISBC.

More details about the ISBC can be found on the Iowa Judicial Branch website at: <https://www.iowacourts.gov/iowa-courts/district-court/iowa-business-specialty-court/>. ■



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EVENT REWIND

Leadership Iowa

March 7-8 | Cedar Rapids April 4-5 | Cedar Falls/Waterloo

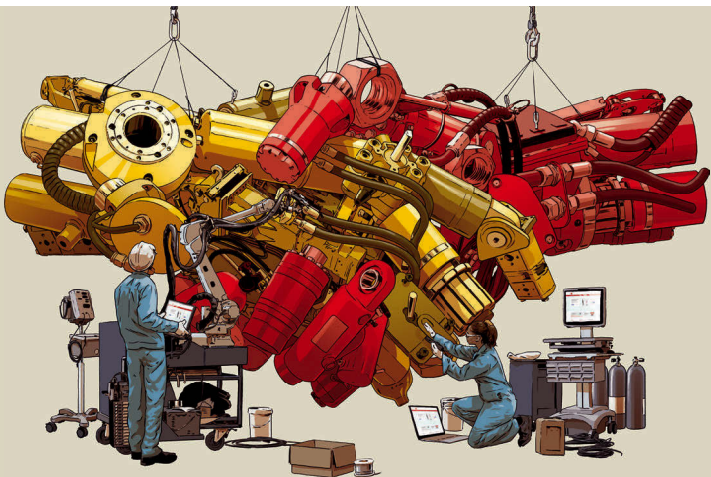
The Leadership Iowa class of 2018-19 continues with two more sessions under their belts, over halfway through the program. In March, the group visited Cedar Rapids to learn more about the city's public safety preparation and response systems, specifically regarding the 500-year flood of 2008 and continued high water threats. In April, they explored education in the Cedar Valley by hearing from elementary and high school students firsthand in cutting-edge programs as the Leadership Iowa class members became better informed on the challenges, opportunities and initiatives of schools and colleges taking place within the state. ■



Left: Waterloo Mayor Quentin Hart (L) and Cedar Falls Mayor Jim Brown (R); Right: Cedar Rapids Mayor Brad Hart



Left: Orange Elementary's 'Leader in Me' program; Right: Mount Trashmore overlook at 948 feet peak in Cedar Rapids, Iowa



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Steven Bradford, senior vice president, HNI Corporation

LAW AND BUSINESS:

How the judicial system is vital to how Iowa companies operate

Business and the legal system are intricately intertwined.

Judicial rulings can often have a profound effect on how businesses operate. And the speed at which courts operate is important in resolving disputes in a cost-effective manner, an obvious priority for companies.

"The judicial system is critically important to business success," said Steven Bradford, senior vice president with HNI Corp. in Muscatine. "Having a fair and efficient legal system provides a stable climate in which business can flourish."

But the legal system can sometimes be challenging for businesses to effectively maneuver. How can all businesses in Iowa have their voices heard? And what's the importance of leveraging Iowa's court system? Luckily for businesses around the state, Iowa's legal system is largely robust, Bradford said.

"If you have to be in court, Iowa is a good place to be" he said. "Businesses want to be treated fairly, and I think Iowa benefits from having a well-run judicial system."

Rulings have broad effects for business

The judicial system is sometimes associated with inconsequential person-to-person or business-to-business disputes, but in the case of the Iowa Supreme Court — the state's highest legal stage — those rulings can mean much more.



A CUSTOM PUBLICATION FOR ABI

Ryan Koopmans, a lawyer with Belin McCormick in Des Moines, specializes in cases at the Iowa Supreme Court level involving antitrust, constitutional law and more. Koopmans worked as a clerk for a judge on the 8th Circuit Court of Appeals, a federal court that covers much of middle America, including Iowa, Minnesota, South Dakota and more. He then served a stint as Gov. Kim Reynolds' chief of staff from 2017 to 2019 before joining his current law firm.

He has seen firsthand how the government operates and how judges come to decisions.

Cases that reach the Iowa Supreme Court often have sweeping effects. The cases may be between two businesses, or involve individuals or a government entity, but depending on the subject, a case could affect regulation and how businesses operate.

"From my perspective, it's about public policymaking," Koopmans said. "Businesses need to start thinking of courts as public policymakers and figure out how to engage them. When we think about shaping public policy, we usually think about the Legislature, the governor, but it's important to understand the court's role, too."

Oftentimes, case law sets precedent for how laws apply to certain situations. Some of the more recent examples have concerned employment law, including rules for at-will versus contract employees. In June 2018, the Iowa Supreme Court ruled for the first time that employees with employment contracts could sue for wrongful termination. Another case

ruled that the 2017 collective bargaining laws passed by the state unconstitutionally favored certain workers.

These rulings could have tremendous effects on certain businesses, which is why it's all the more important that companies are aware of cases moving through the legal system and make their voices heard.

Keeping up with regulations and operating a business is "a balancing act for sure," Bradford said. "My experience has been that most businesses want to make sure they don't get in trouble with the law. They want to make sure they are doing the right thing, compliance-wise. You're always thinking about the next thing that's going to happen because no business is static."

One of the best ways for businesses to voice their opinion or perspective on a potentially sweeping court case is through an amicus curiae brief. An amicus brief, as it's more commonly known, allows an entity who is not a party to a case to submit their views on a case that could have wide-ranging implications.

The reason for these briefs is to give judges, who may not have the historical or broader background to understand the complexity of an issue, more perspectives to consider. That's important, considering that the parties in the case are primarily concerned about winning or losing, not the broader implications, Koopmans said.

"In some cases, we can clearly see in the opinion that an amicus brief has had an effect on the case, or at least the legal



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ruling on the case,” Koopmans said. “And I think we’ve seen amicus briefings become more prevalent in Iowa because people are understanding that public policy is made in the court and not just in the Legislature.

“Businesses need to understand that if they want to affect this ruling, they have to give their opinions to the court.”

New business court helpful for companies

A relatively new addition to the Iowa judicial system is the Business Specialty Court.

In 2013, the business court was started with the idea of having a specific, responsive system for business disputes. Judges appointed to the court have a background in commercial litigation and law, allowing quicker rulings and more consistency.

The business court system is based in part on Delaware’s Court of Chancery, a specialized court that has been hearing business cases for more than 200 years. Delaware’s business climate is notably robust, with more than 1 million businesses registered in the state — that outnumbers Delaware’s population of almost 970,000. The businesses incorporated in Delaware equate to more than 50% of the country’s publicly traded companies and more than 60% of Fortune 500 companies.

Delaware has many different policies that make it an ideal place to incorporate, but the Court of Chancery has a reputation for handling business cases quickly and efficiently.

Iowa’s Business Specialty Court was originally enacted on a trial basis. Both parties had to agree to move the case to the special circuit. But on Jan. 15, the court implemented an option for one party to motion to move a case to the business court. For that reason, we could see more trials move into the business court in the future.

One of the biggest benefits of the Business Specialty Court is its goal to help businesses dispute a legal matter in a cost-effective manner. Going to court is a pricey process, especially when it comes to document discovery and presentation.

“These judges are more familiar in getting those cases teed up to go to trial, and they are more familiar with complicated discovery issues,” said Koopmans, who noted he hasn’t had a case go to the business court yet but is familiar with its processes. “It’s something that drives businesses crazy in the age of electronic discovery. Every email is saved and you have to review thousands of pages of documents.

“It’s very expensive, so anything a judge can do and manage the project better is really important to businesses as they try and keep the costs down.”

Associations give businesses a voice

Small businesses can sometimes find themselves at a disadvantage when it comes to the legal process. Many times, small companies don’t have access to quality inside or outside

legal counsel. Other times, they may not have the budget size of larger businesses around the state.

The bigger the numbers, the easier it is to be heard.

Trade or industry associations provide those numbers. These organizations include the Iowa Association of Business and Industry — the largest business association in the state — local chambers of commerce or industry-specific organizations, all of which have helped or actually taken action via the judicial system on behalf of their members.

Associations can provide a valuable resource for small businesses looking for better representation, whether in the judicial process or at the state Capitol in regards to unfair bills and regulations.

“It’s important simply because you give more power for the more people you’re representing,” said Bill Brown, an attorney specializing in a wide variety of business issues at the BrownWinick Law Firm in Des Moines. “One of the benefits of an association is you get a broad range of companies. It’s not just a cost savings, because you are spreading the cost among different members, but it’s the breadth of representation that matters.”

Associations are also critical for helping companies stay on top of regulatory and judicial matters. Every year, associations all over the state release their policy goals for the upcoming legislative season. An individual business may have a good relationship with its local representative, but that may not be enough.

“If that representative isn’t a committee chair or on a committee you’re interested in, so what?” Brown said. “Associations have the combination of breadth of representation, the cost savings and the relationships built with those legislators. They can bring the right people to the table to bring these concerns to legislators.”

Associations are also critical in helping smaller business be aware of cases moving through the judicial system that could affect them. Many times, associations can submit amicus briefings on behalf of their members.

“It’s not just one business with an issue,” Koopmans said. “It shows that this is important to the business community as a whole. That will maybe force them to dig in a little more and evaluate the case a little closer.”

One adverse ruling can change how a business can operate. Associations can help stop rulings before they happen.

“If businesses want their voices heard, the best way is to join an association. Or you can cobble a lot of businesses together who feel the same way and write a brief,” Koopmans said. “It’s much cheaper to write a brief and stop a bad ruling than it is to go to the Legislature after the ruling has come out and get that case overturned.

“It’s so important to focus on the front end of the court so you don’t have to work hard to overturn rulings bad for business. If the court gets it right in the first instance, you don’t have to do that.” ■





CAPITOL BUSINESS



The Importance of Strong, Clear Laws for the Court to Interpret

The legislative session has just concluded, but the work of ABI never stops. I find it fitting the topic of this month's issue is the business voice in the legal process. As a public policy advocate for ABI, my job is to make sure your voice is heard at the State Capitol. The legal process and the political process are extremely interrelated. However, there is a critical separation. The Legislature's role is to pass the laws, and the court's role is to interpret the laws as they have been written. In the last decade, there have been many instances where the courts have established standards that didn't exist in the law prior to a ruling, or where a law wasn't clear and the courts have all but encouraged the Legislature to act.

As I write this column, I think back to a Supreme Court case late last fall that related to a fall that occurred at a workplace but wasn't caused by work. In the *Bluml vs. Dee Jay's Inc. d/b/a Long John Silver's and Commerce & Industry Insurance*, Justice Mansfield wrote in his opinion that it was happenstance the individual was at work. However, the court ruled for the Claimant and

remanded the case back to the workers' compensation commissioner to look at an increased risk standard for idiopathic or unexplained falls in the workplace. In the dissent, Justice Waterman talked about the "arising out of and in the course of employment" standard that exists in workers' compensation and how this case did not meet that standard. In fact, Justice Waterman used the words "eviscerate," which from ABI's perspective was concerning to read. This isn't the only instance of a ruling where ABI disagreed with the Court's interpretation of workers' compensation law; the workers' compensation reform bill of 2017 addressed five Iowa Supreme Court cases.

As we have seen many times, if the laws aren't clear, and if there isn't case law to help guide legal decisions, it leaves the door open to exposure for businesses and costly legal decisions. When ABI is proposing new laws for the Legislature to consider, we rely on our attorney members to help draft and review language. Whether in public policy or in business, it is important that we have strong, clear laws for the court to interpret. ■



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A Good Night’s Sleep is the Secret to Success

Glowing profiles of entrepreneurs and CEOs often cite the sleep — or lack thereof — that top business leaders get each night. But sleep deprivation is not a reason to applaud; it’s a cause for concern.

