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THE
PEOPLE
SSUE

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“Welcome to *dsm* – The People Issue, a special annual publication that features captivating local industry and community leaders who are moving our city forward.”

SUZANNA DE BACA, PRESIDENT AND GROUP PUBLISHER OF
BUSINESS PUBLICATIONS CORPORATION INC.

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LETTER FROM THE PUBLISHER



Welcome to **dsm – The People Issue**, a special annual publication that features captivating local industry and community leaders who are dedicated to moving our city forward.

As a native Iowan who left the state and chose to return after many years, I am especially proud that Des Moines is such a strong and growing city. The prosperity and success we see today can be attributed to the many outstanding individuals and companies in the area. They all contribute to the vibrancy of our metro and deeply care about community.

The leaders showcased in this publication influence our city in many ways. They are at the forefront of arts, culture, philanthropy, health care, education and a thriving business economy — one that is constantly developing and evolving. We are fortunate to have leaders who help our city progress while also addressing the needs of our entire population.

As we looked around our metro area, we saw an opportunity to focus on the faces of Des Moines in a special publication. This exclusive issue of **dsm** was designed to feature outstanding people and companies who make Des Moines a great place to live and work. In the publishing industry, this type of publication is referred to as native advertising, a special type of content that enables people and companies to tell their story in an editorial style. The final product is a stunning piece that has value to both our sponsors and readers.

We are proud to introduce you to the people and businesses that make our city truly world class.

We hope that you enjoy **dsm – The People Issue**.

Stephanie M. deBaca

dsm PEOPLE SAY

“The biggest challenge is making sure that I fill up my motivational/inspirational cup every night before I come into work the next morning. Essentially, as a leader, no matter how many people you lead, your most important role is to fill up their cups every day. As a leader, there is no one to fill up your cup. You must recognize this and fill up your own cup.”

JOSH COOK, PRESIDENT AND CEO OF COMMUNITY CHOICE CREDIT UNION

“While there is a friendly competition amongst the cities, developers and designer firms, at the end of the day, everyone is focused on the growth and community improvement in the entire region. The investments that our community leaders have chosen to make in the metro will continue to pay dividends well into the future.”

CHRIS DELLA VEDOVA, SENIOR PRINCIPAL AND PRESIDENT AT CONFLUENCE

“I was lucky to grow up in a musical, artistic family that considered the arts an essential part of early childhood education. I am passionate about expanding access to high-quality artistic programming so all people can benefit.”

BLAIRE MASSA, EXECUTIVE DIRECTOR OF BALLET DES MOINES

“Everyone has a can-do attitude and finds ways to solve problems and get the job done. We put our customers first and everyone in the organization is focused on achieving our goals to be a leading U.S.-focused retirement and life insurance company.”

DAVE WILKEN, PRESIDENT, LIFE AT GLOBAL ATLANTIC FINANCIAL GROUP

“I am most proud of our people. I’ve learned that having an organization that people enjoy being a part of is the most important key to success. If our team isn’t happy with their position, then our customers won’t get a great experience.”

SCOTT POLITTE, PRESIDENT OF STIVERS FORD LINCOLN IOWA

”



Josh Cook

COMMUNITY CHOICE

JOSH COOK, PRESIDENT AND CEO

6163 NW 86TH STREET, SUITE 105 | JOHNSTON, IA 50131 | (515) 334-8100 | WWW.UNBANKWITHUS.COM

Josh Cook's time at Community Choice Credit Union wasn't supposed to last more than two years. At least, that was his thought when he joined the company as the marketing manager in January 2002. But 18 years and plenty of new titles later, Cook is now leading the Johnston-based credit union as its president and CEO.

What kept Cook at Community Choice was his vision to be different. Given freedom to accomplish his goals, Cook set out to change what being a credit union meant. With plenty of hustle, Cook found partnerships among other businesses in the community to combine marketing strengths. In 2012, those partnerships led to the creation of Choice Creative Solutions, a marketing company that continues to evolve and make Community Choice different in the marketplace.

Today, his drive at Community Choice has shifted. To attract more members, he looks at the credit union as a person. How does it talk? How does it listen? Would he want to hang out with this person?

"We are choosing to be different," Cook says. "It will be imperative for us to create unexpectedly delightful experiences for our members, our employees and our communities. It's this pursuit of unexpectedly delightful experiences that motivates me, inspires me and keeps me here."

As a leader, Cook finds the biggest challenge is motivating both himself and his team every day — an essential part of running a successful company.

"The biggest challenge is making sure that I fill up my motivational/inspirational cup every night before I come into work the next morning," Cook says. "Essentially, as a leader, no matter how many people you lead, your most important role is to fill up their cups every day. As a leader, there is no one to fill up your cup. You must recognize this and fill up your own cup."

GLOBAL ATLANTIC FINANCIAL GROUP

215 10TH STREET | DES MOINES, IA 50309
(855) 887-4487 | WWW.GLOBALATLANTIC.COM

Global Atlantic Financial Group's team members are accustomed to facing challenges and tackling them head on. It's part of the company's highly-driven, entrepreneurial culture, which mixes talented professionals in a fast-paced, growing organization where they can thrive.

"Everyone has a can-do attitude and finds ways to solve problems and get the job done," says Dave Wilken, president, Life at Global Atlantic Financial Group. "We put our customers first and everyone in the organization is focused on achieving our goals to be a leading U.S.-focused retirement and life insurance company."

Started in 2004, Global Atlantic Financial Group offers a broad range of annuity and life insurance products. Its growing Des Moines office supports many corporate functions, in addition to being the center of the company's life insurance business.

People are what drive the company forward. Global Atlantic's team members helped the company accomplish two major milestones in the last year alone, including completing a major system conversation and surpassing \$100 million in sales for 2019.

"The hard work and perseverance we've shown over the last few years have been well worth it, and we are ready to tackle new challenges and goals," Wilken says. "We feel like there's nothing we can't accomplish together."

Those accomplishments have created an extremely optimistic outlook for Global Atlantic. In 2020, the company is poised to keep growing and excelling to become one of the leading U.S.-focused retirement and life insurance companies. Being client-centric is an important part in this equation, as the company looks to make its products, distribution and service more accessible through the use of technology.

"We will meet the needs of our customers as a life insurance provider of the future," Wilken says.

Global Atlantic Financial Group (Global Atlantic) is the marketing name for Global Atlantic Financial Group Limited and its subsidiaries, including Forethought Life Insurance Company and Accordia Life and Annuity Company. Each subsidiary is responsible for its own financial and contractual obligations. These subsidiaries are not authorized to do business in New York.





Front (L-R): Tom Doruska, Leah Hoppe, Dave Wilken, Maureen Henderson
Back (L-R): Shanna York, Stacy Miner, Doug Loots, Trent Michalski, Emily LeMay



(L-R): Christopher Shires, Principal; Chris Della Vedova, Senior Principal

CONFLUENCE

525 17TH STREET | DES MOINES, IA 50309 | (515) 288-4875 | WWW.THINKCONFLUENCE.COM

CHRIS DELLA VEDOVA

Chris Della Vedova was initially drawn to engineering when he started attending Iowa State University in 1986. But after an internship with a custom cabinet shop owned by a landscape architect, Della Vedova was convinced to join the design school and study landscape architecture himself.

That decision paid off, as Della Vedova eventually co-founded Confluence Inc., a landscape architecture company, in 1998. Since then, the company has grown to include eight offices in seven states — one of the largest standalone landscape architecture and planning firms in the Midwest.

As someone who works on many projects in the Greater Des Moines metro, Della Vedova is ecstatic about the area's future.

"While there is a friendly competition amongst the cities, developers and designer firms, at the end of the day, everyone is focused on the growth and community improvement in the entire region," Della Vedova says. "The investments that our community leaders have chosen to make in the metro will continue to pay dividends well into the future."

CHRISTOPHER SHIRES

Christopher Shires loves cities — the way they're run, managed, planned and so much more. That's why he worked more than 20 years with the City of West Des Moines before joining Confluence in 2013 to help expand the company's planning practice.

Confluence was the perfect fit for Shires. Since Confluence is a project-centered firm rather than a profit-centered firm, Shires operates with the goal to do great work and service clients to the best of his ability. Shires assists cities in their planning, regulations and processes, helping them operate more effectively.

Through his work, Shires enjoys building relationships that can take Confluence's services to the next level.

"It is all about relationships," Shires says. "It is crucial to take time to build solid, long-term relationships and get to know and understand the people you are working with and working for."



