



How Iowa companies give back

A CULTURE OF CORPORATE GIVING

LORI SCHAEFER-WEATON
*President, Agri-Industrial Plastics,
Fairfield and ABI Chair*



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* 2016 SOURCE: TEconomy Partners



Iowa Association of Business and Industry. "The Voice of Iowa Business since 1903" is the largest business network in the state (serving as Iowa's state chamber) with a long legacy of advocating for a competitive business climate in Iowa. ABI offers its nearly 1,500 member companies and their employees opportunities to network, learn best practices in lean processes, workforce, workers' compensation, controlling health care costs, employee drug testing, environmental issues and leadership. ABI works "to foster a favorable business, economic, governmental and social climate within the State of Iowa so that our citizens have the opportunity to enjoy the highest possible quality of life."

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A VIEW FROM THE TOP



Lori Schaefer-Weaton

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See how ABI members are *giving back*

Each year, ABI surveys member-company CEOs. These folks, some of Iowa's best business leaders, are terrific resources about the condition of their business and about Iowa's economy in general. This year's survey looks at all the ways in which ABI member companies give back to their employees, communities and the state.

Highlighting the philanthropic efforts of humble Iowa companies will be an important part of the 2017 Taking Care of Business Conference, and the survey goes hand in hand. These insights are always interesting, and they make the survey edition one of the most popular Business Record Iowa editions of the year.

The 2017 conference will bring hundreds of business leaders to Greater Dubuque for ABI's 114th annual gathering. I hope to see you there!

This column is my last as chair of the ABI Board of Directors. The year has passed more

quickly than I imagined, and serving as chair of this great organization has been both an honor and privilege.

As chair, I have been thankful for the strong leadership provided by the ABI Board of Directors and the Executive Committee. Their leadership and support have led to a record-breaking year for ABI, with terrific achievements in a number of program and finance areas.

It is often said that ABI's strength is in its members. Companies throughout Iowa make our organization strong, and it is their support that leads to ABI's success. Over the past year, I've also gotten to see close up the strength, commitment and passion of the ABI staff in their work for the association and members. It is the people of ABI who make our work to build a better Iowa a reality.

Very best wishes to you, your family, and your company and its employees in the coming years. THANK YOU for support for ABI.

EXPERT ADVICE

Shopping for QUALITY HEALTH CARE just got easy

When you are looking to make a major purchase, you do some homework. You look at reviews and get cost estimates to help you make an informed purchase decision.

You should be able to do the same when it comes to your health care. Sure, the point of health insurance is to help offset the high cost of health care. Yet, as health care costs continue to rise, more of the expenses are shifting to the consumer. It's in everyone's best interest to know costs before a service or procedure, so they can budget and plan for the expense.

Some health plans are providing tools to make the process easier for their members. For example, Wellmark members have access to the myWellmark Care Finder. Using the member's specific health plan information, the myWellmark Care Finder helps members make informed decisions about their health care options. The tool helps them to:

- **Know the cost of care.** Members can search more than 260 common health care services or procedures to find their estimated cost based on the members' plan benefits and their current out-of-pocket costs.

- **See patient reviews.** Select a doctor using patient ratings and comments. Or, leave feedback about a doctor.
- **Know quality of care.** Compare doctors using performance-based quality scores. Or, find a facility known for its expertise.
- **Know where to get care.** Members can find a doctor or facility that is in their network using a simple ZIP code or city search.

Finding the best care can often be stressful, but asking questions and seeking resources to make informed decisions leads to a healthier lifestyle. For more information about the myWellmark Care Finder, visit wellmark.com/CareFinder.