Sleeping less than six hours a night increases your risk of early death by 12%. The extra waking hours make it feel like you can accomplish more, but they’re not as productive as you might think.

Poor sleep habits impair your performance.

A lack of quality sleep makes you less alert. You can’t process information as quickly or accurately. Your sleep-deprived state is comparable to someone who is legally drunk. Overall, you’re less effective and efficient at the office.

Sleep deprivation also puts you at greater risk of heart disease, obesity, Alzheimer’s disease, depression, diabetes, fatigue, memory loss and car accidents. Your health can become a liability to your career and your company.

Practice good sleep hygiene to boost your productivity.

A well-rested executive is a more productive executive. Even though you’re spending more hours in bed, you can do more quality work in less time. To restore your sleep and your productivity, follow these healthy habits for a good night’s rest:

- Maintain a consistent sleep schedule. Go to bed and wake up around the same time every day.
- Relax before bedtime. Spend 30 minutes or more winding down to help your body and mind learn to prepare for sleep and expect it.
- Create a better sleep environment. Reduce the light, noise and temperature in your bedroom. Your body sleeps better when it’s cooler and darker.

Make your waking and working hours more meaningful. Get seven to eight hours of restful sleep each night to become a more effective executive. ■

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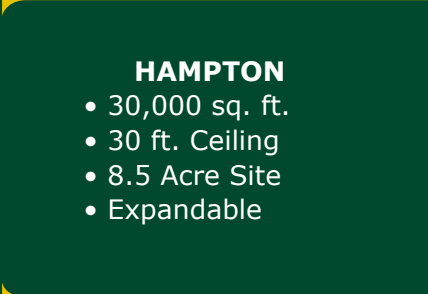
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JULY 14-18

Business Horizons
Central College | Pella

AUGUST

Public Policy Committee Meetings
ABI Office | Des Moines | Dates & Times TBD

AUGUST 1-2

Okoboji CEO Forum
Arrowwood Resort & Conference Center | Okoboji

AUGUST 4-8

Leadership Iowa University
Des Moines and Surrounding Areas

AUGUST 26

Executive Open
Des Moines Golf and Country Club | West Des Moines

OCTOBER 1

Legends in Manufacturing Awards Dinner
The Meadows Event Center | Altoona

OCTOBER 2

Advanced Manufacturing Conference
The Meadows Event Center | Altoona

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Michele Farrell

*Elevate Advanced Manufacturing,
Program Manager*
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15 Community College Scholarships Awarded for Manufacturing Training



Elevate Advanced Manufacturing, a non-profit initiative spreading the word about career opportunities in manufacturing, has awarded 15 \$500 scholarships to high school seniors who are attending an Iowa community college in the fall to train for a career in advanced manufacturing.

“Manufacturing firms supply more than 208,858 jobs to Iowans,” said Mike Ralston, president of the Iowa Association of Business and Industry (ABI). “These well-paying careers require education and training beyond high school, but don’t require the often-burdensome cost of a bachelor’s degree. Recent studies have shown that two-year degree holders, especially in high-demand manufacturing occupations, can earn salaries that surpass those of traditional college graduates.”

In addition to a \$500 scholarship, Elevate Advanced Manufacturing scholarship recipients will be honored at the Legends in Manufacturing Award Ceremony on October 1, 2019 at the Prairie Meadows Events Center.

The 2019 scholarship awardees are:

1. Konnor Steinick, Des Moines Area Community College, Computer Numerically Controlled Machining
2. Donavon Serram, Eastern Iowa Community College, Industrial Maintenance and Welding Technician & Technology
3. Kean Anderson, Hawkeye Community College, Industrial Automation
4. Aaron Vos, Indian Hills Community College, Industrial Automation and Robotics
5. Noah Webster, Iowa Central Community College, Engineering Design Technology
6. Chase Budach, Iowa Lakes Community College, HVAC
7. Marisol Martinez, Iowa Valley Community College, Welding Technician & Technology
8. Gage O’Connor, Iowa Western Community College, Robotics
9. Cole Miculinich, Kirkwood Community College, HVAC
10. Garrett Koster, North Iowa Area Community College, Computer Numerically Controlled Machining, Machining, Manufacturing Technician/Technology
11. Andrew Hoeger-Pint, Northeast Iowa Community College, Engineering
12. Drew Pierce, Northwest Iowa Community College, Drafting
13. Jalon Lacy, Southeastern Community College, Construction
14. Jacob Hoveland, Southwestern Community College, Welding Technician & Technology
15. Trey Claycamp, Western Iowa Tech Community College, Welding Technician & Technology, Electrical Technician

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NEW HIRES

ABI Foundation Hires Marketing and Engagement Coordinator



McKenzie Kielman
marketing and engagement coordinator

McKenzie Kielman has joined the Iowa Association of Business and Industry (ABI) Foundation as marketing and engagement coordinator. Kielman is responsible for generating community awareness and engagement for ABI Foundation programs, including Leadership Iowa, Leadership Iowa University and Business Horizons. She graduated from Wartburg College in December 2018 with a bach-

elor's degree in communications. Kielman grew up in Waverly, Iowa. "McKenzie has an impressive student resume, with substantial marketing, event and production work," said ABI President Mike Ralston. "Her extensive experience with photography, videography and communication platforms made her stand out in a talented field of candidates."

Wynes Joins ABI Public Policy Team



Drew Wynes
public policy coordinator

Drew Wynes has joined the Iowa Association of Business and Industry (ABI) as its public policy coordinator. "From elections to issues, local to state government, Drew brings a wide variety of experience to benefit ABI members," said ABI President Mike Ralston. "We're excited to have him join the ABI public policy team." He joins Senior Vice President, Public Policy Nicole Crain and Di-

rector, Public Policy Brad Hartkopf in representing ABI members at the Statehouse and promoting economic development and job creation in Iowa. He previously served as a field director responsible for Iowa House candidates in nine districts in southeast Iowa. Wynes is a native of Marshalltown, Iowa, and graduated from Augustana College in Rock Island, Illinois.



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AHEAD OF THE CURVE

Business Horizons: A Student's Perspective

It has been my privilege to attend Business Horizons not just once, but twice! I went for the first time in the summer of 2017, and I won't lie, I was quite anxious showing up. I'd been to other summer camps so I was excited for another, but also very nervous because I didn't know what to expect.

As it turned out, words can't describe how amazing of an experience Business Horizons was, but I'll try as I touch on some of my favorite highlights:

BIG PICTURE

In teams with other students from across the state, we had to invent a product and learn how to create a business plan. We then made infomercials and other marketing materials for a trade show, calculated how the economy could impact our business and ultimately presented our ideas to investors.

While developing our ideas, our work was overseen by our Industry Advisors, who are Iowa professionals who worked with us as they would a colleague and handled our ideas as if in the real business world. We also had the opportunity to network with Iowa business owners for feedback on our pitches and ideas. In addition, we heard from speakers on topics like how to minimize college debt and save for the future, how to get into an entrepreneurial and growth mindset, and even how to give a proper handshake and communicate professionally.

As fun as this all sounds (and I promise, it was!), every day we also had "after hours" activities. During these hours we participated in various activities, from sports competitions (like rugby), to improv shows with the advisors, to an evening at Adventureland.

MY TAKEAWAYS

During Business Horizons, I gained a lot of knowledge that I will cherish for a lifetime. Most important were the teamwork skills that I learned. We had to manage our teams and learn to work with others who have different interests and abilities than our own. Business Horizons also taught me many team building exercises and bonding activities that I will use throughout my professional life. One of my other favorite takeaways was the information on how to best save money, especially with entrepreneurial minds of often wanting to put money back into a business.

By the end, you wouldn't believe we had all just met that week. I continue to cherish the many relationships I made with peers, mentors and business leaders, and now have a network spread all across Iowa.

I loved all these aspects so much that I applied to come back the following summer (2018) as a student ambassador to help staff and work "behind the scenes" during the camp. I was accepted and had another amazing week at Business Horizons. I am now serving as a student representative on the Business Horizons Board—all thanks to my family's encouragement to attend just a few years ago.

Business Horizons 2019 will be held July 14-18 at Central College in Pella, Iowa. Registration is available online now at an early-bird discounted rate at www.BusinessHorizonsIowa.com. Through their participation, students can also receive college credit and a Central College scholarship. ■



Carolyn Mueller

Senior at
Washington High School
Cedar Rapids, IA



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Business Record
PRESENTS

women OF INFLUENCE

For the past 20 years the Business Record has recognized women who have made outstanding contributions to the community in a variety of areas with the Women of Influence awards. Nomination criteria is outlined below. Deadline for nominations is May 24th. Awards will be presented at a reception on August 8th.

WOMEN OF INFLUENCE 2019 NOMINATIONS

To be considered, please submit a resume and cover letter specifically addressing accomplishments that meet the judging criteria. Letters of recommendation, while not required, are also encouraged.

The Women of Influence awards celebrate the work of women who have made a difference. They've devoted their lives to doing things most wouldn't. They've spent countless hours on various boards. They're role models with impeccable ethics. They've blazed a trail either personally or professionally for other women to follow.

WHEN CONSIDERED FOR RECOGNITION, CANDIDATES WILL BE JUDGED ON THE FOLLOWING CRITERIA:

- Success in their chosen field
- Lasting impact on the community
- Involvement with civic and/or nonprofit organizations
- Role model for other women through not only their achievements but also their high ethical standards

DEADLINE:

Friday, May 24th at noon

SUBMISSIONS:

Mail to:

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

Phone: 515-288-3338 ext. 209

Fax: 515-288-0309

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Kent Darr, senior staff writer
kentdarr@bpcdm.com

Down on the farm

Linn County project would create an ag-based neighborhood

BY KENT DARR

Des Moines-based urban planner and landscape architect Dennis Reynolds is at work in a farm field near Cedar Rapids, putting to play the principles of New Urbanism that he often advocates with ag-based development.

Reynolds, who these days splits his time between a downtown Des Moines loft and a home at a conservation development called Jackson Meadow in Marine On St. Croix, Minn., has spent the last year working with Linn County officials on a project called Dows Farm, a planned residential community that will share the landscape with a working farm.

Linn County bought the 179 acres of property located a few miles east of Cedar Rapids in 2016 as part of a larger land acquisition to enlarge a nearby county park.

"The county could have easily sold it for development and most likely would have ended up with a conventional development proposal for the property at some point. However, the county found itself in a unique position to be able to set the tone for the character of development through the simple fact that it owned the land," said Les Beck, the county's planning and development director.

Rather than unload the property to the highest bidder, county supervisors "checked all the boxes in the Linn County Comprehensive Plan: a development that protects the environmental resources along the Squaw Creek stream corridor; that capitalizes on the agricultural heritage of the site; and that provides multi-generational housing opportunities and integrates best development practices for stormwater management and energy efficiency," Beck said.

As with many Iowa farms, it features rolling hills and woods that fold into a stream valley, meadows and tillable land. County officials hope to preserve the beauty, preserve a farming operation — the original farmstead came with the property — and provide a residential community of varied housing types and prices.



DOWS FARM, SUBMITTED RENDERING

The farming operation will focus on sustainable or organic agriculture, with prospects for orchards, a vineyard, root crops and leafy vegetables. The operation could serve as an education center as well as a source of revenue, with overnight cabins planned for groups wanting to live and learn and "get their hands dirty," and a farm-to-table restaurant, Reynolds said.