Blaire Massa

BALLET DES MOINES BLAIRE MASSA

121 SOUTH 11TH STREET, #100 | WEST DES MOINES, IA 50265 | (515) 440-1177 | WWW.BALLETDESMOINES.ORG

When Blaire Massa heard about the executive director opening at Ballet Des Moines, she was immediately intrigued. She and her husband had family ties to Iowa, so the state wasn't unfamiliar. And the more she learned about Des Moines' passion for the arts, the more she found herself hooked.

In September 2019, Massa took the position, expanding an already illustrious career in the arts. Massa is the daughter of a ballet dancer, and her earliest memories involve rehearsal studios. She moved to England at a young age and studied dance alongside her academics. After graduating from the

London School of Economics, Massa taught dance in the United Kingdom, New Zealand and the United States.

She settled in Washington D.C. in 2009, working at arts and educational non-profit organizations before coming to Des Moines.

"I was lucky to grow up in a musical, artistic family that considered the arts an essential part of early childhood education," Massa says. "I am passionate about expanding access to high-quality artistic programming so all people can benefit."

Ballet Des Moines is poised to take exciting steps with Massa at the helm. She hopes to expand programming to include more national and international choreographers while increasing the size of the company. These initiatives aim to raise the profile of Ballet Des Moines as Iowa's only professional, resident ballet company.

STIVERS FORD LINCOLN IOWA SCOTT POLITTE

1450 HICKMAN ROAD | WAUKEE, IA 50263
(515) 987-3697 | WWW.STIVERSFORDIA.COM

Dealerships are in Scott Politte's blood. In 1980, Scott's father Don Politte and partner Ed Stivers Jr. opened Stivers Lincoln Mercury in downtown Des Moines. Scott spent his Saturdays cleaning the parts and services departments. In 2006, Scott opened Stivers Ford Lincoln Iowa in Waukee and helped grow it into the biggest and best Ford Lincoln dealer in Iowa, garnering a company-best customer satisfaction index this past year.

As a locally-owned, family-operated dealership, Stivers Lincoln Ford provides superior sales and service experience. Oftentimes, Scott himself is out on the showroom interacting with customers throughout the dealership. The dealership is poised for more growth in 2020, with the release of new Lincoln and Ford models, like the Aviator, new all-electric Mustang Mach E and F-150 truck.

The key to success? Creating a culture around employees. Stivers Ford Lincoln boasts many long-term employees — the most senior being 42 years — and always looks to promote from within. That respect translates to customer satisfaction.

"I am most proud of our people," Politte says. "I've learned that having an organization that people enjoy being a part of is the most important key to success. If our team isn't happy with their position, then our customers won't get a great experience."

Scott Politte

dsm PEOPLE SAY

“Staff here make walking through the doors less like a medical clinic and more like a family. Our hope is this feeling translates to our patients, the care we provide them and into the communities we serve.”

BRANDY WATERS, CHIEF OPERATIONAL OFFICER OF THE IOWA CLINIC

“It is acceptable to say ‘I don’t know’ and then commit to finding the answer. Sir William Osler wisely said: ‘Medicine is a science of uncertainty and an art of probability.’ Those words resonate with me more today than when I began my career.”

DR. WENDY WOODS-SWAFFORD, MEDICAL DIRECTOR OF BLANK CHILDREN’S HOSPITAL

“We always want to help during a time that can be stressful. Work needs to get done, but taking care of your co-workers and their families is equally important. We find time to treat others with the respect they deserve.”

MIKE MCCOY, CEO OF NCMIC

“We learned quickly both perspectives are vital to taking the business into the next generation of jewelry buyers.”

BRUCE OWEN, CO-FOUNDER OF OWEN JEWELRY DESIGN, LLC

“I grew up in northern Minnesota in the midst of trees. I guess you could say the trees took root in me.”

GARY BARNUM, CO-FOUNDER OF BARNUM FLOORS

”



(L-R): Nicole Ueke, Office Manager; Austin Moore, Lead Sander; Kathy Barnum, Manager; Gary Barnum, President; Amberle Barnum, Sales

BARNUM FLOORS GARY BARNUM

9460 SWANSON BOULEVARD | CLIVE, IA 50325 | (515) 270-2211 | WWW.BARNUMFLOORS.COM

Gary Barnum was just a young boy when he moved to a small town in northern Minnesota, where trees were much more common than people. It was there he found his love for wood, which manifested itself into a career in carpentry.

After relocating to Des Moines in the late 1980s, Gary and his father Al started Barnum Floors, a company focused on all things hardwood flooring, in 1994. His sister Kathy joined the business in 1998, making it a true family affair. Since then, Barnum Floors has grown to become one of the area's most-respected custom hardwood flooring companies.

"I grew up in northern Minnesota in the midst of trees," Gary jokes. "I guess you could say the trees took root in me."

Gary cherishes the relationships he's made in the industry over the years, which has helped the company stay on top of industry trends. In the last several months, Barnum Floors has adapted to provide exclusive floorings and a specialized showroom where designers, builders and customers can meet to make flooring selections.

It's all part of Gary's and the company's dedication to quality and creating a legacy that will last for years into the future.



(L-R): Heather Schager, designer, goldsmith; Bruce Owen, owner designer, goldsmith; Clayton Owen owner, designer goldsmith

OWEN JEWELRY DESIGN, LLC

BRUCE AND CLAYTON OWEN

307 E 5TH STREET | DES MOINES, IA 50309 | (515) 505-4093 | WWW.BRUCEOWENJEWELRYDESIGN.COM

Jewelry sourced from all around the globe can be purchased in all kinds of places. But for Bruce and Clayton Owen, father-son owners of Owen Jewelry Design, there's much more to a piece of jewelry than what meets the eye. Each piece has a story.

Bruce, Clayton and goldsmith Heather Schager pride themselves on taking a dream piece of jewelry and bringing it to life using state-of-the-art CAD and CAM software, three-dimensional printing and hand-crafted finishing. They truly bring a new level of quality and personalization to each piece of jewelry they create.

"There is a true passion with our whole staff to make jewelry that is accurately designed and produced to be passed down for generations," Bruce says.

Listening to what the client wants and being able to create jewelry as individual as the person receiving it is the company's goal. Whether it's an engagement ring, anniversary gift or any piece of jewelry a customer desires, Owen Jewelry Design will design an exceptional piece within the client's budget.

Bruce brings almost four decades of experience to the business. Clayton delivers a fresh perspective and new ideas.

"We learned quickly both perspectives are vital to taking the business into the next generation of jewelry buyers," Bruce says.



*(L-R): Dr. Wendy Woods-Swofford, Medical Director;
Kelly Wilson, Research Coordinator; Amber Burke, Nurse Coordinator*

BLANK CHILDREN'S HOSPITAL

DR. WENDY WOODS-SWAFFORD

1200 PLEASANT STREET | DES MOINES, IA 50309 | (515) 241-KIDS | WWW.UNITYPOINT.ORG

Dr. Wendy Woods-Swofford always possessed a passion for helping others, and that desire to serve and be compassionate initially drew her to the medical profession.

She grew up in rural southwest Missouri and completed the accelerated medical program at the University of Missouri-Kansas City. After a three-year pediatric residency at Blank Children's Hospital in Des Moines, Woods-Swofford finished a pediatric fellowship and master's degree in public health at Vanderbilt University. She returned to Blank Children's Hospital in 2008 and has been there ever since, becoming the medical director in March 2019.

Woods-Swofford relishes the opportunity to provide top-notch care to children and their families. Aligning with the community is a top priority for Woods-Swofford and Blank Children's Hospital. In 2020, she plans to take that community-centric and compassionate approach and grow the hospital's footprint throughout Iowa.

Throughout her 13-year career at Blank Children's Hospital, Woods-Swofford has learned that questions don't always need to be answered right away. Sometimes time is required to find the right solution, particularly in the medical profession.

"It is acceptable to say 'I don't know' and then commit to finding the answer," Woods-Swofford says. "Sir William Osler wisely said: 'Medicine is a science of uncertainty and an art of probability.' Those words resonate with me more today than when I began my career."



Seated (L-R): Dave Baccile, Mary Young, Traci Galligan, Nichole Branz, Meaghan Kandt, Chick Herbert
Standing (L-R): David Siebert, Eric Madcharo, Sugar Townsend, Tony Dickinson, Mike McCoy, Molly O'Neill, Maurice Beryozkin, Sylvia Koss, Kenny Murrell, Shelbie Simmons, Matt Gustafson, Caitlyn Thompson-Smith

NCMIC TEAM MEMBERS

14001 UNIVERSITY AVENUE | CLIVE, IA 50325 | (515) 313-4500 | WWW.NCMICGROUP.COM

NCMIC's vision statement is simple but powerful: "We Take Care of Our Own." That sentiment starts at the top with NCMIC's senior leadership team and extends to employees, customers and community.