Mike Fay

*Executive Vice President
of Health Care Innovation
& Business Development*

*Wellmark Blue Cross
and Blue Shield*



AHEAD OF THE CURVE



NAME	COMPANY	HOME CITY/WORK CITY	NAME	COMPANY	HOME CITY/WORK CITY
Tim Albrecht	Albrecht Public Relations, LLC	West Des Moines/West Des Moines	Brindhya Narasimhamoorthy	Kemin Industries	West Des Moines/Des Moines
Jim Atty	Waverly Health Center	Waverly/Waverly	Abbie Olson	Hy-Vee	Norwalk/West Des Moines
Jenn Bleil	Van Meter, Inc.	North Liberty/Cedar Rapids	Anshu Pasricha	Koley Jessen	Clarinda/Omaha
Wyndell Campbell	State Farm Insurance	Oskaloosa/Oskaloosa	Stacey Pellett	John Deere Public Affairs Worldwide	Atlantic/Johnston
Matthew Converse	Converse Conditioned Air, INC	Ames/Ames	Brett Peterson	NCP, Inc.	West Des Moines/Des Moines
Chris Deal	MODUS Engineering	Jefferson/Des Moines	Chris Proskey	Brown Winick Law Firm	Urbandale/Des Moines
Patrick Deignan	Bankers Trust Company	Cedar Rapids/Cedar Rapids	Maggie Reyes	Pottawattamie County Attorney's Office	Pacific Junction/Council Bluffs
Sarah Dvorak	Kreg Tool	Maxwell/Huxley	Kathleen Riessen	Measured Intentions	Urbandale/Urbandale
Paul Erickson	Central Iowa Power Cooperative	Humboldt/Cedar Rapids	Sharina Sallis	CUNA Mutual	Waterloo/Waverly
Tina Hoffman	Iowa Economic Development Authority	Urbandale/Des Moines	Brian Sauer	Saturday Mfg.	Des Moines/Des Moines
Adam Kaduce	R&R Realty Group	Urbandale/West Des Moines	Paula Schmitt	SSAB Iowa Inc.	Donahue/Muscatine
Drew Kamp	Ames Chamber of Commerce	Ames/Ames	Tory Schrock	Mahaska Health Partnership	Oskaloosa/Oskaloosa
Nathan Katzer	Eagle's Catch, LLLP	Cumming/Ellsworth	Travis Sheets	American Equity Investment Life Insurance Company	West Des Moines/West Des Moines
Jeremy Kauten	The VGM Group	Dike/Waterloo	Leighton Smith	BerganKDV	North Liberty/Cedar Rapids
Kim King	Alliant Energy	Cedar Rapids/Cedar Rapids	Alyssa Johnston	Iowa Corn Growers Association	Urbandale/Johnston
Jenelle Kreiling	Clinton Regional Development Corp.	Clinton/Clinton	Troy Van Beek	Ideal Energy Inc.	Fairfield/Fairfield
Andrew Lauver	Lauver Agribusiness, LLC. & Lauver Family Farms	Rockwell City/Rockwell City	Eric Walhof	Northwest Bank	Sioux Center/Sioux Center
Justin Marchant	Upper Iowa University	Shell Rock/Fayette	Jhonna Wallerich Keller	Hillphoenix	Fairfield/Keosauqua
Ryan Marti	Rockwell Collins	Marion/Cedar Rapids	Susie Weinacht	City of Cedar Rapids	Cedar Rapids/Cedar Rapids
Casey Mills	Mills-Shellhammer-Puetz	Sioux City/Sioux City			
Carrie Naig	Pella Corporation	Pella/Pella			

Growing Iowa's future leaders through support of the ABI Foundation

ABI members give back to their employees and communities in a variety of ways, including through their support of leadership development programs like those offered by the Iowa Association of Business and Industry (ABI) Foundation.

Those contributions go beyond offering financial support and time off for employees to attend Leadership Iowa (LI) eight times a year. Leadership Iowa, Leadership Iowa University and Business Horizons wouldn't be possible without the generous contributions of money and time from ABI Foundation sponsors.

It is easy for companies to see a return on investment when their employees and future employees return from ABI Foundation programming. For many sponsors, the mission goes further.

Companies, communities and the state alike can see the benefits of these programs, which introduce high school and college students to the valuable career opportunities available to them in Iowa, and help prepare them to take those positions. Leadership Iowa helps professionals across the state better understand the role they can play in making Iowa a better place to live and work.

"At Grinnell Mutual, we believe we have a social responsibility to make sure we are serving all different facets of the community," said Barb Baker, director of advertising and community relations at Grinnell Mutual, which sponsors all three ABI Foundation programs.

"We may be able to recruit some individuals back to Grinnell Mutual through our sponsorships, but it is just as important that we make sure the communities in which our employees live and work have that same opportunity for development," said Baker, who is a graduate of the 2011-12 LI class.

Business Horizons, Leadership Iowa University and Leadership Iowa are all great channels through which Iowa companies can invest in their communities, because participants return from these programs eager to pursue careers in Iowa and help improve the quality of life.

Learn more about the ways you and your company can get involved by visiting www.iowaabi.org/abi-foundation/get-involved.

CONTRIBUTE THROUGH THE ABI FOUNDATION AUCTION

The ABI Foundation Auction is a highlight of the Taking Care of Business Conference every year, and 2017 is no different.

This year's silent auction will be on-site. Check out the available items and place your bids throughout the first two days of the conference, Tuesday and Wednesday, June 6-7. Then prepare for the main event, the live auction, which will take place at 8 p.m. on Wednesday, immediately following the Chair's Dinner.

We are pleased to offer a variety of great auction items generously donated by ABI Foundation supporters.

Bid high and bid often!



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EMBARRASSED EXECUTIVE

Five reasons men should go to the doctor

Q. Between meetings and my other responsibilities at the office, it's hard to find time to step away. I feel healthy. Is it really necessary for me to get a regular checkup from my doctor?