Plans call for 251 residential units on about 45 acres. Residences include tiny homes, carriage houses, cottages, apartments and large-lot single-family homes. The farming operation would take up another 45 acres, while the balance of the land — 89 acres — would be set aside for conservation.

In a time when folks are fleeing small towns with their links to farming, Reynolds said Dows Farm will have limited, but special appeal.



PROPERTY HIGHLIGHTS

For Sale | Office Condo | \$124,900



PROPERTY OVERVIEW

- Very clean and well maintained with an abundance of parking
- Office buildout includes: 4 offices, kitchenette, waiting area, bathroom,
- large conference room, storage closets
- Located on the upper level and with both eastern and western exposure.
- Quick access to I-235

PROPERTY DESCRIPTION

974 73rd Street, #8 is a part of the Valley Square Condominium complex built in 1983. This office condominium complex is Zoned PCP (Professional Commerce Park) and is ideal for a small business including medical, dentistry, counseling, insurance, legal, accounting, lobbying, chiropractic and non-profits.

974 73rd Street, Suite 8 Windsor Heights, IA

Jerry Marckres 515-453-5482 | jmarckres@iowarealtycommercial.com

"We are anticipating that this is a market that's not right for everyone, but for many people it will be a very exciting and unique opportunity to live in a sustainable, diverse collection of neighborhoods integrated with open space and a working, organic farm," he said.

Reynolds also recognizes the links to New Urbanism and its emphasis on compact neighborhoods where walking door to door to chat with the neighbors beats driving and living in isolation.

"The irony is the more compact and 'urban' the development, the more the small family farm and natural environments can be preserved and enhanced," he said. "Typical suburban sprawl would consume all of the available farmland for overly large, isolated lots."

While putting together the master plan for the project, including multiple pro formas and designs that provide the best match of population to land use, Reynolds has sought insights from Greater Des Moines developers, including Hubbell Realty Co. and Jake Christensen; James Spiller of Blackbird Investments was on board during the first phase of developing a vision plan "to provide financial analysis and additional input on design from both an architect's and developer's perspective."

Reynolds also has gauged developer interest with Hubbell and Skogman of Cedar Rapids.

"There appears to be interest in the project from both developers and potential homeowners," he said.

The Linn County project would be one of the first of what have come to be called agrihoods in the state.

Closer to Greater Des Moines, Steve Bruere's Peoples Co. and Diligent Development have released plans for Middlebrook, a 400-acre development near Cumming that would combine a working farm with agricultural estates, suburban townhomes and a town center in Cumming.

There are about 200 similar developments across the country, including Prairie Crossing in the Chicago suburb of Grayslake and Jackson Meadow in Minnesota, where Reynolds has been spending time lately.

Reynolds describes his Minnesota residence as "a cluster development that uses a very small portion of the total development acreage for homes and sets aside the majority of the area for natural environments. I tell people I share 300 acres of nature with about 30 families, with our lots ranging from an acre or two to less than a quarter acre."



"We are anticipating that this is a market that's not right for everyone, but for many people it will be a very exciting and unique opportunity to live in a sustainable, diverse collection of neighborhoods integrated with open space and a working, organic farm."

*Dennis Reynolds, urban planner & landscape architect,
Reynolds Urban Design and Urban Planning*

Developers will receive requests for proposals for Dows Farm in June or July.

"We'd like to have a development agreement in place this summer with the potential for dirt starting to move this fall," Reynolds said. "We'd like to have an agreement with a farm operator within that same time frame." ■

REGISTER NOW

Power Breakfast THE TALENT WAR II

Wednesday, May 15 | Des Moines Embassy Club Downtown

businessrecord.com/events

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14

TUESDAY

Annual Conference: Putting Awareness into Action

Host: Healthiest State Initiative

About: How can we cultivate workplaces that better support an employee's mental health? Through interactive panels and inspirational speakers, attendees will formulate a comprehensive action plan that includes physical and emotional health, financial wellness and volunteerism.

When: 8:30 a.m. to 4:30 p.m.

Where: Scheman Building

15

WEDNESDAY

Power Breakfast: The Talent War II

Host: Business Record

About: Our panel of experts will take a look to the future, help you best understand how the employment market is going to change, and provide practical advice on how your business can compete to attract and retain a workforce that your business can feel confident about going to battle in this tight labor market.

When: 7-9 a.m.

Where: Des Moines Embassy Club, Downtown Des Moines

16

THURSDAY

CELEBRATION LUNCHEON & REPORT TO THE COMMUNITY

Host: Community Foundation of Greater Des Moines

About: Celebrate the many ways the Community Foundation of Greater Des Moines has made the community better together for the last 50 years.

When: 11:30 a.m. to 1:15 p.m.

Where: Community Choice Credit Union Convention Center

18

SATURDAY

Man & Woman of the Year Central Iowa Grand Finale Gala

Host: The Leukemia & Lymphoma Society Iowa

About: Supporters gather for the announcement of the Leukemia & Lymphoma Society's 2019 Man & Woman of the Year. Guests will enjoy a fabulous dinner, cocktails, live and silent auctions, and more at the Grand Finale Celebration.

When: 6-10 p.m.

Where: Prairie Meadows Pavilion

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7000 NW 62nd Ave., Johnston, IA | 5:00-7:00pm

Register at no charge on www.innovationia.com/the-magazine



5 – 7 p.m. | Network with CEOs and top stakeholders in Iowa

Food and beverages provided; share your excitement with #innovationIOWA

6 p.m. | Awards program and magazine unveiling

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BusinessRecord
women
 OF INFLUENCE

2019 UNI COLLEGE OF BUSINESS ADMINISTRATION

Woman Business Owner of the Year Award

For the past 20 years the Business Record has been honoring women who are recognized community-wide for the impact they have made in Central Iowa with the Women of Influence Awards. In an effort to recognize the female business owners who have been and will continue to make an impact on our community, the Business Record is proud to be presenting the **2019 University of Northern Iowa College of Business Administration Woman Business Owner of the Year Award.**

Nominations are due no later than noon on May 24th, 2019. The winner will be honored at the Women of Influence event on August 8th, 2019.

The ideal candidate will be a woman who:

- Significant achievement and success through their company
- Personal and professional reputation showing high ethical standards
- Investment in time mentoring others
- Strong business community network connections
- Education and professional experience
- History of the company and impact individual has had on the organization

Deadline: Friday May 24th at noon

Submissions:

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

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

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THE ELBERT FILES

DAVE ELBERT

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

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Finding the future

“If we are driving less and transit rates are not growing, what is happening?”

– Brookings Institution economist Adie Tomer

The question facing many of the metro area's best minds is how to continue the remarkable growth we've experienced in recent decades.

There are several ways to approach that question, but one essential is transportation. Without good transportation, nothing moves forward.

One only need look at the city's past to realize how often the way we get around changes.

This area was settled 170 years ago by people who arrived on foot or in wagons pulled by animals.

According to Leo Landis, curator of the State Historical Society, the evolution of public transportation in Des Moines moved from horse-drawn streetcars in the 1860s to electric streetcars by the late 1880s.

Interurban passenger trains covered Iowa like a spider's web during the early 1900s. Use of automobiles exploded after World War I. Rubber-tired buses called curbliners arrived after World War II. Our modern bus system dates from roughly the mid-1970s, although its structure and purpose has changed dramatically since then.

Each transportation system created its own infrastructure consisting of rail lines, concrete roads, electric grids and storage facilities.

What few of us realize is how slowly transportation infrastructure changes, even when specific systems are no longer in use. Vestiges of Iowa's early rail infrastructure still exist, with some routes now converted to bike trails.

Many of us look at interstate highways and assume they always existed because, for people under age 55, they always have.

Current transportation planning consists largely of expanding existing infrastructure.

But it no longer works that way.

The pace of change has accelerated to a point where we can no longer resolve tomorrow's transportation needs by expanding today's infrastructure.

Technology is changing everything. Our work habits are changing. What we learn and the way we learn it are changing. The way we communicate is changing, which also changes the way we socialize, work and learn. The planet is changing.

For us to expect that transportation 10 or 20 years from now will be much like it is today is bad planning.

Adie Tomer, an economist with the Brookings Institution Metropolitan Policy Program, brought home that point and more during a presentation last month at the Tomorrow Plan Speaker Series at the State Historical Building.

Tomer is not an advocate for any particular transportation system. His job is to study costs and usage patterns and let technology point the way to more efficient systems.

To get a feel for how quickly things are changing, consider the fact that 10 years ago there were no ride-sharing services like Uber or Lyft, the term “autonomous vehicle” did not exist, and there were no bicycle rental services where you could walk up, plug in a credit card and take off, leaving the bike in a rack at a different location.

The way we live is changing dramatically. We buy goods online instead of from brick-and-mortar retailers. Many of us work from remote locations and no longer drive to work. Many of us walk for exercise as well as transportation.

“Since 2000, we've stopped driving as much, but we are still addicted to building new roads,” Tomer said.

Our biggest problem today, he said, is we don't know the real cost of driving a car, or taking a bus, or riding a bike. If we did, we would probably plan differently.

Only a few years ago, it was impossible to obtain that information, he said, but with new technology, with what we now call “big data,” that is no longer the case.

“If we are driving less and transit rates are not growing, what is happening?” he asked.

If we learn how to use the data, we can find the answer and make smarter choices, Tomer said. ■

DREW McLELLAN

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

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Is Facebook passé?

For the last two weeks, we've been exploring the findings from the Edison research report "The Infinite Dial 2019." "The Infinite Dial" is the longest-running survey of digital media consumer behavior in the U.S. and tracks mobile behaviors, internet radio, podcasting, social media and smart speaker usage, among other channels.

Some of the more noteworthy stats were focused on Facebook. If you remember, the study showed that:

- The number of users of Facebook continues to drop. The research shows an estimated 15 million fewer users of Facebook than in the 2017 report. The declines are heavily concentrated among younger people, although every age and demographic group studied showed some level of decline.
- Facebook is still the most heavily used and recognized social media platform, with Instagram coming in a distant second with 39% of the population using it, versus Facebook's 61%.

Facebook has certainly lost many people's confidence. The social media channel has survived some significant scrutiny and criticism in the past year. There was all the "fake news" buzz, and there's also been quite a bit of attention on Facebook's ability to serve users up to advertisers and the data those advertisers could use to target their ads more effectively. The data breaches, GDPR (Europe's General Data Privatization Regulations), and other newly adopted state privacy laws are forcing Facebook to tighten up how advertisers can build ad profiles.

I think it's more than that, however. The tone of Facebook is shifting. More people are vocal about their polarizing positions on any and every issue, and we seemed to have lost our ability to have a civilized disagreement, let alone a civilized conversation. We see more people taking a "social media sabbatical," and some of those people never come back.

As the media channels continue to fragment, I believe it's going to be more challenging for any of them to be viable for an extended period. Think of all the social channels you've explored, from Second Life to Snapchat (also on a rapid decline) to Vine, and let's not forget Google Plus. If Google can't make it work every time, no one can. It might just be that Facebook hit its peak in 2017 and is now in a slow decline.

And yet it's still the kingpin of social media, with significantly more users than any other channel. So don't give up on it too soon. It will go away eventually, but not today. Facebook, despite its recent changes, is still one of the most effective platforms for targeted ads, creating and building a community, and bringing like-minded people together.