As a business, NCMIC, a Clive-based insurance and finance company, believes it's important to share its time and talent with the community. The company supports more than 100 organizations through its charitable contributions committee and is the leading United Way contributor in its category.

Every year, NCMIC hosts the Battle of the 'Burbs run, which will be held on Aug. 1, 2020. The event is hosted at NCMIC's office, which is in Clive but just a few steps from

both West Des Moines and Waukee. All proceeds — a total of \$55,000 in 2019 — are donated to the participating suburbs.

Giving back is a point of pride for all employees, and that applies internally as well. When one employee is facing a personal crisis, other employees are eager to step in and help out, perfectly embodying the "We Take Care of Our Own" vision statement.

"We always want to help during a time that can be stressful," CEO Mike McCoy says. "Work needs to get done, but taking care of your co-workers and their families is equally important. We find time to treat others with the respect they deserve."



(L-R): Melissa Denning, Dr. Heather Mohr (back), Brandy Waters, Nate Grewell (back), Tina Holtorf, Dr. Mark Zlab (back), Staci Zirkle, Dr. Jun Xu

THE IOWA CLINIC STAFF MEMBERS

5950 UNIVERSITY AVENUE | WEST DES MOINES, IA 50266 | (515) 875-9000 | WWW.IOWACLINIC.COM

Together we are strong. Being patient-centric is a lifestyle at The Iowa Clinic, and it takes an entire team to truly embody that approach. The dedication of staff members and physicians ensures every patient who walks through The Iowa Clinic doors is treated like family.

The Iowa Clinic, which has several clinics throughout the Des Moines metro, is physician-owned, meaning physicians are active in various business decisions. This allows leadership to drive solutions that directly impact patients.

For more than 25 years, The Iowa Clinic has prioritized the patient experience. Both physicians and staff members strive to provide five-star service and collectively demonstrate

this in all interactions. From the smiling faces that greet you to information technology to the physician — your experience should be exceptional. With that said, everyone at The Iowa Clinic is committed to the mission of “Dedicating Our Lives to Taking Care of Yours.”

“Staff here make walking through the doors less like a medical clinic and more like a family,” says Chief Operational Officer Brandy Waters. “Our hope is this feeling translates to our patients, the care we provide them and into the communities we serve.”

Last year, The Iowa Clinic celebrated its 25th anniversary. Over the last quarter of a century, the organization has grown to become one of the top medical clinics in the state. They provide dedication and experience for all patients, every time.



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ELEVATE
CELEBRATE
COMMUNITY

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SUPPORTING STRONG AND GROWING COMMUNITIES

BPC is dedicated to enhancing and shaping the community, and that means being involved in more than just our work. Our strong legacy of community leadership over the years is central to our vision and mission.

dsm PEOPLE SAY

“I enjoy relationship-building: knowing the passions of others, telling our story and connecting people to our mission. Saying thank you is the most rewarding part of my job.”

BERGETTA BEARDSLEY, VICE PRESIDENT OF PHILANTHROPY FOR FOOD BANK OF IOWA

“What really drives our passion is helping our clients gain clarity and confidence by becoming their Personal CFO and building a customized plan around their life goals. This gives us the goosebumps moment more than anything.”

CLINTON AKERBERG, FOUNDER OF THE WEALTH CONSULTING GROUP

“We want to see where we can grow and evolve aspects of our business. We know times are changing, so how do we continue to keep up, fortify what we have and develop new aspects of the business so that we have continued longevity?”

RACHEL SIVI, VICE PRESIDENT OF REAL OPTICS INC.

“We understand that customers visit Spectrum expecting a higher level of service from our sales team. As a company, we are always looking to improve that experience for customers.”

JENNIFER ROBINSON, GENERAL MANAGER OF SPECTRUM LIGHTING ON

“Cocktails in Des Moines are as good now as they’ve ever been. I think I speak for everyone when I say that we are excited to keep building this culture and making Des Moines a true destination for cocktails.”

NICK TILLINGHAST, FOUNDING PARTNER OF HELLO, MARJORIE AND BELLHOP

“Service to others is the straightest path to joy. Every day of my life I am inspired by the courage, compassion and generosity of my patients and their families.”

DR. RICHARD DEMING, FOUNDER OF CULTIVATING COMPASSION:
THE DR. RICHARD DEMING FOUNDATION

”

HELLO, MARJORIE AND BELLHOP NICK TILLINGHAST

717 LOCUST STREET | DES MOINES, IA 50309
HELLOMARJORIE.COM | @HELLOMARJORIEdm

440 E GRAND AVENUE | DES MOINES, IA 50309
BELLHOPTIKI.COM | @BELLHOPTIKI

Nick Tillinghast is a classic creative thinker. As a founding partner in two Des Moines cocktail bars — Hello, Marjorie and Bellhop — Tillinghast tries to find the most creative ways to present each brand. That also extends to providing top-notch service, consistency and drinks.

Tillinghast grew up in Des Moines, but left for Las Vegas after college. He moved back to Des Moines in 2016 to help open Hello, Marjorie, the classy, experience-focused bar. He later helped open Bellhop, one of Des Moines' only tiki bars, in 2019.

Both Hello, Marjorie and Bellhop provide delicious drinks to complement calming aesthetics. Hello, Marjorie mixes in classic cocktail tastes with more complicated flavor profiles. At Bellhop, customers can expect drinks with unique spices and tropical flavors. Thanks to great team members, both locations have become destinations.

"Beverage quality is the most important thing behind aesthetic, but they need to match," Tillinghast says. "We have destination locations, and if the beverage and aesthetic experiences are not on-point, it'll be hard to be successful."

Tillinghast is excited to see the cocktail scene continue to explode in Des Moines — with Bellhop and Hello, Marjorie at the forefront.

"Cocktails in Des Moines are as good now as they've ever been," Tillinghast says. "I think I speak for everyone when I say that we are excited to keep building this culture and making Des Moines a true destination for cocktails."



Nick Tillinghast



Dr. Richard Deming

ABOVE + BEYOND CANCER MERCYONE CANCER CENTER DR. RICHARD DEMING

411 LAUREL STREET, SUITE C-100 | DES MOINES, IA 50309

Passion and compassion are the keys to a meaningful life. That's what Dr. Richard Deming, medical director at MercyOne Cancer Center and founder of Above + Beyond Cancer, has found throughout his lifelong career in medicine and philanthropy.

It was more than 40 years ago Deming graduated from medical school, and his passion for serving others hasn't wavered. In 2011, he started Above + Beyond Cancer, a nonprofit organization that takes cancer survivors on incredible real-world journeys. The organization has touched and inspired thousands.

"Service to others is the straightest path to joy," Deming says. "Every day of my life I am inspired by the courage, compassion and generosity of my patients and their families."

Above + Beyond Cancer has inspired Deming himself. One of Deming's patients, Kathy, dealt with a lifelong condition called neurofibromatosis, creating thousands of benign tumors throughout her body.

One tumor became cancerous, and after treatments Kathy was left with permanent weakness. Despite the adversity, Kathy was one of the first people to sign up for the first Above + Beyond Cancer journey to Everest Basecamp in 2011. During the trip, Kathy fell down more times than Deming could count. But she got up each time.

Kathy unfortunately passed away in early 2019, but she left a permanent mark on Deming and the people around her. It's for people like Kathy that drives Deming to care for others and give back in any way he can.

FOOD BANK OF IOWA BERGETTA BEARDSLEY

2220 E 17TH STREET | DES MOINES, IA 50316
(515) 564-0330 | WWW.FOODBANKIOWA.ORG

Bergetta Beardsley, Food Bank of Iowa's vice president of philanthropy, learned the value of giving as a child. Raised in the farming community of Delavan, Minnesota, Beardsley remembers her family's loyal support of the church.

Supporting important causes was further reinforced while working at Nationwide. With company encouragement, Bergetta became active in the community, ultimately leading the Nationwide United Way employee campaign. She was hooked.

After a decade in health and human services non-profit work, Beardsley joined Food Bank of Iowa in 2018. She was drawn to the organization's vision of a hunger free Iowa. About 11% of Iowans live in poverty and Food Bank of Iowa delivers 1.5 million pounds of food every month to help people in need.