A. Our schedules fill up fast and it can be easy to put off going to see your health care provider, especially if you feel fine. Men in particular are likely to overlook health screenings. In fact, surveys show that approximately 50 percent of women get preventive screenings, while only roughly 25 percent of men participate. There are no embarrassing questions when it comes to your health. Here are **five top reasons** men should go to the doctor.



Danney Drewry, DO
The Iowa Clinic
ddrewry@iowaclinic.com

1

Prostate, Colon Health, ED

Let's face it. There are some health topics the women in your life cannot be experts on. It's important to establish a relationship with a primary care provider so you have a resource you're able to talk with about men's health.

2

Annual Physical

A yearly physical exam is extremely important to your overall health. Everyone should see their provider at least annually for a complete physical — look at this as a full-service oil change and tuneup for your body. At age 50, men should also have a screening colonoscopy and be tested for prostate cancer.

3

Depression

Depression is real and something many people struggle with. Too often people (especially men) ignore depression symptoms, and their health and quality of life suffer. Your primary care provider can help you cope.

4

Aches, Pains, Arthritis

Your primary care provider can help with every day aches and pains, as well as more serious problems such as arthritis. If you're a weekend warrior who wants to stay in the game, your physician can help you not miss a beat.

5

Heart Health

Real men have big hearts, and it's important yours is in good health. Reduce simple carbs (pasta, rice, enriched breads, potatoes and sweeteners). Men with higher intakes of simple carbs are more likely to have cholesterol issues.

You only have one life; take the time to take care of yours today.



MVS is proud to be a new member of ABI!

McKee, Voorhees & Sease, PLC (MVS) is an Intellectual Property (IP) law firm located in the heart of downtown Des Moines. Our team of registered Patent Attorneys, IP Attorneys, and Technology Specialists utilize their combined almost 600 years of experience to provide businesses with strategic IP protection.

We help clients worldwide in over 150 countries to obtain and protect their intellectual property rights through patents, trademark and copyright registrations. In addition, MVS attorneys represent clients in transactional work, such as licensing and contract negotiations when IP rights are transferred, and litigation, when these rights are involved in controversy.

The attorneys at MVS emphasize working closely with clients to develop and implement IP strategies tailored to their business goals. We place high value on the development of client relationships to fully understand each client's business and what success looks like for them.



Be sure to meet MVS Intellectual Property Attorney, Caitlin Andersen!

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“WE KNOW WE HAVE THE ABILITY TO **IMPACT**
QUALITY OF LIFE BEYOND OUR FOUR WALLS
FOR OUR EMPLOYEES AND THEIR FAMILIES
AND OUR COMMUNITY AT LARGE.”

LORI SCHAEFER-WEATON
president of Agri-Industrial Plastics, Fairfield,
and current ABI chair



A CULTURE OF CORPORATE GIVING

Many Iowa companies believe they have a responsibility to give back to the communities and employees who help them succeed.

In fact, more than half of Iowa executives say philanthropy plays a significant role in their company's overall culture and vision, according to the results of the Iowa Association of Business and Industry's (ABI) 2017 CEO survey.

"We know we have the ability to impact quality of life beyond our four walls for our employees and their families and our community at large," said Lori Schaefer-Weaton, president of Fairfield-based Agri-Industrial Plastics and current ABI chair.

Most Iowa companies have silently given to their communities for a long time, but there's been a generational shift to now acknowledge it as young employees want to join an organization that makes philanthropy one of its key cornerstones, Schaefer-Weaton said.

Agri-Industrial has helped its home community of 10,000 people since it was founded in 1978.

According to the survey, financial contributions are the most common way to give back (almost 79 percent), and companies' efforts are directed toward their local communities, with about 66 percent also contributing to statewide efforts. More than half of companies also provide their employees with paid volunteer time off and give employees opportunities while at work to give back.

Agri-Industrial's support comes in the form of time, resources, experience and dollars. Many of the company's senior managers serve on local boards dedicated to economic development and education. Educational efforts — Project Lead the Way, the local career academy, partnerships with community colleges, the Future Business Leaders of America, assisting the local schools with math projects and field trips — receive much of Agri-Industrial's attention.

"Our support goes much further than writing a check," Schaefer-Weaton said.

The efforts also focus heavily on improving quality of life and wellness areas for the Fairfield community. The company helped support a new parks and recreation facility and provides memberships to its employees.

One hundred percent of employees at Strategic America have contributed to the company's United Way campaign for the past decade.





John Schreurs, chief executive officer, said the West Des Moines advertising agency places a strong value on giving back to professional organizations that are part of its industry. It also conducts pro bono work for nonprofit organizations that need assistance with marketing development through branding and positioning.

Tecton Industries, a custom part manufacturer in Spencer, also focuses its philanthropy on supporting efforts within its industry. The company has purchased advanced manufacturing machinery including a 3-D printer for Spencer High School to replace its antiquated equipment. Afterward, the high school was rewarded for having among the most innovative shop methodologies in the country.