To be successful on Facebook today, you need to think small. It's not one big audience. It's 50 to 100 micro audiences, and each micro audience shares a common interest. Identify 10 key segments of your prospective audience and create content and ads aimed right at their heart. As you narrow your ad's focus, the cost per thousand impressions is going to rise, but that's fine because your conversion is going to go up as well.

One of the best aspects of Facebook ads isn't new in 2019. It's your ability to experiment. Because the spend is reasonably small, you should test different ad types, offers, headlines and calls to action to see which ones connect with your audience.

Retargeting your website's visitors so that your ads show up in their Facebook feed is an often overlooked and underused tool. These aren't strangers; these are people who have already been checking you out. You'll be pleasantly surprised by the results.

At this point, Facebook's user decline is worth noting, but it's not worth abandoning the platform. Facebook may have fewer users, but it's still fertile ground for most marketers and will be for some time. ■



This week's QR code will take you to a primer on Facebook advertising in 2019, created by Hootsuite.

BusinessRecord women OF INFLUENCE

2019 MEREDITH

Emerging Woman of Influence Award

For the past 20 years the Business Record has been honoring women who are recognized community-wide for the impact they have made in Central Iowa with the Women of Influence Awards. In an effort to recognize the next generation of women who have been and will continue to make an impact on our community, the Business Record is proud to be presenting the **2019 Meredith Emerging Woman of Influence Award.**

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

Nominations are due no later than noon on May 24th, 2019. The winner will be honored at the Women of Influence event on August 8th, 2019.

The ideal candidate will be a woman who:

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

Deadline: Friday May 24th at noon

Submissions:

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

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

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CITY ORDINANCES

ORDINANCE NO. 15,768

AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by amending Sections 30-159, 30-160, 30-292 and 30-294, relating to license applications for painting house numbers on curbing, and license applications for pawn-brokers.

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

Section 1. That the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, is hereby amended by amending Sections 30-159, 30-160, 30-292 and 30-294, relating to license applications for painting house numbers on curbing, and license applications for pawnbrokers, as follows:

Sec. 30-159. Application and issuance of license.

An application shall be filed with the city clerk for a license required under this article. The city clerk shall issue such license if the requirements of this article are met.

Sec. 30-160. Information in license application.

The application for a license required under this article shall include the following:

(1) The name of the person applying.
(2) The address of that person. If the person making application has a temporary address, the person's permanent home address is also required.

(3) A copy of the applicant's state issued identification card or driver's license.

(4) The applicant's telephone number and e-mail address.

(5) A copy of the advertising, if any, which the painter will use in promoting the curb painting service.

Sec. 30-292. License required.

(a) No person shall engage in the pawn business without first obtaining a pawnbroker license.

(b) All applicants for such licenses shall apply to the city clerk.

(c) All license applications shall contain the following information:

(1) The full name, residential address, business address, a copy of the state issued identification card or driver's license for the applicant and, where the applicant is a corporation or partnership, for each officer or partner;

(2) The name and address of the owner of the business' premises;

(3) The business, occupation or employment of the applicant, including location thereof, for the two years immediately preceding the date of application; and

(4) A copy of the criminal history background check for the applicant and, where the applicant is a corporation or partnership, for each officer or partner.

(5) Whether the applicant has a computer that can access the internet and utilize the automated pawn records system.

Sec. 30-294. License issuance.

(a) Upon receipt of a positive police report and the appropriate fees, the city clerk shall approve the application if the applicant has fully complied with all of the requirements of this division, and the city clerk shall thereupon issue a pawnbroker license to the applicant. The license shall expire on December 31 next

after the date of issuance. The license shall state the name and place of residence of the person licensed, the business to be transacted and the place where it is to be carried on, and the date of issuance and expiration of the license.

(b) If the city clerk determines that the applicant for a new or renewal license has not fully complied with all of the requirements of this division or that a negative police report is returned or that the applicant has falsified his or her application, the city clerk shall, after consultation with the legal department, advise the city council of the basis for questioning the applicant's qualifications, and the procedures for notice and hearing as set forth in section 30-300 of this division shall apply.

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

FORM APPROVED:

Douglas P. Philipph, Assistant City Attorney

T. M. Franklin Cornie, 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.

19-0660), passed by the City Council of said City at a meeting held April 22, 2019 signed by the Mayor on April 22, 2019 and published and provided by law in the Business Record on May 10, 2019. Authorized by Publication Order No. 10740.

Diane Rauh, City Clerk

ORDINANCE NO. 15,769

AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by amending Section 114-657, and by repealing Sections 114-658, 114-659, 114-662, 114-663, 114-664, 114-665 and 114-665.05, and by adding and enacting new Section 114-658, relating to parking rates for city parking garages.

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

Section 1. That the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, is hereby amended by amending Section 114-657, and by repealing Sections 114-658, 114-659, 114-662, 114-663, 114-664, 114-665 and 114-665.05, and by adding and enacting new Section 114-658, relating to parking rates for city parking garages, as follows:

Sec. 114-657. Operations.

The city traffic engineer is hereby authorized and directed to operate the city parking garages with the rates charged for parking to be those established in section 114-658 of this subchapter unless the city council directs otherwise as provided in section 114-666 of this subchapter. No charge shall be made for parking in the parking garages on Sunday with the following exception: certain special events designated by the city traffic engineer.

Sec. 114-658. Rates for City Parking Garages.

(a) Subject to section 114-666 of this subchapter, the following rates shall be charged at city parking garages.

	Eighth and Mulberry Parking Garage	Seventh and Center Parking Garage	Fifth and Keo Parking Garage	Fourth and Grand Parking Garage	Ninth and Locust Parking Garage	Third and Court Parking Garage	East Second Parking Garage
Hourly Rate (first hour)	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
Hourly Rate (each additional hour)	\$1.00	\$0.50	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
12 Hour Maximum	\$7.00	\$5.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
24 Hour Maximum	\$10.00	\$6.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Floater Rate (per month)	\$120.00	\$63.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00
Preferred Rate (per month)	\$140.00	\$75.00	\$140.00	\$140.00	\$140.00	\$140.00	\$140.00
Reserved Rate (per month)	\$160.00	N/A	\$160.00	\$160.00	\$160.00	\$160.00	N/A
Resident Floater (per month)	N/A	N/A	\$63.00	\$63.00	N/A	N/A	N/A
Resident Preferred (per month)	N/A	N/A	\$73.00	\$73.00	N/A	N/A	N/A
Floater Rooftop Night ⁽¹⁾	N/A	N/A	N/A	N/A	N/A	N/A	\$60.00
Prepaid Special Event	\$5.00 - \$10.00	\$5.00 - \$10.00	\$5.00 - \$10.00	\$5.00 - \$10.00	\$5.00 - \$10.00	\$5.00 - \$10.00	\$5.00 - \$10.00
Prepaid Saturday (after 4:00 p.m.)	N/A	N/A	N/A	N/A	N/A	\$5.00	N/A
Parking Meters (per hour)	N/A	N/A	N/A	N/A	\$1.25	N/A	N/A

(1) Floater Rooftop Night rate allows parking between 5:00 p.m. and 8:00 a.m., Monday through Friday. All day Saturday, Sunday and holidays.

(b) For purposes of any outstanding parking license agreement for parking in a city parking garage, this section shall be deemed the successor code section to amended or repealed code sections 114-658, 114-659, 114-662, 114-663, 114-664, 114-665 and 114-665.05.

Sec. 114-659. Reserved.

Sec. 114-662. Reserved.

Sec. 114-663. Reserved.

Sec. 114-664. Reserved.

Sec. 114-665. Reserved.

Sec. 114-665.05. Reserved.

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

FORM APPROVED:

Lawrence R. McDowell, Deputy City Attorney

T. M. Franklin Cornie, 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.19-0663), passed by the City Council of said City at a meeting held April 22, 2019 signed by the Mayor on April 22, 2019 and published and provided by law in the Business Record on May 10, 2019. Authorized by Publication Order No. 10741.

Diane Rauh, City Clerk

ORDINANCE NO. 15,770

AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopt-

ed by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by repealing Sections 114-328 and 114-328.01, and adding and enacting new Sections 114-328 and 114-328.01 relating to pedestrian safety and use of medians.

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

Section 1. That the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, is hereby amended by amending Sections 114-328 and 114-328.01, and adding and enacting new Sections 114-328 and 114-328.01 relating to pedestrian safety and use of medians, as follows:

Sec. 114-328. Pedestrian Safety, Yielding.

(a) Every pedestrian crossing a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right-of-way to all vehicles upon the roadway.

(b) No pedestrian shall cross a roadway with a speed limit of 30 miles per hour or higher or in any business or school district other than in a crosswalk.

Sec. 114-328.01. Pedestrian Safety, Use of Medians.

(a) The city council makes the following findings and adopts the following statement of purposes of this section:

(1) Pedestrian fatalities increased in the United States by 46% from 2009 to 2016, with the largest increases in urban arterial streets, according to the Insurance Institute for Highway Safety.

(2) Fifty percent of pedestrians who are struck by a vehicle travelling at 30 miles per hour are

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CITY ORDINANCES

killed; as speed increases, a higher percentage of people struck are killed, according to the U. S. Department of Transportation, Literature Review on Vehicle Travel Speeds and Pedestrian Injuries (2000).

(3) The National Association of City Transportation Officials Urban Street Design Guide (2011) states that a median or island should be at least six feet wide where pedestrians are present. This is consistent with the Public Rights of Way Accessibility Guidelines promulgated by the United States Access Board which specify that a pedestrian refuge in a street must have a top surface width of six feet, excluding curbs.

(4) The city engineer has determined based on city GIS maps and/or, where appropriate, site visits that the intersections listed in subsection (b) of this ordinance do not have medians or islands of adequate width for pedestrian refuge; therefore, pedestrians should be prohibited from standing, sitting or staying in the medians at these intersections for any purpose other than to cross the street.