Beardsley and husband John have three wonderful children. While life has been challenging at times, Bergetta remains committed to serving others. She is passionate about connecting with people — committed teammates and passionate volunteers, as well as people eager to support the organization's noble cause.

"I enjoy relationship-building: knowing the passions of others, telling our story and connecting people to our mission," she says. "Saying thank you is the most rewarding part of my job."



Bergetta Beardsley



(L-R): Jackie Akerberg, Clinton Akerberg

THE WEALTH CONSULTING GROUP CLINTON AND JACKIE AKERBERG

3106 INGERSOLL AVENUE | DES MOINES, IA 50312 | (515) 277-6462 | WWW.WEALTHCG.COM

Helping people manage their finances like a business is what first drew Clinton Akerberg to wealth management 16 years ago. Since the beginning, he has excelled at developing innovative, strategic solutions for his clients, but when Clinton met his now wife, Jackie, and realized her knack for organization, networking and business systems, he knew she was the missing piece to complete The Wealth Consulting Group team by taking on her role as Operations Manager.

Through the firm's Personal CFO service, clients can expect an elevated, personalized approach to wealth planning

and goal setting. In addition to being clients' most trusted advisor, The Wealth Consulting Group sets itself apart by leading the way across the nation with Sustainable Investing.

Sustainable Investing allows you to invest alongside your values with the goal of making a positive social and environmental impact, without losing focus on performance. In 2020, Akerberg hopes to broaden Sustainable Investing by educating individuals and non-profit organizations about the importance of mission-aligned investing and the impact they can have with their conscious allocation of capital.

"What really drives our passion is helping our clients gain clarity and confidence by becoming their Personal CFO and building a customized plan around their life goals," Akerberg says. "This gives us the goosebumps moment more than anything."

Securities offered through LPL Financial, Member FINRA/SIPC. Investment advice offered through WCG Wealth Advisors, LLC a Registered Investment Advisor. The Wealth Consulting Group and WCG Wealth Advisors, LLC are separate entities from LPL Financial. A Sustainable Responsible Investing (SRI funds' policy could cause it to perform differently compared to funds that do not have such a policy. No strategy assures success or protects against loss.



(L-R): Isak Sivi, Rachel Sivi

REAL OPTICS, INC. ISAK AND RACHEL SIVI

2405 INGERSOLL AVENUE | DES MOINES, IA 50312 | (515) 244-7740 | WWW.REALOPTICSINC.COM

Isak Sivi was always a natural business man. By 10 years old, Isak was selling soda on the streets of Istanbul, Turkey. He moved to Des Moines in the 1970s and began working at a local eye care center.

But being a natural entrepreneur, Isak wanted to start his own company. So in 1977, he started Real Optics, Inc. in a small space in a hospital. Today, Real Optics, Inc. is the umbrella company of three separate brands: Vogue Vision, Eyemart Optical Outlet and One Hour Optical. Together, they have 14 locations throughout Iowa.

Isak's daughter, Rachel, didn't have any plans to be a part of the business, but moved back to Des Moines 13 years

ago. She quickly found her place in the company and focused on the rebranding of Vogue Vision as a high-fashion eyewear destination. Today, Isak and Rachel oversee operations and management of Real Optics, Inc., ensuring customer satisfaction and excellence across all of the company's brands.

Rachel hopes to carry the torch of her father's business and lead as the industry is ever evolving.

"We want to see where we can grow and evolve aspects of our business," she says. "We know times are changing, so how do we continue to keep up, fortify what we have and develop new aspects of the business so that we have continued longevity?"



(L-R): Raechel Grapentine, Asynn Soukrasmy, Morgan Johnson, Mike Mahoney, Deborah Pool, Carla Thomas, Eric Hannan, Jennifer Robinson, Davalyn Stepzinski, Elizabeth Charlson, Megan Rockafellow, Katelyn Yousse

SPECTRUM LIGHTING SALES TEAM

2540 104TH STREET | URBANDALE, IA 50322 | (515) 276-5088 | WWW.SPECTRUMLIGHTING.BIZ

The sales team at Spectrum Lighting, an Urbandale-based lighting business, understands the importance of the customer experience. Without happy and satisfied customers, there is no business. That's why each member of the sales team makes sure customers feel welcome in the Spectrum Lighting showroom and offers high-quality service.

Almost every member of the sales team has an interior design degree and has been certified by the American Lighting Association. Each member is experienced in designing lighting

for everything from residential homes and multi-family projects to restaurants, living spaces, boutiques and other commercial businesses. Throughout the year, the team also takes steps to stay on the cutting edge, learning about new products and the latest technologies.

Spectrum Lighting can take care of all of a customer's lighting needs, including remodels, repairs, decorative lightings and more. The sales team ensures that each Spectrum experience is a good one, and that customers leave the showroom a bit brighter than when they entered.

"We understand that customers visit Spectrum expecting a higher level of service from our sales team," General Manager Jen Robinson said. "As a company, we are always looking to improve that experience for customers."

dsm PEOPLE SAY

“Des Moines is a special place to live, and the strength and growth of local businesses pre- and post-recession is a testament to how great we are as a community.”

COREY KAUTZ, OWNER OF GREENLAND HOMES

“As with many organizations, the Art Center’s staff is its greatest resource. Intelligent, fun, committed and passionate about our mission, the Art Center’s staff takes this a step higher. They are my favorite things.”

JEFF FLEMING, DIRECTOR OF THE DES MOINES ART CENTER

“We’re part of the story. It’s a fun industry to be a part of, and it’s our pleasure to serve the Iowa community.”

KYLE DOYLE, OWNER OF IOWA DISTILLING COMPANY

“It’s pretty plain and simple: I love helping people and improving our community. I believe everyone can make a positive difference in the lives of others.”

KIMBERLY HANSEN, EXECUTIVE DIRECTOR OF REBUILDING TOGETHER

“We really know the communities we serve. Many of us also live near our branch, so our customers are our neighbors and friends.”

BRENDA HEMSTED, BRANCH MANAGER AT NEW BRANKERS TRUST LOCATION IN ANKENY

“I think my peers will agree, real estate agents are a different breed. I totally agree, and that’s why I love my job. It takes hard work, dedication, passion and perseverance.”

TAMMY HECKART WITH RE/MAX CONCEPTS, REAL ESTATE AGENT

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Front Row (L-R): Nicole Larson, Chad Baker, Molly O'Connor, Tammy Heckart;
Back Row: (L-R): Nick Cameron, Bob Cupples, Tony Berry, Amanda Hentges, Cody Bilyeu, Danny West

RE/MAX CONCEPTS TAMMY HECKART

1360 SW PARK SQUARE DRIVE, SUITE 106 | ANKENY, IA 50023 | (515) 778-8807 | WWW.TAMMYHECKART.COM

Tammy Heckart has always been interested in the values of mentorship and leadership. So when she started a top-notch real estate team under Re/Max Concepts, Heckart used those values to create a culture geared toward growth and opportunity for her team members.

Her team consists of agents in all stages of their careers. Heckart knows she has a great crew and believes much of their success stems from who they are as individuals. She's chosen agents who are passionate, ethical and have a

drive to learn and grow. Heckart enjoys the daily challenges and sense of accomplishment that comes with real estate. She considers her day successful if she was able to help clients achieve their goals while guiding her team to new growth.

"I think my peers will agree, real estate agents are a different breed," Heckart says. "I totally agree, and that's why I love my job. It takes hard work, dedication, passion and perseverance. You need a kind heart to listen to client needs along with the knowledge and a determination to provide the absolute best representation. It's a fast-paced, always-changing industry, and I'm so lucky to be a part of it!"



Corey Kautz

GREENLAND HOMES

COREY KAUTZ

1680 SW ANKENY ROAD, SUITE 2A | ANKENY, IA 50023 | (515) 528-8115 | WWW.GREENLANDHOMESIOWA.COM

Greenland Homes doesn't just build homes — they build relationships with people.

As a locally owned business, Greenland Homes is passionate about connecting with the community and supporting other local businesses. The Des Moines-based home builder uses local contractors and suppliers on their projects to invest in and promote the community.

These businesses partner with Greenland Homes to build strong relationships and deliver excellent service to customers, who aren't just numbers. They are names and faces at school events, on the street or in grocery stores.

Greenland Homes is also a proud sponsor of a variety of charities and organizations in the Greater Des Moines metro.

That community- and people-centric mindset starts at the top with Owner Corey Kautz, who is proud to work in and give back to Greater Des Moines.

