



ABI Launches Grassroots Ad Campaign to Stop “Greedy Agenda”

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This week the Iowa Association of Business and Industry (ABI) launched a grassroots media campaign aimed to halt four controversial proposals being considered by the Iowa General Assembly. These proposals will cost Iowa taxpayers millions of dollars and drive up health care costs.

The print and radio campaign will focus on four bills being considered by the general assembly that if adopted would be very detrimental to Iowa’s economic climate. “ABI members are committed to Iowa, but these proposals raise serious concerns about the direction our state may be headed when it comes to the type of environment that will grow job opportunities for our citizens,” said Charles Sukup, CEO of Sukup Mfg., in Sheffield, and ABI Board Chair.

The issues addressed in the ads include the controversial measure that allows unions to collect fees from non-members; the establishment of union wage thresholds for all public construction projects; unlimited open-scope collective bargaining for government unions; and radical workers’ compensation changes related to direction of medical care paid by employers.

“Only a small percentage of Iowans belong to unions, but these bills force the union agenda on all Iowans. It’s a fairy tale if they believe that these measures won’t drive up property taxes, health care costs, and decrease the paychecks of working families,” said Mike Ralston, ABI President. “We want to encourage all Iowans to share their views with legislators on these controversial proposals that will cause real damage to our job climate,” he added.

The radio and print ads will begin this week statewide and will run through the 2009 General Assembly.

As The Voice of Iowa Business Since 1903, ABI is comprised of approximately 1,400 Iowa businesses employing more than 300,000 Iowans. Member organizations represent all types and sizes of business. ABI’s mission is to collectively provide a strong, unified voice to business and industry on issues impacting Iowa employers. Specific emphasis is given to legislative and regulatory matters and to education and leadership development, including ongoing training to member businesses annually. For more, go to www.iowaabi.org.