(b) For streets with a speed limit of 30 miles per hour or higher, pedestrians are prohibited from standing, sitting or staying on a median for any purpose other than to cross the street unless the width of the top surface of the median, excluding the curbs is at least 6 feet wide. This prohibits pedestrians from standing, sitting or staying on a median at the following intersections in the city:

- E 9th St and E University Ave
- E Park Ave and SE 14th St
- McKinley Ave and Fleur Dr
- McKinley Ave and Indianola Ave
- McKinley Ave and SE 14th St
- McKinley Ave and SW 9th St
- Park Ave and Fleur Dr
- Park Ave and SW 9th St
- S Union St and Army Post/E Army Post Rd
- SE 1st St and Indianola Ave
- SE 5th St and E Army Post Rd
- SW 14th St and Army Post Rd
- SW 2nd/Indianola Ave and SE 2nd/ Jackson Ave
- SW 9th St and Bell Ave
- SW 9th St and Boulder Ave
- SW 9th St and Herold Ave
- Thornton Ave and SW 63rd/SE 1st St
- Watrous Ave and Fleur Dr
- Watrous Ave and SE 14th St
- Watrous Ave and SW 9th St
- 63rd St and Ashworth Rd
- 63rd St and Grand Ave
- 63rd St and University Ave
- 63rd St and Vine St
- Army Post Rd and HWY 28
- Army Post Rd and SW 14th St
- Army Post Rd and SW 42nd St
- Army Post Rd and SW 7th St
- Bell Ave and Fleur Dr
- Douglas Ave and 57th St
- Douglas Ave and 59th St
- Douglas Ave and 61st St
- Douglas Ave and 62nd St

- Douglas Ave and Beaver Ave
- Douglas Ave and Lower Beaver/Euclid Ave
- E 14th St and E Court Ave
- E 14th St and Andy Williams Ave
- E 14th St and E Douglas Ave
- E 14th St and E Euclid Ave
- E 14th St and E Oak Park Ave
- E 14th St and E Seneca Ave
- E 14th St and E University Ave
- E 14th St and Fremont St
- E 14th St and Guthrie Ave
- E 14th St and Hull Ave
- E 14th St and NE Aurora Ave
- E 15th St and Johnson Ct
- E Army Post Rd and S Union St
- E Army Post Rd and Southeast Wubbzy St
- E Army Post Rd and SE 14th St
- E Army Post Rd and SE Widget Rd
- E Euclid Ave and Delaware Ave
- E Euclid Ave and Dixon St
- E Euclid Ave and E 25th St
- E Euclid Ave and E 26th St - East
- E Euclid Ave and E 26th St - West
- E Euclid Ave and E 28th St
- E Euclid Ave and E 29th St
- E Euclid Ave and E 30th St
- E Euclid Ave and E 31st St
- E Euclid Ave and E 32nd St
- E Euclid Ave and E 33rd St
- E Euclid Ave and I 235 Ramp - East
- E University Ave and E 22nd Ct
- E University Ave and E 22nd St
- E University Ave and E 23rd Ct
- E University Ave and E 23rd St
- E University Ave and E 24th St
- E University Ave and E 25th Ct
- E University Ave and E 25th St
- E University Ave and E 26th St
- E University Ave and E 27th St
- E University Ave and E 28th Ct
- E University Ave and E 29th St
- E University Ave and E 30th St
- E University Ave and E 32nd St
- E University Ave and E 33rd Ct
- E University Ave and E 33rd St
- E University Ave and E 8th St
- E University Ave and E 9th St
- E University Ave and Hubbell Ave
- E University Ave and Pennsylvania Ave
- E University Ave and Williams St
- Echo Valley Dr and SW 42nd St
- Euclid Ave and Martin Luther King Jr Pkwy
- Euclid Ave and Polk County Offices
- Fleur Dr and Cowles/Highview Dr
- Fleur Dr and Cowles/Porter Ave
- Fleur Dr and Crossroad Pl
- Fleur Dr and Echo Valley Dr/County Line Rd
- Fleur Dr and Gannett Ave
- Fleur Dr and George Flaggy Pkwy
- Fleur Dr and Grays Lake/John R Grubb Ln
- Fleur Dr and Hackley Ave
- Fleur Dr and HWY 5 Ramp - North
- Fleur Dr and HWY 5 Ramp - South
- Fleur Dr and Kenyon Ave
- Fleur Dr and Leland Ave
- Fleur Dr and McKinley Ave
- Fleur Dr and Park Ave

- Fleur Dr and Paryton Ave
- Fleur Dr and Rittenhouse St
- Fleur Dr and Southlawn Dr
- Fleur Dr and Stanton Ave
- Fleur Dr and Wakonda View Dr
- Fleur Dr and Watrous Ave
- Fleur Dr and Willowmere Dr
- Guthrie Ave and Delaware Ave
- Guthrie Ave and I 235 Ramps
- Guthrie Ave and Tichenor St
- Hickman Rd and 18th St
- Hickman Rd and 59th St
- Hickman Rd and 62nd St
- Hickman Rd and 63rd St
- Hickman Rd and Merle Hay Rd
- Hickman Rd and Westover Blvd
- Hickman Rd and 30th St
- Hubbell Ave and E 29th St
- Hubbell Ave and E 37th St
- Hubbell Ave and E Broadway Ave
- Hubbell Ave and E Euclid Ave
- HWY 28 and Pine Ave
- HWY 28 and SW Leland Ave
- HWY 28 and Willow Creek Ave
- Indianola Ave and Dunham Ave
- Indianola Ave and E Porter Ave
- Indianola Ave and Easter Lake Dr
- Indianola Ave and Ewing Trace Blvd
- Indianola Ave and Hart Ave
- Indianola Ave and McKinley Ave
- Indianola Ave and SE 1st/Indianola RD
- Indianola Ave and SE 60th Ave
- Indianola/SW 2nd St and Jackson/SE 2nd St
- Johnson Ct and E Court Ave
- Johnson Ct and Walker St
- Keo Way and 10th St
- Keo Way and 11th St
- Keo Way and 12th St
- Keo Way/19th St and Carpenter Ave
- Keo Way and Crocker/Oakridge Dr
- Keo Way and I 235 Ramps
- Martin Luther King Jr Pkwy and Hickman Rd
- Martin Luther King Jr Pkwy and Ingersoll Ave
- Martin Luther King Jr Pkwy and Post St
- Martin Luther King Jr Pkwy and Urbandale Ave
- Martin Luther King Jr Pkwy and Woodland Ave
- Merle Hay Rd and Aurora Ave
- Merle Hay Rd and Boston Ave
- Merle Hay Rd and Douglas Ave
- Merle Hay Rd and Madison Ave
- Merle Hay Rd and Meredith Dr
- Merle Hay Rd and Merle Hay Mall Entrance
- Merle Hay Rd and Sutton Dr
- Merle Hay Rd and Urbandale Ave
- Park Ave and SW 56th St
- Park Ave and SW 61st St
- SE 14th St and Cummins Rd
- SE 14th St and E Bell Ave
- SE 14th St and E Diehl Ave
- SE 14th St and E Edison Ave
- SE 14th St and E Emma Ave
- SE 14th St and E Herold Ave
- SE 14th St and E Kenyon Ave
- SE 14th St and E Lacona Ave
- SE 14th St and E Park Ave
- SE 14th St and E Railroad Ave
- SE 14th St and E Thornton Ave

- SE 14th St and E Virginia Ave
 - SE 14th St and Harriet St
 - SE 14th St and Hart Ave
 - SE 14th St and Hartford Ave
 - SE 14th St and Indianola Ave
 - SE 14th St and King Ave
 - SE 14th St and Maury St
 - SE 14th St and McKinley Ave
 - SE 14th St And Pioneer Rd
 - SE 14th St and SE Peach/Bloomfield Rd
 - SE 14th St and Watrous Ave
 - SE 5th St and Army Post Rd
 - SW 63rd St and Locust/Welker Ave
 - SW 63rd St and Scout Trail
 - SW 63rd St and Thornton Ave
 - SW 63rd St and Tonka Ave
 - SW 63rd St and Veterans Pkwy
 - SW 63rd St and Walnut/Muskogee Ave
 - SW 63rd St and Watrous Ave
 - SW 7th St and Thomas Beck/Indianola Rd
 - SW 9th St and Army Post Rd
 - SW 9th St and Herold Ave
 - SW 9th St and Hillside Ave
 - SW 9th St and McKinley Ave
 - SW 9th St and Morgan St
 - SW 9th St and SW 9th/Bancroft St
 - Thomas Beck Rd and SW 9th St
 - Thomas Beck/Indianola Rd and SW 7th and Courtland Dr
 - University Ave and Illinois St
 - University Ave and 2nd Ave
 - W Martin Luther King, Jr Pkwy and Fleur Dr
 - W Martin Luther King, Jr Pkwy and SW 16th St
- (c) Section 114-328.01(b) does not apply to:
- (1) Police officers, peace officers and parking enforcement personnel of the police department or employees of the fire department while performing official duties of the city.
 - (2) Employees or contactors for the city or other individuals authorized by the city to perform construction or maintenance work on city streets or rights-of-way, while performing construction or maintenance work on the street provided that proper street signage is used and streets are blocked off as required by the city.
 - (3) Any individual responding to an emergency in the street.
- Section 2. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.
- FORM APPROVED:
- Thomas G. Fisher Jr., 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. 19-0668), passed by the City Council of said City at a meeting held April 22, 2019 signed by the Mayor on April 22, 2019 and published and provided by law in the Business Record on May 10, 2019. Authorized by Publication Order No. 10742.

Diane Rauh, City Clerk

POLK COUNTY NOTICES

POLK COUNTY PUBLICATION BILL LIST TO BE PAID 4-30-2019	
VENDOR	AMOUNT
REASON: CAPITAL OUTLAYS	
ALL MAKES EQUIPMENT CO	
OF DES MOINES	\$421.00 1
RAPIDS FOODSERVICE	
CONTRACT DESIGN	\$634.00 1
CLIVE POWER EQUIPMENT	\$4,320.00 2
KOCH OFFICE GROUP	\$4,969.98 1
THERMO ENVIRONMENTAL	
INSTRUMENTS LLC	\$11,912.99 1
RACOM CORPORATION	\$12,941.80 1
CARUTH CONSTRUCTION	
IOWA INC	\$18,913.21 2
IOWA EVENTS CENTER	\$99,793.82 1
NEUMANN BROTHERS, INC.	\$298,483.35 1
REASON: CHGS FOR SVCS: NON-STAT.FEES	
VANDERLINDEN, JARED	\$5.00 1
HANIGAN, WILLIAM	\$90.00 1
MESSERSCHMIDT, CAROL	\$1,300.00 1
REASON: HUMAN SRVS PROV CHGS	
BURLINGTON TRAILWAYS	\$46.50 1
CONNETT SERVICES	\$84.00 1
2555 WEDGEWOOD COOP	
HOUSING ASSOC	\$225.00 1
JM WOLF PROPERTIES	\$278.00 1
A TEAM HOME IMPROVEMENTS LLC	\$283.00 2
SOLUTIONS NOW PROPERTIES LLC	\$328.00 1

VAN VEN GLOBAL LLC	\$350.00 1
CITY OF DSM MUNICIPAL	
HOUSING AGENCY	\$368.00 2
HERNANDEZ, SERGIO	\$375.00 1
DES MOINES REGENCY MANOR	\$399.00 1
ALL CITY SERVICES	\$400.00 1
S.I.A.D.S.A. LUCAS/LEE CO	\$400.00 1
US BANK HOME MORTGAGE	\$412.97 1
SOUTHBROOK GREEN APTS LP	\$418.66 2
BENNETT, AARON	\$430.00 1
CCVI, LLC	\$430.00 1
COOK, ROBERT	\$430.00 1
FLATS AT VALLEY LLC	\$430.00 1
MFR PARTNERS V LLC	\$430.00 1
MJM REAL ESTATE	
DEVELOPEMENT LLC	\$430.00 1
OAKVIEW TERRACE LP	\$430.00 1
SUMMERPLACE APTS	\$430.00 1
SUNBURST APARTMENT LTD	\$430.00 1
WILLOW PARK PARTNERS, LLC	\$430.00 1
ANNIE'S HOUSE	\$450.00 1
KADING PROPERTIES LLC	\$450.00 1
DM LEASED HOUSING	
ASSOCIATES VIII	\$451.00 1
MARTINEZ, RICK	\$451.00 1
MCAFEY, ROBERTA	\$451.00 1
MULVIHILL FARMS INC	\$451.00 1
ROBBINS PROPERTIES	\$451.00 1
JRG GROUP LLC	\$533.00 1