"Des Moines is a special place to live, and the strength and growth of local businesses pre- and post-recession is a testament to how great we are as a community," Kautz says. "We are lowans supporting lowans, and it makes us proud to know that local businesses are committed to using local banks and ensuring that the money earned in Iowa gets reinvested in Iowa."



Front of Counter (L-R): Rich Trueblood, Production Assistant; Beth Middleton, Outside Sales Representative; Kyle Doyle, President;
Back of Counter (L-R): Nate Gibson, Associate Distiller/Production Assistant and Bourbon Club Coordinator; Adam Cox, General Manager and Head Distiller;
Seated: Shanna Vaughn, Front of House Manager.

IOWA DISTILLING COMPANY

KYLE DOYLE

4349 CUMMING AVENUE | CUMMING, IA 50061 | (515) 981-4216 | WWW.IOWADISTILLING.COM

Iowa is home for Kyle Doyle — so much so, he has stayed here all his life. A Cumming native, Doyle graduated from Dowling High School in West Des Moines and attended Simpson College in Indianola. After working in Clive for a number of years, he found an opportunity to serve Iowans in a new and exciting way.

In 2016, Doyle took the reins at the Iowa Distilling Company in his hometown of Cumming. The distillery has become an Iowa gem, creating eight different spirits in total — everything from bourbon to its flagship cinnamon whiskey,

Prairie Fire. Doyle's Iowa pride is an integral part of how he operates. His goal is to have Iowa Distilling Company's brands in all of Iowa's 99 counties by the end of 2020.

"People drive the passion for what I do," Doyle says. "We create spirits that Iowans can be proud of. We know they are the true drivers on this journey."

Doyle deeply cares for community. He views Iowa Distilling Company as a catalyst for relationships, whether that be in the Craft Cocktail Lounge at the Distillery or conversations over a few cocktails at the local bar.

"We're part of the story," Doyle says. "It's a fun industry to be a part of, and it's our pleasure to serve the Iowa community."



Kimberly Hansen

REBUILDING TOGETHER KIMBERLY HANSEN, EXECUTIVE DIRECTOR

1111 9TH STREET, SUITE 265 | DES MOINES, IA 50314
(515) 284-7403 | WWW.REBUILDINGDM.ORG

Kimberly Hansen was born and raised in Des Moines' Beavertdale neighborhood, and enjoys calling Iowa home. She received degrees from Simpson College and Drake University. She has worked for a variety of Des Moines nonprofits and served on many board of directors in her career.

Kimberly deeply cares for the local community, which is why she joined Rebuilding Together Greater Des Moines — an organization that rehabilitates the homes of veterans, older adults, people with disabilities and families with dependent children — as its executive director 10 years ago. Since then, Rebuilding Together Greater Des Moines has grown from helping 55 families per year to more than 270, making it one of the larger affiliates nationwide.

"It's pretty plain and simple: I love helping people and improving our community," Hansen says. "I believe everyone can make a positive difference in the lives of others."

Hansen is proud to lead an organization that strives to help those in need of affordable, healthy and safe housing for their families. In 2020, Rebuilding Together Greater Des Moines is celebrating its 25th anniversary locally. This year's goal is to expand efforts in working with local health care professionals to provide healthy homes for families.



Seated (L-R): Greg Means, Grimes; Mary Simon, Altoona; Betty Ridout, Windsor Heights; Jill Crosser, Ames;
Standing (L-R): Jennifer Curtis, Downtown/Skywalk; Mary Kay Hamell, South; Brenda Hemsted, Ankeny; Sandra Miller, North; Rob Reinard, West Des Moines; Sandy VanBuskirk, Clive; **Not pictured:** See Rodari, East

BANKERS TRUST BRANCH MANAGERS

12 CENTRAL IOWA LOCATIONS | (515) 245-2863 | WWW.BANKERSTRUST.COM

Experience matters. And when customers stop by their local Bankers Trust location, experience is what they'll find. In fact, the branch managers at the bank's 12 Central Iowa locations have a combined 165 years of experience working at Bankers Trust. That's 165 years getting to know customers and providing the financial solutions they need.

"We really know the communities we serve," says Brenda Hemsted, branch manager at the recently opened Bankers Trust in Ankeny and a 15-year veteran with the bank. "Many of us also live near our branch, so our customers are our neighbors and friends."

Bankers Trust branch managers are actively involved with their communities through volunteerism and participating in their local chambers of commerce. Their commitment to being involved is reflective of the overall culture at Bankers Trust, where team members volunteer a total of 18,000 hours every year.

"Our team members are what set us apart. They are the 'Bankers Trust Difference,'" says CEO and President Don Coffin. "Our branch managers are often the face of the organization to our customers. I'm incredibly proud of this important group of leaders for providing outstanding service to our customers and communities."



Front row (L-R): Tom Rosborough, Tracy Duran, Cheryl Tuttle, Jay Ewart, Jill Featherstone, Vance Fischer, Mickey Ryan, Sharyl Smith; Back row (L-R): Ellen O'Neil Harris, Jeff Ashe, Myron Anderson, Michael O'Neal, Jeff Fleming, Sydney Royal-Welch, Rachael Jackson, Brad Ball, Laura Burkhalter, Mindy Meinders; Not pictured: Barbara Briggie-Smith, Milton Bunce, Debra Kurtz, Gene Swan

DES MOINES ART CENTER STAFF MEMBERS SERVING 10+ YEARS

4700 GRAND AVENUE | DES MOINES, IA 50312 | (515) 277-4405 | WWW.DESMOINESARTCENTER.ORG

Passion from employees is what drives the Des Moines Art Center. From the curatorial team creating powerful and thought-provoking exhibitions, to the education departments providing access to art interpretation and creation, to the development team raising funds to make it all happen, staff members at the Art Center are passionate about what they do.

"The sense of dedication is palpable when beginning at the Art Center," says Jordan Powers, director of marketing and public relations. "This is a team who believes to their core the work that they do."

The positive workplace culture has translated to success, both externally and internally.

The Art Center boasts 22 staff members serving more than 10 years — or 40% of its full-time staff. It's that loyalty and dedication to world-class art that has allowed the Art Center to be consistent in its mission, vision and execution. And the combination of longtime staff and newer team members plays a key role in the transformative exhibitions and exceptional programming at the Art Center.

"As with many organizations, the Art Center's staff is its greatest resource," Director Jeff Fleming says. "Intelligent, fun, committed and passionate about our mission, the Art Center's staff takes this a step higher. They are my favorite things."

dsm PEOPLE SAY

“I believe that coffee shops possess the power to start conversations, spark creativity and bring all people in a community together. DSM Brew Coffee Co. was created specifically to provide a platform in the public square for Des Moines’ people, voices and ideas.”

MICHAEL BOWSER, MANAGING PARTNER WITH DSM BREW COFFEE CO.

“It would have been helpful to know to have the confidence to sustain some of the blows and demoralizing moments — to trust one’s self in all matters and be proud of one’s skills. I learned over time the value of being diplomatic and thinking strategically to evolve my career.”

ANGELA FRANKLIN, PRESIDENT OF DES MOINES UNIVERSITY

“Des Moines has continued to grow and improve for the last 45 years, with the results particularly evident in the last 20 years. Des Moines is an exciting but livable community with lots of great people and terrific opportunities for everyone.”

RICH EYCHANER, OWNER AND OPERATOR OF EYCHANER PROPERTIES, INC.

“It wasn’t easy, but if I asked someone today, they wouldn’t use the word shy to describe me. That experience helped me understand that it is always best to deal with a weakness or fear directly both personally and in business.”

STACY SIME, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF LIFSERVE BLOOD CENTER

“In 2020, we want to raise awareness and support for our foundation in an effort to propel us into the next 25 years. As the issues of today evolve into the future, we want to be prepared to respond.”

JAIMIE MILLER, EXECUTIVE DIRECTOR OF THE IOWA CREDIT UNION FOUNDATION

“Our team is amazing. They challenge themselves to empower women and give back to others each and every day. As a team, we truly feel we can accomplish anything we set our minds to doing.”

ANDREA MORRIS, CO-FOUNDER OF AMAZING LASH STUDIOS

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IOWA CREDIT UNION FOUNDATION JAIMIE MILLER

7745 OFFICE PLAZA DRIVE N, SUITE 170
WEST DES MOINES, IA 50266 | (800) 860-6180
WWW.IOWACREDITUNIONFOUNDATION.ORG

The Iowa Credit Union Foundation was founded two years after the 1993 floods devastated Iowa families across the state. The organization provided crucial financial support for those families in need — an essential service for the many who were affected.