Last year, company President Bruce Tamisiea helped the school district learn how to raise funds to pay \$9,000 for a CNC machining class and an architecture class that the budget would not support.

"I'm a huge believer that you cannot expose the student early enough," Tamisiea, said. "We believe people can have a wonderful career in machinery and don't necessarily have to get a four-year degree."

The company gives a \$2,000 scholarship that was initiated by donations collected by its employees to a youth who is pursuing a career in engineering or technical training. Tecton has donated toward the community's hospital, community center, cancer center and other capital projects drives.

"I'm an advocate of paying it forward," Tamisiea said.

The Carl A. Nelson construction firm in Burlington selects a different area charity each month to donate supplies and money toward, said Michelle Stump, marketing director for the company. The company also has a scholarship program, provides care packages to family members of employees who are deployed, and donates building supplies and employee labor for local construction projects. Many of the company's employees also volunteer as board members and for organizations such as Rotary Club and Kiwanis.

Last year, the company awarded \$4,000 in scholarships, and gave \$14,000 to organizations and causes.

Several companies' executives say their philanthropy has evolved. Thirty percent of companies reported in the survey that their efforts have increased during the past five years.

At first, Tamisiea and his wife matched the scholarship money raised by their employees. They also donated much of their time to efforts in the community. Their and Tecton's involvement has grown and changed through the years.

"Most anything the community gets involved with, we are either involved in the capital drive and part of the investment," he says. "There aren't many things that go on that we don't participate in."

While the company is able to contribute more, Tamisiea has found volunteer time more difficult.

"Early on, we had no capital, so all we could volunteer was time, and as we ran out of time, all we could offer was money," he says.

From the beginning, Sukup Manufacturing Co., in Sheffield, has given back to its employees by requiring no employee premium for the employees' health care plan through the company. In January 2018, the company is taking its 10-year employees and their spouses to Hawaii. Sukup has done this more than six times for employees.

Sukup's giving has grown to annual contributions to local community organizations and causes, performing arts, fundraisers for employees' loved ones who may have an illness, large contributions to community colleges and Iowa

CEO SURVEY SUMMARY

51.3%
of respondents identified philanthropy as significant (24.3%) or very significant (27%) to their overall culture and vision

Most common methods of giving back:

78.5%
FINANCIAL CONTRIBUTIONS from the business/ organization to charitable organizations and efforts

53.5%
PAID VOLUNTEER TIME OFF for employees

53.5%
OPPORTUNITIES IN THE WORKPLACE for employees to participate in giving back

28.5%
MATCHING DONATIONS made by employees to charitable organizations or efforts

Where are philanthropic efforts focused?

100%
Local

65.5%
State

41.3%
National

17.2%
International

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(Left to right) Dave Nelson, Ashley Snyder, Todd Robran, Megan Howard, and Steve Healey

IOWA'S CYBERSECURITY LEADER

Integrity is Iowa's cybersecurity leader. For nearly 10 years, Integrity has been helping organizations solve information security challenges based on risk, not fear.

As an information security consulting firm and managed security services provider, Integrity's goal is to enable every client to securely use technology to meet business objectives.

WHAT ARE THE TOP CYBER THREATS FACING COMPANIES TODAY?

Today's top 3 cybersecurity threats are hacking, malware and social engineering. While financial gain is still the greatest motive for these attacks, theft of intellectual property and trade secrets is a close second.

Hacking continues to lead the list with crime syndicates, foreign nations, and competing companies attempting to exploit vulnerabilities in web facing applications and underlying infrastructure.

Malware is constantly evolving, and ransomware variants, which encrypt systems and data, continue to threaten companies on a daily basis.

Attacks against humans, the threat known as social engineering, continues to grow in popularity. In some cases, criminals use phishing, fraudulent phone calls and unauthorized facility access to bypass technical security measures by convincing employees to unknowingly provide physical and logical access to systems.

WHAT ARE IOWA COMPANIES DOING TO REDUCE RISKS ASSOCIATED WITH CYBER-ATTACKS?

Companies are beginning to take a risk based approach to cybersecurity. Instead of trying to determine how to comply explicitly with a regulation, companies are beginning to properly assess risk and prioritize security expenditures with actual risk exposure. This helps align cybersecurity risk with business objectives, and ensures costs are kept in line with potential loss.

One of the most cost effective ways intelligent companies are attempting to reduce risk is by significantly enhancing cybersecurity awareness among employees. Helping employees spot and prevent social engineering will provide one of the greatest ROI models of any cybersecurity expenditure.



“ YOU HAVE TO LOOK AT **WHAT YOU’RE INTENTIONAL ABOUT IN BUSINESS** AND YOUR MISSION AND TALENT. FOR US, OUR MISSION IS REALLY GIVING BACK AND CREATING A **BETTER PLACE** THAN THERE WAS YESTERDAY. ”

EMILY SCHMITT
corporate counsel for Sukup
Manufacturing Co., Sheffield

State University, and now a global project that uses the company’s grain bins to provide housing for disaster relief areas.