OTTENBACHER, RON	\$533.00 1
RAUB, MARSHAN	\$533.00 1
LEMON, KEVIN	\$550.00 1
MC CLAFLIN, JAMES	\$600.00 1
NORTH TRILEIN APARTMENT	
COMPLEX LLC	\$600.00 1
PEDAL CAST SOUTHVIEW LLC	\$623.00 1
GRAND VENTURES	\$628.00 1
SIDDENS, BOB	\$628.00 2
ARPY'S CONSTRUCTION	\$658.50 1
NFM BUILDER SALES	\$699.00 1
PLEASANT ST PARTNERSHIP LLC	\$714.00 2
HERITAGE MECHANICAL COMPANY	\$715.00 3
CENTENNIAL PLACE COOP	
HOUSING ASSOC	\$745.00 1
FDM DEVELOPMENT	
PARTNERSHIP LLP	\$772.50 2
CORINTHIAN MIDWEST	
VENTURES II LLC	\$775.00 1
HENDERSON-HIGHLAND	
PARK FUNERAL SVC LLC	\$775.00 1
ST. VINCENT DE PAUL	\$800.00 2
BEACON OF LIFE	\$840.00 2
MIDAMERICAN ENERGY (GA'S ONLY)	\$874.98 5
RJD PROPERTIES LLC	\$900.00 2
SPECIALIZED LOAN SERVICES, LLC	\$900.00 1
CW CONSTRUCTION	\$986.00 4
NAVY FEDERAL CREDIT UNION	\$1,041.30 1
CENTRAL IOWA SUPPORTIVE	

HOUSING LLLP	\$1,048.00 2
810 PAYTON LLC	\$1,290.00 3
GLACIER PROPERTIES L.C.	\$1,414.00 3
AMC PLUMBING INC	\$1,600.00 1
SOUTHRIDGE ESTATES	\$1,665.64 2
DES MOINES WATER WORKS	\$2,021.66 9
MR FREEZE HTG & A/C	\$2,185.00 6
SOBER FOX LLC	\$2,550.00 6
ILES FUNERAL HOMES, INC.	\$3,100.00 4
CENTRAL IOWA SHELTER & SERVICES INC	\$3,500.00 1
FEXSTEVE LIMITED COMPANY	\$5,275.00 4
VARIABLE MEASURES LLC	\$5,439.00 1
AB HOME IMPROVEMENT LLC	\$5,804.85 5
BEST HEATING COOLING	
ELECTRIC INC	\$7,515.00 5
HAMILTON'S FUNERAL HOME INC.	\$8,166.30 9
SUNSET, LLC	\$11,274.50 4
SHORT, ROBERT	\$13,649.31 3
TAHER, INC.	\$19,710.72 1
DES MOINES AREA REGIONAL	
TRANSIT AUTH	\$40,026.40 3
PRIMARY HEALTH CARE INC	\$50,000.00 1
REASON: MENTAL HEALTH SVCS	
HY-VEE FOOD STORE #01148	\$19.28 1
HY-VEE FOOD STORE #01895	\$20.00 1
HY-VEE FOOD STORE #01142	\$20.00 1
HOLLIS, RICHARD R.	\$41.38 1
WAPELLO COUNTY SHERIFF	\$62.90 1

POLK COUNTY NOTICES

WHEELER,CHELSEY	\$144.00 1
DES MOINES WATER WORKS	\$204.29 1
SHELBY COUNTY SHERIFF	\$230.02 1
HY-VEE FOOD STORE #01151	\$269.971 4
JACDS LLC	\$368.40 1
WILLIAMS ST LLC	\$430.00 1
HOPE INC	\$1,049.89 2
JOY RIDE TRANSPORT LLC	\$1,260.00 1
ALFREDO PARRISH PLLC	\$2,172.00 3
ON WITH LIFE AT ANKENY	\$2,176.48 2
OPTIMAE LIFE SERVICES	\$12,203.75 1
EASTER SEAL SOCIETY OF IOWA	\$21,156.40 9
WELLPATH LLC	\$21,491.12 2
STRAWHACKER & ASSOCIATES LLC	\$364,174.99 4
REASON: MISCELLANEOUS	
DES MOINES NEIGHBORS	\$1,500.00 3
CLOWNS AT THE CAROUSEL	\$2,000.00 1
FAIRGROUNDS NEIGHBORS	\$2,500.00 1
DRAGON SCHOLARSHIP FUND	\$3,000.00 1
TRIAD FOUNDATION	\$3,000.00 1
WDMCS STUDENT SCHOLARSHIP FUND	\$3,000.00 2
KNOXVILLE POLICE DEPARTMENT	\$3,007.41 1
NEWTON POLICE DEPARTMENT	\$4,132.50 1
DES MOINES PUBLIC LIBRARY	\$4,750.00 3
DES MOINES PARK AND RECREATION	\$5,000.00 3
PLANNED PARENTHOOD OF THE HEARTLAND INC	\$5,000.00 3
SEP EDUCATION FOUNDATION	\$5,000.00 1
VICTORY KIDS SPORTS FOUNDATION OF IOWA	\$5,000.00 1
BEST BUDDIES IOWA	\$10,000.00 5
REBUILDING TOGETHER GREATER DES MOINES	\$15,000.00 2
REASON: OTH SVCS & CHGS	
FAREWAY GROCERY STORE #983	\$3.98 1
CHAMALE, ZOILA LIGIA	\$6.00 1
CAPITAL ONE COMMERCIAL	\$9.99 1
JOHNSON, JOSIE	\$15.00 1
MCCARGAR, NICHOLAS L	\$16.50 1
U.S. CELLULAR	\$17.89 1
SOUTHWEST POLK WATER SERVICE	\$21.00 1
SECRETARY OF STATE	\$30.00 1
FYI ANSWERING SERVICE INC	\$31.00 1
MILLER, GORDON	\$40.00 1
YOUNG-MCCRACKEN, JOANNE	\$40.00 1
COMMUNITY STATE BANK	\$43.48 1
MCCABE, JODY	\$47.00 1
PETERSEN-KEYS, PATRICE M.	\$48.00 2
APPLEBY, TODD	\$49.50 1
EVISON, CODY L.	\$49.80 2
MAIERS, MIKE	\$49.80 2
CHALLIS, MARK	\$50.00 1
OLSON, STACI	\$50.00 1
PERKINELMER GENETICS INC	\$50.00 1
CINTAS CORPORATION #22M	\$51.00 1
GILMORE, TAMMY (VICTIM SVCS)	\$54.52 1
CAYLER, SUSIE K	\$56.00 1
IOWA ONE CALL	\$59.40 1
HILLMON, IISHA	\$60.00 1
SCOTT, KAREN L	\$60.00 2
FAREWAY GROCERY STORE #137	\$63.15 1
AKERS, JOSHUA W.	\$70.00 1
CAR-X AUTO SERVICE	\$74.19 1
ASSP-CHAPTER SERVICES	\$75.00 1
BRAZORIA COUNTY SHERIFF'S OFFICE	\$75.00 1
IOWA CLINIC	\$81.37 1
DIAM PEST CONTROL	\$99.00 1
BOB'S SEPTIC TANK AND MOBILE	\$100.00 1
EVERYSTEP	\$100.00 2
LANDRYANNA DESIGNS	\$100.00 1
REZARCH, ANN	\$100.00 2
BOLTON & HAY, INC.	\$112.36 1
Z GROUP LLC	\$117.87 1
KOOL, ERIC N.	\$126.44 2
MIDWEST COURT REPORTING	\$129.20 1
KELLNER-NELSON LAW FIRM PC	\$132.00 1
HY-VEE FOOD STORE #01148	\$137.89 1
THRIFTY WHITE PHARMACY	\$145.32 2
DEPT. OF INSPECTIONS & APPEALS	\$150.00 1
BIGGART, JUSTIN C.	\$159.43 1
KILBURG, ELI	\$161.24 1
CALIBRE PRESS INC	\$179.00 1
DITTMER, SARAH	\$184.50 1
INTL ASSOC OF CHIEFS OF POLICE	\$190.00 1
FEDEX	\$191.43 2
DENT ELIMINATORS, INC.	\$195.00 1
HY-VEE PHARMACY	\$197.27 1
COLE, DAN MD	\$200.00 1
UPPER DES MOINES OPPORTUNITY INC	\$200.00 1
VAN METER INDUSTRIAL INC	\$209.67 1
ANKENY SERVICE CENTER AT NEVELN	\$210.00 2
BOMGAARS SUPPLY INC	\$215.64 2
LAVORATO, JANIS	\$225.50 1
DES MOINES FIRE DEPARTMENT	\$230.00 1
POSTMASTER (GENERAL SERVICES)	\$235.00 1

FLEMING, KILEY ANNE	\$240.00 4
LUICK, AMANDA C.	\$244.45 2
HY-VEE FOOD STORE #01138	\$248.73 1
CAPITAL CITY EQUIPMENT CO., INC.	\$250.00 1
DES MOINES AREA RELIGIOUS COUNCIL	\$250.00 2
WINDSTREAM	\$255.36 1
CAPITOL CITY MINI STORAGE III	\$264.16 2
SENTRY SECURITY FASTENERS, INC	\$269.00 1
MC GEE, URIAH	\$280.00 7
PROFESSIONAL COURT REPORTERS OF IOWA	\$297.40 3
IMPACT COMMUNITY ACTION PARTNERSHIP	\$300.00 1
JAMES KELLERMAN MUSIC	\$300.00 1
FORKLIFTS OF DES MOINES	\$312.50 1
CITY OF DES MOINES	\$322.00 1
DAVES MARINE & SPORTS	\$328.50 1
MATAI	\$335.00 1
LAPPE, KRISTY	\$344.00 1
ROCHESTER ARMORED CAR CO INC.	\$344.50 1
REINHARDT, JOHN (FEC)	\$406.25 2
WONG, ANGELA D.	\$426.00 1
BURNETT, ROBERT (SHERIFF)	\$440.80 1
CITY OF RUNNELLS	\$500.00 1
MOVEMENT STRATEGY CENTER	\$500.00 1
LA CROSSE SEED LLC	\$512.50 2
BUSINESS PUBLICATIONS	\$526.76 1
CONTRACTORS RENTAL COMPANY	\$553.00 2
CITY SUPPLY CORP	\$555.99 1
ICIT	\$575.00 1
EXCEL MECHANICAL CO., INC.	\$660.50 1
PLAZA VIEW APTS	\$690.00 1
VERIZON WIRELESS	\$702.05 2
ETHOS DESIGN GROUP INC	\$710.00 1
SPINDUSTRY SYSTEMS INC	\$716.00 1
DES MOINES REGISTER	\$787.46 13
CINTAS CORPORATION	\$797.68 1
G N S INVESTMENTS, L.C.	\$868.29 1
JOHN'S TREE SERVICE	\$875.00 1
FASTENAL COMPANY	\$988.55 1
RAHNER INC	\$1,000.00 1
YOUNG WOMEN'S RESOURCE CENTER	\$1,000.00 1
HEALINGARTS, PLLC	\$1,050.00 1
DEXYP	\$1,064.00 1
MANNO, MICHAEL J.	\$1,122.00 1
TOWNEPLACE SUITES BY MARRIOTT	\$1,199.52 1
BROADLAWS MEDICAL CENTER	\$1,300.00 1
IOWA STATE UNIVERSITY	\$1,372.66 2
BRIGHTMAN, JOANNA L.	\$1,477.40 1
KAMP ELECTRIC LLC	\$1,500.00 1
SNYDER & ASSOCIATES INC.	\$1,520.00 1
MARTIN MARIETTA	\$1,543.27 2
NEVELN CENTER, INC	\$1,545.00 1
SHERZAN, GARY	\$1,570.00 1
KOCH OFFICE GROUP	\$1,767.17 2
TENNANT SALES & SERVICE CO	\$2,035.24 2
GENERAL FIRE & SAFETY EQUIP.	\$2,210.00 2
IOWA PRISON INDUSTRIES	\$2,295.55 1
INFOMAX OFFICE SYSTEMS INC.	\$2,392.55 1
COMMUNITY LAWYERS OF IOWA PLC	\$2,510.00 5
CENTURY LINK	\$2,592.67 3
UNITED STATES POSTAL SERVICE	\$2,800.00 1
BARRETT FARMS	\$2,925.00 5
SIDWELL COMPANY	\$2,970.00 1
FUSEBOX ONE	\$2,985.35 5
ARC PHYSICAL THERAPY PLUS, LLC	\$3,375.00 1
JENSEN BUILDERS LTD	\$3,472.00 2
RYAN'S ELECTRICAL SERVICES, LLC	\$3,888.00 1
DES MOINES AREA REGIONAL TRANSIT AUTH	\$4,166.67 1
KAVALIER & ASSOCIATES P.C.	\$4,583.33 1
THOMAS FORENSIC, LLC	\$4,619.34 1
COMMUNITY YOUTH CONCEPTS	\$5,072.03 1
XEROX CORP	\$6,039.77 10
DES MOINES WATER WORKS	\$6,384.76 6
FEXSTEVE LIMITED COMPANY	\$7,345.50 1
JOHNSON CONTROLS	\$7,480.00 1
SCHUMACHER ELEVATOR CO INC	\$9,447.78 2
RACOM CORPORATION	\$11,677.51 4
FIFTH JUDICIAL DISTRICT ASSOCIATED	\$20,823.52 2
COMPUTER SYSTEMS LTD	\$22,638.63 1
GREAT OUTDOORS FOUNDATION	\$25,000.00 1
SHIVE HATTERY ENG. & ARCHITECT	\$25,504.30 2
TRILIX MARKETING GROUP INC	\$25,750.00 2
DES MOINES RADON	\$26,750.00 1
WELLS FARGO BANK (CREDIT CARD)	\$28,355.31 1
DES MOINES ARTS FESTIVAL	\$35,000.00 1
CONSTELLATION NEWENERGY GAS DIVISION LLC	\$40,435.00 1
BUSHONG CONSTRUCTION CO INC	\$45,840.35 1
WASHINGTON COUNTY PUBLIC SAFETY	\$50,100.00 1
TOM WHITNEY LAW OFFICES	\$50,400.36 1