Jaimie Miller, the executive director of the Iowa Credit Union Foundation, is a Des Moines native and has vivid memories of those floods. After college, Miller worked in state politics and became aware of the credit union industry. She subsequently worked for several years in the nonprofit sector, then joined the Iowa Credit Union Foundation six years ago — a perfect marriage of her passion for credit unions and philanthropic skillset.

The Iowa Credit Union Foundation still provides disaster assistance, but it does much more today, like promoting financial literacy, offering college scholarships and more. The organization is celebrating its 25th anniversary in 2020, and the goal going forward is to continue being an advocate for people and financial wellbeing. Miller, along with her team, is prepared to take the organization's next steps.

"In 2020, we want to raise awareness and support for our foundation in an effort to propel us into the next 25 years," Miller says. "As the issues of today evolve into the future, we want to be prepared to respond."



Jaimie Miller

LIFESERVE BLOOD CENTER STACY SIME, PRESIDENT AND CEO

431 E LOCUST STREET | DES MOINES, IA 50309
(800) 287-4903 | WWW.LIFESERVEBLOODCENTER.ORG

When Stacy Sime was young, even talking to a cashier at the grocery store was difficult. Being shy was a limiting trait, she realized. So when Sime was attending college at North Dakota State University, she purposely choose an internship in a different city. She forced herself out of her comfort zone, and it helped propel her professional career.

“It wasn’t easy, but if I asked someone today, they wouldn’t use the word shy to describe me,” Sime says. “That experience helped me understand that it is always best to deal with a weakness or fear directly both personally and in business.”

Sime graduated from NDSU in 1988 and entered the medical field at Mercy Medical Center in Des Moines. She later began working at the Blood Center of Iowa, which later became LifeServe Blood Center after Sime oversaw the merger of two regional blood centers in 2010. Sime is now the president and chief executive officer of LifeServe, which is one of the 15 largest blood centers in the U.S., serving hospitals Iowa, Nebraska and South Dakota.

Sime hopes to become a visible advocate for the importance of a community blood supply. Just like when you call the fire department when your house is on fire, LifeServe is called upon when individuals are in dire need. That’s why services like LifeServe are so important to our community.

Stacy Sime



Front (L-R): Jasmine Flowers, Barista; Dani Fox, Barista; Zaakary Barnes, Barista; Molly Johnson, Art Curator; Michael Bowser, Managing Partner;
Back (L-R): Noah Llambias, Barista; Franky McMillian, Assistant Manager; Julia Estrada-Gameros, Barista; Eli Fox, Media Specialist & Barista; Ahlam Salah, Barista

DSM BREW COFFEE CO. MICHAEL BOWSER

300 W MARTIN LUTHER KING JR. PARKWAY, SUITE 140 | DES MOINES, IA 50309 | (515) 259-3634 | WWW.DSMBREW.COM

Innovation, whether it be of a service, product or concept, intrigues Michael Bowser. It's what gets him out of bed in the morning, and it has driven both his professional career and life in philanthropy.

Bowser, a native of Waterloo who moved to Des Moines after graduating from the University of Northern Iowa in 2006, is managing partner of DSM Brew Coffee Co., a new-age coffee shop that specializes in locally roasted coffee, premium tea, Italian gelato and delicious food items.

Bowser also has an extensive background in innovating within Des Moines' non-profit and advocacy groups, including

effective leadership roles with the Des Moines Civil and Human Rights Commission, the Des Moines Gay Men's Chorus and the Eychaner Foundation. He created the Community Composting Center at DSM Brew Coffee Co. in partnership with Home4MyPeeps for downtown Des Moines residents.

Through his work at DSM Brew Coffee Co., Bowser is able to merge his passions for both business and community. After all, coffee shops provide a space for much more than just drinks and food.

"I believe that coffee shops possess the power to start conversations, spark creativity and bring all people in a community together," Bowser says. "DSM Brew Coffee Co. was created specifically to provide a platform in the public square for Des Moines' people, voices and ideas."

EYCHANER PROPERTIES, INC.

RICH EYCHANER AND ANDY BURTON

PO BOX 1797 | DES MOINES, IA 50305
(515) 262-0000 | WWW.EYCHANERPROPERTIES.COM

Rich Eychaner enjoys improving neighborhoods and communities around him. Twenty years ago, after selling KKDM Radio Station 107dot5, he expanded his investments in commercial real estate. Today, he owns and operates Eychaner Properties, a Des Moines-based commercial real estate company, with investments including the 300mlk complex, MLK River Park offices and retail at Merle Hay & Douglas.

Eychaner grew up in DeKalb, Illinois, and was always entrepreneurially minded. He moved to Des Moines in 1975 to open an Allied Van Lines agency, moving furniture and driving semis. He became an owner and vice president of the Iowa Cubs in the early 1980s before co-founding the Movies To Go video rental chain with Andy Burton, who 35 years later is president of Eychaner Properties, Inc.

Through his work in real estate over the past 20 years, Eychaner has seen Greater Des Moines grow and blossom. He's seen downtown and neighborhoods grow, new housing constructed, leading to an influx of young professionals and a growing tech explosion. All of it equals an exciting future for the Greater Des Moines metro.

"Des Moines has continued to grow and improve for the last 45 years, with the results particularly evident in the last 20 years," Eychaner says. "Des Moines is an exciting but livable community with lots of great people and terrific opportunities for everyone."

(L-R): Rich Eychaner, Owner; Andy Burton, President



(L-R): Tiesha Long, Brooke VanderPloeg, McKenna Matthies, Emma Timberlake, Derrian Thorpe, Emily Hicks, Kori Glenn, Angel Grubb, Andrea Morris, Ami Quach, Breck Briley, Bridget Harney, Mandy Anzivino, Kenzie Michael, Abby Pena and Savannah Bruce

AMAZING LASH STUDIOS ANDREA MORRIS AND ANGEL GRUBB

140 JORDAN CREEK PKWY SUITE 120 | WEST DES MOINES, IA 50266 | (515) 500-2601 | WWW.AMAZINGLASHSTUDIO.COM

When Andrea Morris and Angel Grubb opened Iowa's first Amazing Lash Studios location in West Des Moines, they did it with the goal of filling a need in the market — creating lasting beauty and confidence through passion, dedication and excellence.

"We really felt Des Moines needed something like this," Morris says. "[What empowers us is] the ability to empower women each and every day, whether they are employees, co-workers or guests. Women walk out of our studio each day looking and feeling amazing."

Amazing Lash Studios is the industry leader in eyelash extension services, boasting 240 locations across the country. A team of licensed cosmetologists and estheticians have special training in lash extension and lash lift services. Pair the services with quiet, private and relaxing suites for all guests, and Amazing Lash Studios provides a one-of-a-kind experience.

The relaxing atmosphere is a credit to Amazing Lash Studios' team, which focuses on a top-notch client experience every time.

"Our team is amazing," Morris says. "They challenge themselves to empower women and give back to others each and every day. As a team, we truly feel we can accomplish anything we set our minds to doing."



Dr. Angela Franklin

DES MOINES UNIVERSITY

ANGELA L. WALKER FRANKLIN, PH.D.

3200 GRAND AVENUE | DES MOINES, IA 50312
(515) 271-1661 | WWW.DMU.EDU

Throughout Angela Franklin's career, she's been committed to advancing health sciences to better serve humanity. As president and CEO of Des Moines University, one of the foremost medicine and health sciences universities in the United States, she has been able to live her passion by helping students advance and pass on help to others in their own careers.

Franklin's career has taught her many important things, but at the top of her list is the ability to remain steadfast in one's goals, even when challenged.

"It would have been helpful to know to have the confidence to sustain some of the blows and demoralizing moments — to trust one's self in all matters and be proud of one's skills," Franklin says. "I learned over time the value of being diplomatic and thinking strategically to evolve my career."

Since joining Des Moines University in 2011, Franklin has overseen several significant changes, including restructuring of the administrative staff, transforming the composition of the Board of Trustees and planning for a new West Des Moines university campus. The location in West Des Moines will enable future growth and innovation in teaching, research and clinical services.

"We have the rare opportunity to think bigger than ever to realize the most advanced medical and health sciences university in the nation," Franklin says. "We are pushing ourselves to think differently about all of our operations."

dsm PEOPLE SAY

“I set out to create that space with the hunch that if I worked for my team, treated them as my most important customers, they’d do the same for our guests. I was right. In an industry with too many job vacancies, I’ve been able to recruit and retain the most incredible people.”