Much of the Sukup family attended Iowa State, as did many of the employees in their engineering department. It has donated money toward academics, the Biorenewables and Engineering Laboratory Complex, instruments for the music program and sports facilities.

“You have to look at what you’re intentional about in business and your mission and talent,” said Emily Schmitt, corporate counsel for Sukup Manufacturing Co. and granddaughter of founders Eugene and Mary Sukup. “For us, our mission is really giving back and creating a better place than there was yesterday.”

Carl A. Nelson’s foundation was established to provide support for an employee who was diagnosed with cancer and didn’t have enough vacation time to cover his time away from work for treatments. Employees collected money to help the employee.

The foundation’s board reviews applications for scholarships and grants and oversees the employee relief fund, which helps employees in times of emergency such as a natural disaster or long-term illness.

John Deere’s founder and early company presidents planted the seeds for a give-back philosophy when they started local America Red Cross chapters and established food banks in their communities. The company’s leaders still know and believe today that their success is not only dependent upon the business they run, but upon the opportunity and responsibility to give to the communities where they live and the greater world, said Nate Clark, associate director of corporate citizenship and vice president of the John Deere Foundation.

The giving culture of John Deere focuses on three things: first, help those who feed the land; second, support the future through youth education; and third, power John Deere’s local communities to encourage more economic growth and opportunities.

A smaller portion of survey-takers, 17 percent, said their philanthropic efforts extend beyond the U.S. borders.

Sukup’s safety director was interested in building a grain bin house for himself. After the 2010 earthquake in Haiti, he emailed the company’s Chief Financial Officer Steve Sukup and suggested the bin homes could be an option for disaster relief housing. The company used its expertise in metal forming and fabrication to push forward with design and creation of metal Safe T homes. The homes can serve as temporary or permanent housing for disaster relief areas or areas that have no permanent housing and residents live in tents. About 240 Safe T homes have been delivered to Haiti, Peru and Kenya. Each is manufactured in the Sheffield plant.

This project is the perfect example of the company using its talents to meet its mission, and shows the willing-

CEO SURVEY SUMMARY CONT'D

Over the past five years ...

29.7%
have increased their philanthropic efforts

45.9%
have maintained their philanthropic efforts

32.4%
of respondents said philanthropic efforts are important or very important to their ability to hire and retain workers

Why are company philanthropic efforts important?
(ranked from most important to least)

- 1. Companies should give back to the communities and employees who help them succeed.
- 2. Giving back helps our communities thrive, which is important to the long-term success of both the company and the community, state, etc.
- 3. Giving back helps attract and retain strong employees.
- 4. Giving back offers valuable tax breaks/incentives for companies.
- 5. Other.

Who makes contribution decisions for your company?

35.1%
Executive team

18.9%
CEO

16.2%
Committee

8.1%
Other



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“EMPLOYEES NOW WANT TO **WORK FOR A COMPANY** THAT NOT ONLY PROVIDES THEM WITH PROFESSIONAL REWARDS BUT **PERSONAL REWARDS** IN TERMS OF THE IMPACT THAT THEY CAN HAVE IN MAKING THE WORLD A BETTER PLACE.”

NATE CLARK

associate director of corporate citizenship and vice president of the John Deere Foundation

ness the company has to be open to employees' ideas and pursue them, Schmitt said.

While some companies utilize their philanthropic efforts to recruit and retain employees, the majority of respondents (46 percent) say it's not a top recruitment tool.

John Deere's newest employees immediately learn about the company's give-back culture and are invited to both see and feel their work through volunteer activities such as packing food for those in need. The company sets giving and volunteerism goals and continually looks for ways to encourage more citizenship.

“They can see with their eyes and feel with their hands the importance of giving back, and it gives them a glimpse of the enormous need that exists in our community,” Clark said. “We try to help engage John Deere employees at all levels in the company through volunteerism.”

Some of the company's efforts and its individual volunteers' work are shared through the company's publications and website. This allows prospective employees to get a glimpse of what the company is truly about, Clark said.

“Employees now want to work for a company that not only provides them with professional rewards but personal rewards in terms of the impact that they can have in making the world a better place,” he said.

Schaefer-Weaton said newer employees often want to know what the company's purpose is and what it's doing for the community.

“It helps solidify us as that employer of choice in a small town because they know we're active,” she said.

The majority of companies report that their executive team makes the decision on where the company's money goes.

Sukup supports efforts that stem from a variety of ideas from employees to its family-member board of directors. As the company has grown, Schmitt said there will likely need to become a more formal process when deciding which organizations and causes Sukup will support.

A group of volunteer employees has always made decisions about how Tecton addresses items — from its retirement plans to where it donates money. Tamisiea only votes if there is a tie.