MIDAMERICAN ENERGY	\$83,221.27 4
WELLPATH LLC	\$266,468.80 1
REASON: PERSONAL SERVICES	
IOWA CLINIC	\$11.00 1
HEARTLAND DERMATOLOGY	\$20.00 1
VAN ZEE, JASON	\$20.00 1
PARKS, JOHN R	\$29.43 1
IOWA METHODIST MEDICAL CENTER	\$41.66 1
MEDICOPY SERVICES, INC	\$65.35 1
DES MOINES RIVER PHYSICIANS LLC	\$90.22 1
DATAFILE TECHNOLOGIES LLC	\$90.30 1
MERCY MEDICAL CENTER	\$204.36 1
MERCY CLINICS INC	\$235.01 1
INTEGRATED PHYSICAL THERAPY & SPORTS MED	\$272.06 1
DES MOINES ORTHOPAEDIC SURGEONS	\$380.00 1
IOWA ORTHOPEDIC CENTER,PC	\$433.70 4
CLEMMONS, WILLIAM A.	\$475.07 1
MERCY CLINICS OCCUPATIONAL MEDICINE CLIN	\$543.30 4
NEMMERS, PATSY	\$618.53 1
MEDICAL CENTER ANESTHESIOLOGIS	\$621.39 1
COLVIN, JARED	\$624.17 1
KENNEDY, JEFFREY D.	\$649.32 1
FUCALORO, STEVEN A.	\$673.86 1
MONTAVON, CHALENA L	\$763.66 1
PEDERSON, STEPHANIE J.	\$887.76 1
MILANI, FRANK J.	\$1,014.98 1
HODOVIC, NIHAD	\$1,084.87 1
FRASER, BETTY JO	\$1,292.08 2
KINNEY, PHIL	\$1,489.56 1
CASKEY, MICHAEL E.	\$1,559.68 1
WELLS FARGO BANK (CREDIT CARD)	\$2,774.00 1
MERCY TERRACE HILL SURGERY LLC	\$3,187.66 2
ARC PHYSICAL THERAPY PLUS, LLC	\$6,891.50 8
REASON: SUPPLIES	
PORTER HARDWARE INC.	\$5.10 1
FAREWAY GROCERY STORE #983	\$5.99 1
FORS, WILLIAM (PUBLIC WORKS)	\$6.33 1
NAPA AUTO PARTS	\$15.87 1
SECURITY LOCKSMITHS	\$17.00 2
FASTENAL COMPANY	\$18.60 1
DRAKE SIGNS	\$20.00 1
HY-VEE FOOD STORE #01148	\$24.57 1
MILLER HARDWARE, INC.	\$27.21 1
WAL-MART COMMUNITY BRC	\$34.62 2
GENERAL PARTS LLC	\$35.52 1
HILLTOP TIRE SERVICE	\$41.82 1
GRAYBAR ELECTRIC COMPANY, INC.	\$48.93 1
FEDEX	\$52.02 1
P & P SMALL ENGINES INC.	\$54.90 1
MENARDS-CLIVE	\$59.11 1
ARNOLD MOTOR SUPPLY	\$63.98 1
OHARCO	\$85.44 1
COMMERCIAL BAG & SUPPLY CO. INC.	\$124.00 1
TRANSIT WORKS (PO)	\$127.80 1
BOMGAARS SUPPLY INC	\$139.91 2
OVERHEAD DOOR COMPANY	\$145.50 1
CLIVE POWER EQUIPMENT	\$146.69 1
IOWA PRISON INDUSTRIES	\$155.10 1
PRAXAIR DISTRIBUTION INC	\$158.76 1
STATE STEEL OF DES MOINES	\$167.50 1
ZIEGLER INC	\$197.74 1
SHERWIN WILLIAMS CO	\$216.12 3
HIGGINS CORPORATION	\$221.45 1
MENARDS-DES MOINES	\$267.19 3
PLUMB SUPPLY	\$292.13 3
TRANE US, INC	\$310.47 1
RALPH N. SMITH INC	\$313.68 2
GRAINGER	\$321.52 2
MENARDS-ANKENY	\$324.15 6
REW MATERIALS	\$332.86 1
ACCO BRANDS USA LLC	\$353.98 2
DEWEY FORD, INC.	\$357.30 3
ADVENTURE LIGHTING	\$377.40 1
FORESTRY SUPPLIERS, INC.	\$448.33 1
MCKESSON MEDICAL-SURGICAL GOV SOLUTIONS	\$450.66 3
IPROMOTEU	\$451.40 1
DES MOINES IRON & SUPPLY COMPANY INC	\$552.82 1
LOWE'S	\$590.86 2
GALL'S INC.	\$604.42 4
MENARDS-ALTOONA	\$631.32 4
AMERICAN MARKING, INC.	\$673.20 3
QUAIL HOLLOW FARM	\$685.00 1
CINTAS CORPORATION	\$774.73 8
BOB BARKER COMPANY INC	\$800.00 1
SINK PAPER COMPANY	\$824.64 1
LOFFREDO FRESH PRODUCE CO INC	\$825.99 2
ROCK RIDGE RANCH LLC	\$855.00 1
VAN METER INDUSTRIAL INC	\$980.25 3
FIRST CHOICE DISTRIBUTING	\$1,187.00 2
THOMSON REUTERS-WEST	\$1,189.97 1
WDSI, INC	\$1,256.36 1
CENTRAL IOWA DISTRIBUTING INC	\$1,522.00 1

MARTIN MARIETTA	\$1,712.48 1
BREWER WHOLESALE MEATS INC.	\$2,058.98 1
ULTIMATE SUPPLY	\$2,772.00 1
HACH COMPANY INC	\$2,859.93 1
SUPPLYWORKS	\$3,200.00 1
US FOODS	\$3,368.10 2
GRIMES ASPHALT & PAVING CORP.	\$3,498.48 1
REPAIR SHOP SOLUTIONS	\$3,669.00 1
CAPITAL SANITARY SUPPLY CO.INC	\$4,224.92 3
BECTION DICKINSON	\$5,399.96 1
GOODSOURCE SOLUTIONS	\$6,942.60 1
INSIGHT PUBLIC SECTOR	\$7,166.82 1
SANOFI PASTEUR INC	\$7,843.50 1
PAXVAX, INC.	\$8,012.00 2
WELLS FARGO BANK (CREDIT CARD)	\$10,295.74 1
KIESLER POLICE SUPPLY INC	\$12,765.00 1
PAPER SYSTEMS, INC	\$14,412.00 1
KECK ENERGY	\$19,891.15 1
IOWA EVENTS CENTER	
REASON: OTH SRVS & CHGS	
STARBUCKS	\$116.40
GLOBAL SPECTRUM	\$1,304.87
OVATIONS	\$270,576.68
PALMER GROUP	\$2,070.77
JOHNSON BROTHERS	\$5,000.00
JOHNSON BROTHERS	\$5,000.00
JOHNSON BROTHERS	\$3,800.00
BEVERAGE DISTRIBUTORS OF IA	\$1,639.32
ACADEMY ROOFING & SHEET METAL	\$2,468.47
ADVANCE SERVICES, INC.	\$37,720.01
AMERIPRIDE SERVICES, INC.	\$6,834.55
ARBON EQUIPMENT CORP.	\$2,636.00
JAMES M. BACON	\$124.41
BAKER ELECTRIC, INC.	\$5,385.23
CARRIE JACKSON	\$606.85
CED, INC.	\$890.08
CENTURYLINK	\$408.90
CENTURY LINK	\$476.22
C. H. MCGUINESS CO	\$2,099.79
CHILDSERVE FOUNDATION, INC.	\$1,744.65
CINTAS CORPORATION #762	\$167.92
CONTROLLED ACCESS MIDWEST, LLC	\$1,293.00
CONTEMPORARY SERVICES CORP	\$23,126.38
MATT CUSHMAN	\$82.50
DES MOINES WATER WORKS	\$13,683.42
DES MOINES RADIO GROUP	\$453.90
ECOLAB PEST ELIM DIV	\$558.44
FORREST & ASSOCIATE INC.	\$99,793.82
GARRATT-CALLAHAN CO.	\$1,907.50
STEVE HAAG	\$100.00
HY-VEE INC.	\$1.80
IA ASSOC OF MUNICIPAL UTILITIE	\$371.00
IOWA DIVISION OF LABOR	\$225.00
INTERNATIONAL PAPER	\$686.08
JOHNSON CONTROLS	\$1,799.33
KONE, INC.	\$9,251.90
JESSICA VAN SLOTEN	\$677.83
MARKEY'S AUDIO VISUAL, INC.	\$39,573.64
MEDIACOM	\$4,845.64
MENARDS-DES MOINES	\$61.51
MID-IOWA ENVIRONMENTAL	\$705.31
MID-STATE DISTRIBUTING CO.	\$196.13
MIDAMERICAN ENERGY CO	\$34,043.46
NATIONWIDE OFFICE CARE LLC	\$29,243.90
NATIONAL ELEVATOR INSPECTION	\$240.00
OCCUPATIONAL HEALTH CENTERS	\$512.00
ONMEDIA	\$1,759.50
PACIOLAN	\$650.00
QCI	\$1,050.00
MENZ, JANELLE T.	\$173.36
SMITH'S SEWER SERVICE INC.	\$370.50
TENNANT SALES AND SERVICE CO	\$2,264.31
TRENDING MEDIA, INC.	\$856.80
USDA, APHIS, GENERAL	\$5,269.56
THE WALDINGER CORPORATION	\$4,687.00
WASTE MANAGEMENT OF IOWA	\$1,088.93
ZIEGLER INC.	\$836.89
REASON: PERSONAL SERVICES	
SPECTRA VENUE MANAGEMENT	\$133,041.14
REASON: SUPPLIES	
ADVENTURE LIGHTING	\$425.04
BULBGUY LIGHTING, LLC	\$661.66
CAPITAL SANITARY SUPPLY CO.	\$1,886.26
CRYSTAL CLEAR WATER CO.	\$96.00
DES MOINES STEEL CO. INC.	\$38.91
DRAPES 4 SHOW, INC.	\$463.72
FERRELLGAS	\$1,111.64
GRAINGER	\$362.58
INFOMAX OFFICE SYSTEMS, INC.	\$37.05
MENARDS-ALTOONA	\$2,297.91
MITYLITE, INC.	\$4,724.68
MSC INDUSTRIAL SUPPLY CO	\$593.20
PLUMBMASTER, INC.	\$31.32
STANDARD BEARINGS	\$43.74
STAPLES BUSINESS ADVANTAGE	\$401.66
POLK COUNTY EMPLOYEE INSURANCE - TO BE PAID 4-30-2019	
REASON: OTH SRVS & CHGS	
WELLMARK	\$664,657.57