CASSIE SAMPSON, FOUNDER OF EAST VILLAGE SPA

“I am always striving for better by giving back to the community, providing better service, finding the right homes for our client’s needs and the right buyers for our sellers’ homes. I also strive to make better friendships while always being honest and trustworthy.”

KIM O’CONNOR, REAL ESTATE AGENT WITH IOWA REALTY

“The work we are doing, it’s going to touch generations of Iowans. It’s going to redefine how we think of ourselves as Iowans, and how the world thinks of Iowa. We are building on the legacy of Des Moines, of leaders coming together to make big things happen.”

HANNAH INMAN, CEO OF GREAT OUTDOORS FOUNDATION

“I love working with people to help them accomplish some of the most important goals of their lives. We make a real difference in people’s lives, and it is rewarding to see their lives improve through our work.”

LOREN MERKLE, FOUNDER OF MERKLE RETIREMENT PLANNING

“We want our patients to thrive at home, not just survive. Home care is highly effective and is the cost-effective option, both for individuals and for the state.”

KIMBERLY WEBER, PRESIDENT AND CEO OF IOWA HOME CARE

“My patients are my passion. Some of my most rewarding moments come from seeing how happy the smallest changes can make someone.”

STEFANIE GATICA, OWNER AND MAIN PROVIDER AT REVIVE CLINIC AND SPA

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EAST VILLAGE SPA CASSIE SAMPSON

601 E LOCUST STREET, #202 | DES MOINES, IA 50309
(515) 309-2904 | WWW.EVDAYSPA.COM

For Cassie Sampson, valuing her team is a big part of her passion. It's why in 2008 she opened East Village Spa — a provider of massage therapy, skin care and natural nail care services located in Des Moines' East Village. As a licensed message therapist, Sampson struggled to find a workplace where she felt her work was valued. She wanted to create that space for herself.

"I set out to create that space with the hunch that if I worked for my team, treated them as my most important customers, they'd do the same for our guests," Sampson says. "I was right. In an industry with too many job vacancies, I've been able to recruit and retain the most incredible people."

As a small and locally owned business, East Village Spa values the importance of relationships and community. Everyone is treated like family, and Sampson uses the spa as a vehicle to support organizations that guests and team members care about.

Sampson hopes East Village Spa can become a model for the larger spa industry in Iowa.

"The more we can do to elevate employment and working conditions for the best qualified spa providers, and the more we can work in collaboration with our trusted colleagues, the better we can help care for people in Central Iowa," Sampson says.

Cassie Sampson



Back row (L-R): Kelly Winters, Nikki Roetman, Jayden Gatica, Tammi Moller, Katie Rand, Megan Drilling
Front row (L-R): Renee Aragon, Stephanie Ganske, Dr. Stefanie Gatica, Brianna Sandstrom

REVIVE CLINIC AND SPA

STEFANIE GATICA

1850 SW PLAZA SHOPS LN, SUITE A | ANKENY, IA 50023 | (515) 965-5677 | WWW.REVIVECLINICANDSPA.COM

Dr. Stefanie Gatica, owner of Revive Clinic and Spa in Ankeny, had been away from the dermatology and aesthetics industry for a little more than three years when she realized just how much she missed it. A friend of hers approached her in 2017 and wanted to go into business together. That discussion led to the creation of Revive Clinic and Spa.

Gatica, Doctor of Nursing Practice (DNP), brings more than 30 years of experience in the medical field to Revive Clinic and Spa, which offers all kinds of dermatology services,

from body contouring to aesthetic services. She and the knowledgeable team members take care to treat every client to a personal experience. Because clients are like family at Revive Clinic and Spa, the staff takes time to understand their cosmetic goals, eventually helping them customize a treatment plan.

Gatica is happy to be back in the industry and is ecstatic when she sees how happy clients are after treatments at Revive Clinic and Spa. It's that joy that drives her passion on a day-to-day basis.

"My patients are my passion," Gatica says. "Some of my most rewarding moments come from seeing how happy the smallest changes can make someone."



(L-R): Jen Cross, VP of Donor Relations, Hannah Inman, Chief Executive Officer

GREAT OUTDOORS FOUNDATION

HANNAH INMAN AND JEN CROSS

501 SW 7TH STREET, SUITE G | DES MOINES, IA 50309 | (515) 452-0024 | WWW.GREATOUTDOORSFOUNDATION.ORG

It's not everyday you get to work on something that will change the Iowa landscape forever. But Hannah Inman and Jen Cross, leaders of the Great Outdoors Foundation, can confidently say that day in and day out.

Inman, CEO, and Cross, vice president of donor relations, are passionate about making outdoor recreation a catalyst for nature conservation. That's why the Great Outdoors Foundation is one of the key players in the Central Iowa Water Trails project, a transformational vision that will build exciting and unique recreational opportunities across Central Iowa's waterways while also promoting conservation.

As momentum continues to build for the water trails project, it isn't lost on them just how special it is to be part of the Great Outdoors Foundation during a transformational shift for Iowa.

"The work we are doing, it's going to touch generations of Iowans. It's going to redefine how we think of ourselves as Iowans, and how the world thinks of Iowa," Inman says. "We are building on the legacy of Des Moines, of leaders coming together to make big things happen."

And that's part of the excitement.

"All of these community leaders are involved because they want to see this vision become reality," Cross says. "That is the most inspirational part of the project, being able to be part of this the collaboration of inspirational people pushing this project from 'if' to 'when.'"

A man with short brown hair, smiling, wearing a light blue suit jacket over a white shirt. He is standing in an office setting. Behind him is a large blue wall with a large, stylized white 'M' logo. The logo is illuminated with a blue glow. The background also features a wooden frame and a grid pattern.

MERKLE RETIREMENT PLANNING

LOREN MERKLE, CFP®

1860 SE PRINCETON DRIVE | GRIMES, IA 50111
(515) 278-4110 | WWW.MERKLERETIREMENTPLANNING.COM

Loren Merkle was drawn to the retirement planning industry because he saw it as an underserved market. About 10,000 people retire every day, and he wanted to help.

After graduating from Central College in Pella, he began working as a financial adviser in Iowa City. Now as the founder and leader of Merkle Retirement Planning, he gets to live out his passion every day: helping individuals achieve their financial goals.

“I love working with people to help them accomplish some of the most important goals of their lives,” Merkle says. “We make a real difference in people’s lives, and it is rewarding to see their lives improve through our work.”

Merkle started Merkle Retirement Planning with a goal of educating families and giving them information to make the best planning decisions possible. Planners at the company create well-designed custom retirement plans for each client, ensuring they have a roadmap for success. The company also has a media presence through its educational TV shows, podcasts and print publications.

In 2020, Merkle hopes to provide more education for pre-retirees and retirees in Iowa.

“Our ultimate goal is to reach and educate as many people as possible,” Merkle says.

Loren Merkle



(L-R): Jason Froehlich, Kim O'Connor

HOMESERVICES LENDING AND IOWA REALTY

JASON FROEHLICH, HOMESERVICES LENDING
KIM O'CONNOR, IOWA REALTY

3501 WESTOWN PARKWAY | WEST DES MOINES, IA 50266 | (515) 453-7872 | WWW.HOMESERVICESLENDING.COM

165 S JORDAN CREEK PARKWAY | WEST DES MOINES, IA 50266 | (515) 249-0009 | KIMOCONNOR@IOWAREALTY.COM
NMLS #648374

Creating the best customer service experience possible is the ultimate goal for Kim O'Connor, a real estate agent at Iowa Realty. O'Connor specializes in residential real estate and has been in the business for nearly three decades, bringing her client-centric approach to countless individuals.

To achieve such high customer satisfaction, it takes a real team. HomeServices Lending of Iowa, the parent company of Iowa Realty, makes that easy to do by incorporating all the necessary components in the home buying process under one umbrella. Iowa Realty (the leader in professional marketing,

agent services, legal and technology), HomeServices Lending (top purchase-money mortgage lender), Iowa Title (title and abstract needs), Midland Title & Escrow (settlement services) and HomeServices Insurance (an independent agency) are working in concert to provide a true singular solution for all customers.

For 2020, O'Connor hopes to continue giving the best service possible to her customers with the HomeServices team behind her every step of the way.

"I am always striving for better by giving back to the community, providing better service, finding the right homes for our client's needs and the right buyers for our sellers' homes," O'Connor says. "I also strive to make better friendships while always being honest and trustworthy."