Employees also play a role in where John Deere's charitable funds land. The company has a citizenship team and foundation that operate independently to meet the company's goals, but it also gives money to registered nonprofit groups and philanthropic efforts in which its employees are involved.

Strategic America also supports causes its employees believe in.

“If it's a need and we feel that the organization is well run, it supports our culture of giving back,” Schreurs said.

IIPAC, IOWANS FOR JOBS HELP ABI FULFILL ITS MISSION

ABI members give back in many ways, including through contributions to worthy causes such as the Iowa Industry Political Action Committee (IIPAC) and the Iowans for Jobs Initiative.

Both play a valuable role in helping ABI fulfill its mission of nurturing a favorable business, economic, governmental and social climate in Iowa to help Iowans enjoy the highest possible quality of life. The Iowans for Jobs Initiative's goal is to educate the public on key public policy issues that affect the economy and employees. The Iowans for Jobs Initiative, through new and traditional media, also educates the public about the importance of voting through the iavotes.com website.

The Iowa Industry Political Action Committee is a way for ABI members to provide personal contributions to support the PAC and, in turn, pro-jobs legislators. The collective business voice of IIPAC sends a message to legislators that ABI and the Iowa business community care about the direction of the state and keeping jobs in Iowa.

ELEVATE ADVANCED MANUFACTURING: GIVE BACK WHILE MOVING FORWARD

Manufacturers across Iowa are giving back while looking ahead through their participation in Elevate Advanced Manufacturing, an initiative to help introduce students to careers in the manufacturing industry.

Finding workers qualified to fill highly skilled jobs at Iowa manufacturers is challenging, and if left unchecked, the skills gap will continue to grow. The Elevate program was established to help address misperceptions that discourage young Iowans from pursuing careers in manufacturing.

From the beginning, Iowa manufacturers have been dedicated to the cause of helping students recognize that these careers offer outstanding pay, benefits and growth potential and provide an opportunity to work in high-tech facilities.

Many manufacturers have given financially as well as volunteered their time and effort to visit students in their classrooms and host students, parents and educators in their workplaces.

Helping young Iowans find in-demand careers they can be passionate about is good for workers, communities, companies and the state overall.

TOP TIPS

The Wellness of Your Business Should Be A Priority



Jason Horras, DPT

Vice President, Director of Occupational Health for 21st Century Rehab P.C.
jason@21stcenturyrehab.com

Business success is grounded on having qualified, healthy, productive employees. The first step is hiring the right employees who have the skills to perform the essential job functions. The next step is supporting those employees to be productive and engaged. Great leaders understand they are only successful with excellent people in their organization.

A focus on keeping employees “well” helps to ensure they can perform the best for your organization. This is best accomplished through a proactive approach to overall health and wellness. Dealing with a potential issue early on is a proven way to save money. Offering and incentivizing employees to have annual medical screens helps identify potential health issues and reduces organization medical costs. Additionally, promoting all-around wellness, which includes more than just physical wellness, is an area that organizational leaders need to put as a top priority.

The following aspects are all components of a person's wellness:

- **PHYSICAL:** proper weight control and education, exercise/activity, proper nutrition, proper sleep (six to eight hours each night), proper hydration (eight-plus glasses of water each day).
- **EMOTIONAL:** support for employees and promoting a culture of caring/positive attitudes.
- **INTELLECTUAL:** encouraging lifelong learning, stimulating the brain and reducing boredom.

- **SPIRITUAL:** taking time to have quiet reflection.
- **SOCIAL:** social interactions in the workplace and outside work to promote feelings of camaraderie.
- **FINANCIAL:** providing resources for good financial health.

Offering quarterly or more frequent “wellness challenges” that cover one or more of these topics for employees to choose and focus on is a great way to promote all of the above areas of wellness in your organization. Variety is the key to keeping things interesting and stimulating engagement. Provide a bingo card that has a different wellness aspect each day, such as taking a walk, sitting quietly and meditating for five to 10 minutes, eating five fruits/vegetables, drinking eight glasses of water, having a social lunch gathering, or a short presentation on financial health is a fun way to engage workers. Offering little incentives that encourage employees to fill out four or five days or more each week can prove to be very helpful and rewarding.

Wellness and employee health that lead to productivity are not a one-and-done concept, but rather an ongoing drive to shape and support employees. It is essential that the leaders of your organization are the inspiration to your employees by being very engaged in these challenges.



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DOWNLOAD THE ABICON17 APP

The Iowa Association of Business and Industry has a new mobile app for the 2017 Taking Care of Business Conference that is easier to use than ever.

Features added for 2017 provide even more value for attendees, including:

- Live shuttle tracking information.
- A customizable schedule.
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- Custom profiles that allow you to easily connect with other attendees.

The ABICON17 app is available for download for Apple and Android phones. Download it today!

