

# TAKING CARE OF BUSINESS CONFERENCE

**FOR IMMEDIATE RELEASE**

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## Connection to Take Center Stage at ABI Conference in Coralville/Iowa City

DES MOINES—"Iowa. Connected." For years, it's been the motto of ABI's annual Taking Care of Business Conference, and for good reason: No statewide business event brings more Iowa business leaders together.

That motto will be more relevant—and more resonant—than ever at the 2021 conference, June 8-10, in Coralville/Iowa City, which for many will be the first in-person event they've attended in over a year. Conference registration is live at [www.ABITakingCareOfBusiness.com](http://www.ABITakingCareOfBusiness.com).

"There's more buzz about this ABI conference than any other I can remember," said ABI President Mike Ralston. "Members tell me how excited they are to be together in-person—even if we're six feet apart."

The conference will be at the Coralville Marriott Hotel & Conference Center, with additional activities at Finkbine Golf Course, Big Grove Brewery & Taproom, and Xstream Arena.

Speakers will include Geoff Colvin, *Fortune* senior editor-at-large and bestselling author, Dr. Tarika Barrett, STEM superstar and incoming CEO at Girls Who Code and Tom Bedell, Co-Owner – Two Old Hippies Guitars, Bend, OR.

The conference will also feature workshops from Iowa business experts on leading virtually; embracing diversity, equity and inclusion; marketing through storytelling; and more.

"The pandemic has taught us just how valuable in-person connections are," said ABI Board Chair Steven Bradford, senior vice president, general counsel and secretary for HNI Corporation. "When we finally get together at the 2021 conference in Coralville/Iowa City, it's going to be the most memorable one yet."

A number of safety protocols will be in place to ensure the safety of conference-goers. Masks will be required unless attendees are eating or drinking. Social distancing is strongly encouraged and extra space has been reserved to accommodate for that. Hand sanitizer will be available throughout the event space. Attendees should stay home if they have symptoms, are high risk or have a fever over 100.3 per the CDC.

The Taking Care of Business Conference is Iowa's premier statewide business conference. It brings together the state's most influential industry leaders to learn, network and share ideas on growing Iowa's business climate.

Companies of all sizes are encouraged to bring their leadership teams. Learn more and register at [www.ABITakingCareOfBusiness.com](http://www.ABITakingCareOfBusiness.com).

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JUNE 8-10, 2021 | CORALVILLE/IOWA CITY