POLK COUNTY NOTICES

DELTA DENTAL	\$22,818.68
MANUAL CHECKS	
REASON: CAPITAL OUTLAYS	
STOREY KENWORTHY COMPANY	\$22,592.09

OFFICAL PUBLICATION
PROCEEDINGS OF THE POLK COUNTY
BOARD OF SUPERVISORS

The Polk County Board of Supervisors met in regular session Tuesday, April 23, 2019 at 9:30 a.m.

MEMBERS PRESENT: Steve Van Oort, Robert Brownell, Angela Connolly, Matt McCoy, Tom Hockensmith.

Moved by Brownell, Seconded by Van Oort to dispense with the reading of the April 16, 2019 minutes and they stand approved as printed. The April 16, 2019 drainage district meeting minutes were approved. The April 17, 2019 discussion meeting minutes were also approved.

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

The Bills as certified by the County Auditor were allowed or disallowed on each according to the certified list, claim numbers 201904230001 – 201904231115.

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

PUBLIC HEARING: VACATE PERMANENT SUB-DRAIN EASEMENT

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

RESOLUTION: Resolution vacating a (20 ft wide) permanent sub-drain easement located in Woodland Hills Golf Course.

RESOLUTIONS: Resolution approving MH/ID/DD service approvals and authorizing expenditures from the MHDS Services Fund.

Resolution authorizing the Auditor's Office to publish notice of destruction of noxious weeds and other offensive growth.

Resolution authorizing the Auditor's Office to publish Notice of Public Hearing for May 7, 2019 on Disposal of County Interest in Real Estate (property between 8521 & 8545 NW Beaver Drive, Johnston).

Resolution accepting bid from The Concrete Company for (bid no. 268-1920) 2019 PCC Pavement Patching Program.

Resolution approving preliminary plat of Camden West Estates.

Resolution approving minor final subdivision plat of Harvey Plat 1.

Resolution approving agreement with FAB Rehab for lead hazard repairs at 1249 3rd Street (G. Tristan).

Resolution approving release of mortgage on 3511 SW 13th St (Perez Saicas).

Resolution approving release of mortgage on 1546 20th Pl (Sanchez).

Resolution approving release of mortgage on 1514 23rd St (Rivas).

Resolution approving release of mortgage on 814 SE 8t St (Robinson).

Resolution approving property tax abatement (300.00464.002.002).

Resolution approving manufactured home abatements.

Resolution approving agreement with Piper Jaffray to serve as continuing disclosure dissemination agent.

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 Rights in Land for the Leetown Creekway Channel Improvements Project.

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

Andrew Anderson, Law Clk, Empl Svcs, \$16.00 beginning May 20, 2019

Frankie Baratta, Util Lab, Empl Svcs, \$13.00 beginning May 13, 2019

Olivia Carew, Util Office Asst, Empl Svcs, \$12.00 beginning May 13, 2019

Chase Dimmer, Util Office Asst, Empl Svcs, \$12.00 beginning May 13, 2019

Courtney Downing, Yth Rec Aide, Empl Svcs, \$13.00 beginning May 22, 2019

Carrie Fahrmann, Comm Spec, Sheriff, \$47,564 beginning April 1, 2019

Sydneilynn Fisher, Yth Rec Aide, Empl Svcs, \$13.00 beginning May 22, 2019

Ashley Fitzgerald, Util Office Asst, Empl Svcs, \$12.00 beginning May 13, 2019

Christoffer Frantsvog, Prog Mgr, Health, \$92,581 beginning April 3, 2019

Tanner Jones, Util Office Asst, Empl Svcs, \$12.00 beginning May 28, 2019

Mitchell Kearns, Law Clk, Empl Svcs, \$16.00 beginning May 13, 2019

Sharon Lein, Fac Attend on-call, Gen Svcs, \$15.80 beginning April 23, 2019

Joseph Nelson, Util Lab, Empl Svcs, \$13.00 beginning May 13, 2019

Trent Nelson, Util Lab, Pub Wks, \$13.00 beginning May 13, 2019

Alante Newell, Util Lab, Empl Svcs, \$13.00 beginning May 13, 2019

Colby Nickell, Util Lab, Pub Wks, \$13.00 beginning May 28, 2019

Cole Perez, Util Lab, Empl Svcs, \$13.00 beginning May 13, 2019

Jordan Phillips, Util Lab, Empl Svcs, \$13.00 beginning May 13, 2019

Joshua Richards, Util Office Asst, Empl Svcs, \$12.00 beginning May 13, 2019

Terrence Ross, Yth Svcs Team Ldr, CFYS, \$66,711 beginning April 20, 2019

Christopher Rowen, Util Lab, Pub Wks, \$13.00 beginning May 28, 2019

Samantha Savala, Util Office Asst, Empl Svcs, \$12.00 beginning May 13, 2019

Dakota Van Dam, Deten Officer, Sheriff, \$44,041 beginning April 29, 2019

Theresa Webb, Admn Supr, Pub Wks, \$65,735 beginning April 19, 2019

Brett Williams, Mgr of Investigations, Co Atty, \$97,028 beginning April 26, 2019

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

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

Moved by Brownell, Seconded by Van Oort to adjourn until April 30, 2019, 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

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) 288-3338 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 PROOF OF WILL
WITHOUT ADMINISTRATION

The Iowa District Court
Polk County

Probate No. ESPR074801

In the matter of the Estate of, Grace E. Keesler, Deceased.

To All Persons Interested in the Estate of Grace E. Keesler, Deceased, who died on or about April 2, 2019:

You are hereby notified that on the 23rd day of April, 2019, the last will and testament of Grace E. Keesler, deceased, bearing date of the 28th day of August, 2002 was admitted to probate in the above named court and there will be no present administration of the estate. Any action to set aside the Will must be brought in the district court of the county within the later to occur of four months from the date of the second publication of this notice or one month from the

date of mailing of this notice to all heirs of the decedent and devisees under the Will whose identities are reasonably ascertainable, or thereafter be forever barred.

Dated this 24th day of April, 2019.

Susan Hartham,
Proponent

James E. Van Werden #AT0008163
Attorney for the Estate
Hopkins & Huebner, P.C.
Address: 1009 Main Street, Adel, Iowa 50003
Date of second publication: May 10, 2019.

NOTICE OF PROOF OF WILL
WITHOUT ADMINISTRATION

The Iowa District Court
Polk County

Probate No. ESPR074717

In the matter of the Estate of, Gloria C. Boyt, deceased.

To All Persons Interested in the Estate of Gloria C. Boyt, Deceased, who died on or about February 15, 2019:

You are hereby notified that on the 29th day of March, 2019, the last will and testament of Gloria C. Boyt, deceased, bearing date of the 10th day of January, 2012 was admitted to probate in the above named court and there will be no present administration of the estate. Any action to set aside the Will must be brought in the district court of the county within the later to occur of four months from the date of the second publication of this notice or one month from the date of mailing of this notice to all heirs of the decedent and devisees under the Will whose identities are reasonably ascertainable, or thereafter be forever barred.

Dated this 23rd day of April, 2019.

Jean Tool
Proponent

Adam Doll
Attorney for the Estate
Hopkins & Huebner, P.C.
Address: 1009 Main Street,
Adel, Iowa 50003
Date of second publication: May 10, 2019.

TRUST NOTICE

IN THE MATTER OF THE TRUST:

Gloria C. Boyt Revocable Trust Agreement

To all persons regarding Gloria C. Boyt, deceased, who died on or about February 15, 2019. You are hereby notified that Sheila Nelson

is the trustee of the Gloria C. Boyt Revocable Trust Agreement dated on January 10, 2012. Any action to contest the validity of the trust must be brought in the District Court of Polk County, Iowa, within the later to occur of four (4) months from the date of second publication of this notice or thirty (30) days from the date of mailing this notice to all heirs of the decedent settlor and the spouse of the decedent settlor whose identities are reasonably ascertainable. Any suit not filed within this period shall be forever barred.

Notice is further given that any person or entity possessing a claim against the trust must mail proof of the claim to the trustee at the address listed below via certified mail, return receipt requested, by the later to occur of four (4) months from the second publication of this notice or thirty (30) days from the date of mailing this notice if required or the claim shall be forever barred unless paid or otherwise satisfied.

Dated on April 1, 2019.

Gloria C. Boyt Revocable Trust Agreement

Sheila Nelson
156 58th Court
West Des Moines, IA 50266
Adam Doll, #AT0002133, Attorney for Trustee
Hopkins & Huebner, P.C.
1009 Main Street
Adel, IA 50003
Date of second publication: May 10, 2019.

PUBLIC NOTICE

The Annual Report of the Daniels Family Foundation for the year ended December 31, 2018, is available, at the address noted below, for inspection during normal business hours, by any citizen who so requests within 180 days after publication of this Notice of its availability.

The principal directors are:

Ronald L. Daniels and June E. Daniels
Daniels Family Foundation
c/o Timothy C. Hogan, Professional Corporation
3101 Ingersoll
Des Moines, IA 50312
Telephone:(515) 279-9059

Published in the Business Record on May 10, 2019.

PUBLIC NOTICE

The Annual Report of the Wolf Foundation for the year ended December 31, 2018, is available, at the address noted below, for inspection during normal business hours, by any citizen

who so requests within 180 days after publication of this Notice of its availability.

The principal directors is:

Abe Wolf
The Wolf Foundation
c/o Timothy C. Hogan, Professional Corporation
3101 Ingersoll
Des Moines, IA 50312
Telephone:(515) 279-9059

Published in the Business Record on May 10, 2019.

Obsessively, Relentlessly
**At Your
Service**

PUT YOUR ENERGY INTO BUILDING YOUR BOTTOM LINE.

From renovating an old warehouse to running the local coffeehouse, you work hard for your money. That's why, at MidAmerican Energy, we work hard to provide you with affordable, reliable energy. Our investments in clean, renewable wind energy help keep your electric rates low. And, through energy efficiency programs, we provide you with ways to save energy at home and at work. Whether you're running a business or a household, it's our business to be obsessively, relentlessly at your service.