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Help build on 2017 success with IIPAC donation



Nicole Crain

Senior Vice President,
Public Policy

ncrain@iowaabi.org

The Iowa Association of Business and Industry just wrapped up its most successful legislative session in recent history, but it would not have been possible without key allies in the Iowa House and Senate.

The victories of pro-business, pro-jobs candidates at the ballot box last November helped lead to victories for Iowa companies and employees at the Capitol this spring.

If the 2017 legislative session taught us anything, it is that having informed legislators at the Statehouse is invaluable in our efforts to advocate on behalf of ABI members and Iowa businesses across the state.

Each year, hundreds of bills are introduced in the Iowa Legislature. In order for issues important to Iowa employers and employees to move forward, we need to elect lawmakers who understand the importance of a business climate that fosters growth.

ABI's Iowa Industry Political Action Committee, IIPAC, plays a key role in supporting such legislators and serves as a collective voice for Iowa's business community.

Your personal contributions to IIPAC help strengthen that voice and ensure we continue to have strong support in the Iowa House and Senate in the coming years.

Would you rather have uninformed or informed legislators making decisions on behalf of Iowa employers? Make your personal IIPAC contribution now and help sustain our strong voice at the Iowa Statehouse.

Visit www.IowaABI.org/public-policy/iipac to learn more and to donate.



by the numbers ABI'S 2017 LEGISLATIVE SESSION

3 ABI lobbyists

301 Number of bills tracked

70 Number of bills supported

47 Number of bills opposed

21 Number of ABI-backed bills signed into law

more than 350 Hours of debate watched

more than 2,700 Number of hours spent lobbying on behalf of ABI members



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Business Horizons

Central College | 812 University St. | Pella

AUG. 15

Economic Growth Public Policy Meeting

ABI Office | 400 E. Court Ave., Suite 100 | Des Moines

AUG. 16

Workplace & Product Safety Public Policy Meeting

ABI Office | 400 E. Court Ave., Suite 100 | Des Moines

AUG. 17

Environment Public Policy Meeting

ABI Office | 400 E. Court Ave., Suite 100 | Des Moines

AUG. 21

Tax Public Policy Meeting

ABI Office | 400 E. Court Ave., Suite 100 | Des Moines

AUG. 22

Employment and Workforce Public Policy Meeting

ABI Office | 400 E. Court Ave., Suite 100 | Des Moines

AUG. 28

Executive Open

Des Moines Golf and Country Club | 1600 Jordan Creek Parkway
West Des Moines

SEPT. 19

Legends in Manufacturing Awards Dinner

Prairie Meadows Event and Conference Center | 1 Prairie Meadows Drive
Altoona

SEPT. 20

Advanced Manufacturing Conference

Prairie Meadows Event and Conference Center | 1 Prairie Meadows Drive
Altoona

Visit www.iowaabi.org and click the "Events" tab for details on upcoming events.

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Learn more about how ABI membership could
benefit your company by visiting
www.iowaabi.org/membership/why-abi.

BY THE NUMBERS

114 The 2017 Taking Care of Business Conference will serve as the Iowa Association of Business and Industry's 114th annual gathering.

16 Workshops with industry experts covering everything from ADA website compliance and utilizing big data to developing a strategy.

4 Industry tours around northeast Iowa where attendees will get a behind-the-scenes look at how business gets done.

280 Hotel rooms sold out at the Hotel Julien Dubuque and Grand Harbor Resort more than two months before the conference.

This event is among the largest meetings of business leaders in the state. **More than 500 participants** attend on average, including nearly 200 C-suite-level executives and representatives from **250 companies and organizations**.

Mark your calendars for **June 5-7, 2018**, when the **115th** Taking Care of Business Conference will take over Iowa City and Coralville!



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Own Your ABI Conference Experience



Kathy Anderson

*Vice President, Member
Development and Programs*

kanderson@iowaabi.org

The 2017 Taking Care of Business Conference is gathering 500 to 600 Iowa business leaders from across the state together for three days, June 6-8, in Dubuque. With so many attendees in a variety of industries, ages, and positions within their company, the Taking Care of Business Conference will offer opportunities for personal growth, professional growth and certainly business growth.

Own that growth by taking three important steps to get the most out of this opportunity.

Connect

Check out the conference attendee list, which can be accessed via the ABI website, www.iowaabi.org. There will be many on that list you already know. Reach out to them.

Some of them have changed positions or companies or are now charged with spearheading new efforts for their organization. Grab an old friend and connect while exploring Dubuque.

Make a list of five to 10 people you'd like to meet this year. If you couldn't identify them in a crowd, ask another ABI member, ABI staff member or a Conference Committee member for an introduction. Be aware that each attendee has a variety of roles within ABI and may have board, committee or programming responsibilities. Don't take it personally if you happen to catch someone at a moment when they aren't able to talk. Commit to follow up at a later time.