IOWA HOME CARE KIMBERLY WEBER

2500 UNIVERSITY AVENUE | WEST DES MOINES, IA 50266
(515) 222-9995 | WWW.IOWAHOMECARE.COM

From the age of 16, Kimberly Weber began her caring career as a CNA, caring for both the elderly and severely disabled. Immediately, she knew her calling was to make life better for those less fortunate. She remembers thinking, “People get paid to do this?” Caring for others has never felt like work to Weber.

Fast forward a few years, Weber began her career in professional nursing. After experiencing both in-hospital settings and home health care, her passion grew. So, in 2004, Weber started Iowa Home Care, a home health company focused on physical and mental health, as well as maintaining health for many with chronic conditions.

“We want our patients to thrive at home, not just survive,” Weber says. “Home care is highly effective and is the cost-effective option, both for individuals and for the state. For those who require help, it is our purpose to provide supports to keep individuals in their homes, versus alternatives such as expensive and less desirable institutional settings.”

Going above and beyond has come to define Iowa Home Care. Many people they serve require multiple visits a day, seven days a week.

“It is not uncommon for someone to start and end their day with Iowa Home Care,” Weber says. “Our staff are incredible people that have dedicated their lives to enhancing the lives of others, and it remains an honor to lead and serve such a committed team.”

Kimberly Weber

dsm PEOPLE SAY

“I feel a great sense of purpose and gratitude seeing other family’s grow and succeed. As a business, our team empowers others to ‘Live a Life of Abundance.’ It’s so rewarding to see our clients define their own abundance and then set and achieve the goals along that path.”

LINDA COOK, FOUNDER OF GILBERT & COOK, INC.

“The drive for me and my team is to improve the quality of life for clients and their loved ones by creating personal spaces that suit the way they live. We want our clients’ homes to express their personal style, It has been so rewarding to help people in this way.”

REBECCA CARTWRIGHT, FOUNDER OF R. CARTWRIGHT DESIGN

“Our metro continues to be a big deal across the country. Twenty years ago, people would say, ‘What’re you doing in Des Moines?’ Now they say, ‘Wow, Des Moines is really doing some cool stuff!’”

GREG EDWARDS, CEO OF CATCH DES MOINES

“I haven’t personally experienced a number of the things our homeless guests have. It took time to truly understand what it takes to move from a place where life absolutely crushes you to a place of healing. I’m grateful for the opportunities I’ve had to grow my understanding.”

LEON NEGEN, PRESIDENT AND CEO OF HOPE MINISTRIES

”



(L-R): Linda Cook, CFP™; Chris Cook, (CPA) (CFA)

GILBERT & COOK, INC. LINDA AND CHRIS COOK

5058 GRAND RIDGE DRIVE | WEST DES MOINES, IA 50265 | (515) 270-6444 | WWW.GILBERTCOOK.COM

A personal relationship is more valuable than a sale.

That mindset inspired Linda Cook to start Gilbert & Cook, a Des Moines-based independent financial planning and investment firm, in 1993. More than 25 years later, that commitment to people remains the same.

Linda and Chris Cook operate with the mantra: “You deserve to live a life of abundance. Our passion is driven by helping you think about the opportunities and defining what abundance means to you.”

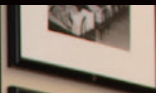
Chris, a Certified Public Accountant (CPA) and Chartered Financial Analyst (CFA), joined Gilbert & Cook in 2009.

Together with their team of over 20 experienced professionals, they offer clients a unique experience — providing genuine relationships and sophisticated financial strategies.

“I feel a great sense of purpose and gratitude seeing other families grow and succeed,” Linda says. “Our team empowers others to ‘Live a Life of Abundance.’ It’s so rewarding to work alongside our clients to define their own abundance and then set and achieve the goals along that path.”

For over two decades, Gilbert & Cook has served families, individuals and businesses. As a private wealth management firm, Gilbert & Cook specializes in life transitions, such as traditional retirement planning, business succession planning or providing private family office services.

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



HOPE MINISTRIES LEON NEGEN

PO BOX 862 | DES MOINES, IA 50304
(515) 265-7272 | WWW.HOPEIOWA.ORG

Leon Negen, president and CEO of Hope Ministries, recently celebrated his 25th year with the organization — and his passion for his work has never been stronger.

“My favorite part of working at Hope Ministries is simple — we have an incredible mission,” he says. “To rescue those who are homeless, hungry, abused or addicted, providing opportunities for hope, recovery and restoration through the love of Jesus Christ. That’s a great reason to get up each day.”

Hope Ministries has been providing meals, shelter and recovery since 1915. Negen, who has spent his 40-year career in the nonprofit sector, strives to help the organization do exceptional work.

“What makes Hope Ministries special is the quality of our people,” Negen says. “Our board, staff, volunteers, donors — they’re engaged and committed.”

Throughout his career, Negen’s own commitment has deepened.

“I haven’t personally experienced a number of the things our homeless guests have,” he says. “It took time to truly understand what it takes to move from a place where life absolutely crushes you to a place of healing. I’m grateful for the opportunities I’ve had to grow my understanding.”

In 2020, Negen will lead Hope Ministries through two major projects to increase Hope Ministries’ capacity.

“The need in Iowa is great,” he says. “We’re laying the groundwork for growth with the goal of serving more hurting individuals and families in coming years.”

Leon Negen

CATCH DES MOINES GREG EDWARDS

400 LOCUST STREET, SUITE 265 | DES MOINES, IA 50309
(515) 286-4960 | WWW.CATCHDESMOINES.COM

Greater Des Moines was beginning to catch some attention when Greg Edwards joined Catch Des Moines — the area's convention and visitors bureau — in 2000. His wife Joni is from Des Moines, so when Edwards received word the organization was looking for a new CEO, he already knew it was the perfect opportunity.

"I knew this would be a great opportunity to move into a larger market place," Edwards says. "There was quite a buzz about Des Moines undergoing a surge in new projects to enhance quality of life and attract visitors. This spelled opportunity for me!"

Two decades later, and the work of Edwards and Catch Des Moines speaks for itself. The organization enticed huge events and organizations to choose Greater Des Moines, which enabled the metro to ascend to national prominence.

And there's more on the way from Edwards and his team, including promoting new athletic facilities, the Central Iowa Water Trails project and a community-wide Destination Master Plan creating a shared vision for growing Greater Des Moines as a tourism destination.

"Our metro is a big deal across the country," Edwards says. "Twenty years ago, people would say, 'What're you doing in Des Moines?' Now they say, 'Wow, Des Moines is really doing some cool stuff!'"



Greg Edwards



(L-R): Alicia Held-Morris, Lead Designer; Maddy Kolb, Project Manager/Designer; Claire Pickford, Junior Designer; Rebecca Cartwright, Principal

R. CARTWRIGHT DESIGN

REBECCA CARTWRIGHT

2005 NW 100TH STREET | CLIVE, IA 50325 | (515) 309-5006 | WWW.RCARTWRIGHTDESIGN.COM

Creating homes has always been a part of Rebecca Cartwright's life. Her father, grandfather and great-grandfather were all architects and draftsmen. As a child, Cartwright drew with crayons on the back of architectural drawings. Family vacations consisted of visiting her father's building projects around Iowa.

"I love the smell of sawdust and the sound of a lathe," Cartwright says. "Working in design and construction just feels natural to me."

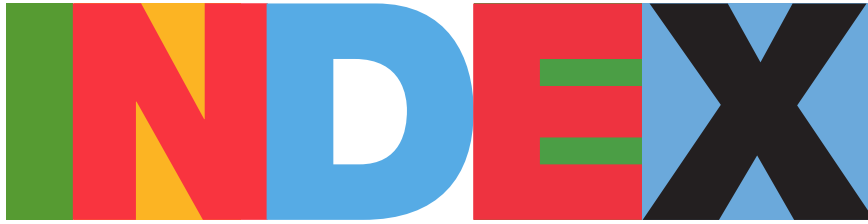
In 2002, she founded R. Cartwright Design, a full-service interior design studio. The company has since grown to a design team of four, serving clients throughout Iowa and

parts of the United States.

The team believes in designing spaces that are calming, personal and soulful. It strives to create timeless interiors that layer high-quality furnishings, organic elements and textural details to achieve a finished space that feels collected, rather than decorated.

"The drive for me and my team is to improve the quality of life for clients and their loved ones by creating personal spaces that suit the way they live. We want our clients' homes to express their personal style," Cartwright says. "It has been so rewarding to help people in this way."

In 2020, Cartwright plans to continue expanding design collaborations with local homebuilders and local furniture artisans, while further expanding the business to clients' non-primary residences, like vacation homes.



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