



**IOWA ASSOCIATION OF
BUSINESS AND INDUSTRY**

The Voice of Iowa Business Since 1903.

Contact: Leisa Fox
Sr. VP of Revenue and Programs, ABI
515-235-0575
lfox@iowaabi.org

FOR IMMEDIATE RELEASE

WORLD CLASS AUTHORS TO SPEAK AT IOWA ASSOCIATION OF BUSINESS AND INDUSTRY ANNUAL CONFERENCE

January 30, 2012, Des Moines - The Iowa Association of Business and Industry (ABI) has secured a blockbuster line-up of nationally recognized speakers and authors to highlight its 109th annual convention June 13-15, 2012 in Des Moines. Conference attendees will hear from speakers including authors Jim Collins, *Good to Great* and newly released *Great by Choice*; Gino Wickman, *Traction*; and Dan Hill, *Emotionomics*. As many as 750 attendees are expected for the multi-day conference. Events will be held in Des Moines venues such as newly renovated Veteran's Auditorium, Wakonda Club and dinner on 15th Street near the Pappajohn Sculpture Park

"To celebrate our return to Des Moines, we worked hard to pull out all the stops," says Fred Buie, Keystone Electrical Manufacturing Company and 2012 ABI Board Chair. "As always, we provide added-value workshops, seminars and programming that are beneficial to attendees, but this year our speakers are truly world-class and should help attract many new attendees. We couldn't be more excited about this year's Conference."

This year marks the first time since 1984 the ABI Conference will be held in the Des Moines area. For more information about the 2012 Conference or to register visit: www.abitakingcareofbusiness.com or call Dorothy Willson at 515-235-0568.

The Iowa Association of Business and Industry's (ABI), Iowa's oldest and largest business network, has been the voice of Iowa business since 1903, and its mission is to collectively provide value to business and industry on issues impacting Iowa employers. ABI is currently comprised of approximately 1,400 Iowa businesses of all types and sizes employing more than 300,000 Iowans.

###