Take the Initiative

Introduce yourself. Reach out to the Leadership Iowa class and other first-time conference attendees. Take the first step and the extra effort to meet those outside of your "inner circle" within ABI. Be open and generous as you make new contacts. Introduce them to others. The young professionals and new attendees you see at the conference are future leaders in our state and within their companies. Be accessible and helpful to the extent you are able. Remember those who helped you along the way in your career success? Be one of those for the next generation of Iowa leaders.

Congregate

Attend the programming. And expect the unexpected. You'll connect. Have a plan, but then be ready to ditch the plan and take advantage of the opportunities to develop new relationships. Some of those connections will become lifelong friendships.

After the conference, three things will be important.

- Follow up with new connections and old friends. Help each of them as you can. Keep your network incredibly valuable for years to come.
- Complete your conference evaluation. ABI keeps the Taking Care of Business Conference educational and meaningful to attendees through constant feedback.
- Mark your calendar for Coralville, June 5-7, 2018. We can't wait to reconnect with you then!

JEANA GOOSMANN

THE CEO's ATTORNEY



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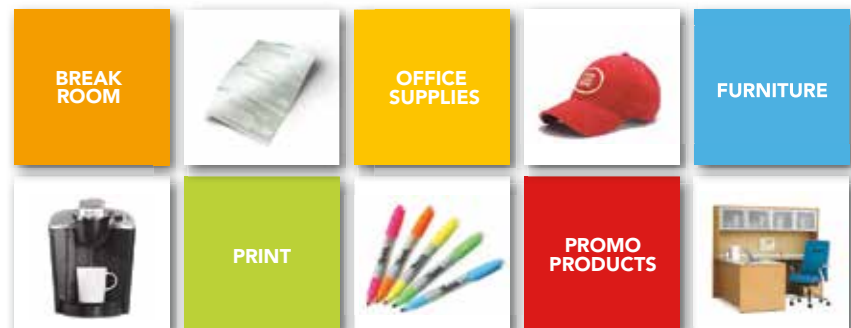
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EYE ON INDUSTRY

elevate provides scholarships to 13 FUTURE MANUFACTURERS

For the second straight year, Elevate Advanced Manufacturing is helping students in their pursuit of careers in advanced manufacturing.

Elevate has awarded 13 \$500 scholarships to high school seniors who will be attending Iowa community colleges. These students will be learning skills needed by Iowa manufacturers, such as robotics, welding, mechanical engineering, computer numerical control and manufacturing engineering.

These highly sought-after skills will position students well with great job prospects upon (and likely before) graduation. The scholarships are awarded in partnership with Iowa's community colleges.

Elevate Advanced Manufacturing works to educate students, parents and educators about the great career opportunities available in advanced manufacturing. Finding qualified employees is an ongoing challenge for Iowa manufacturers, but Elevate is helping to raise awareness and introduce more potential employees to the benefits of such careers.

To learn more about Elevate Advanced Manufacturing and get involved, visit ElevateIowa.com or contact Alex Monaghan, amonaghan@measuredintentions.com.

2017 ELEVATE ADVANCED MANUFACTURING SCHOLARSHIP RECIPIENTS

Mirza Velic, Des Moines Area Community College, Mechanical Manufacturing/Engineering

Brianna Goetzinger, Eastern Iowa Community College, Manufacturing Technician/Technology

Jacob Kaisand, Hawkeye Community College, Computer Numerical Control Machining and/or Tool & Die

Joshua Hill, Indian Hills Community College, Robotics and Laser Optics

Ozzymandius Pattison, Iowa Central Community College, Welding Technician & Technology

Austin Fairchild, Iowa Lakes Community College, Welding Technician & Technology

Adan Rodriguez, Iowa Valley Community College, Welding Technician & Technology

Dan Beuter, Kirkwood Community College, Welding Technician & Technology

Adam Jensen, Northeast Iowa Community College, Computer Numerical Control

Nick Hengeveld, Northwest Iowa Community College, Industrial and Commercial Wiring

Dedric Hatchitt, Southeastern Community College, Tool & Die

Charles Nichols, Southwestern Community College, Electrical Technology

Brady Ringleb, North Iowa Area Community College, Tool & Die



Elevate Advanced Manufacturing Program Coordinator Alex Monaghan, left, and ABI President Mike Ralston, right, present checks to three 2016 scholarship winners at last year's Legends in Manufacturing awards dinner.

ARE YOU AN ABI MEMBER? CHANCES ARE THE ANSWER IS YES.

ABI is Iowa's oldest and largest business network, representing almost **1,500 businesses** of all types and sizes employing **over 330,000 Iowans** in all **99 counties**. If you are not sure if your organization is a member of ABI, contact **Dorothy Knowles** at 515-235-0568 or dknowles@iowaabi.org.

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