

TAKING CARE OF BUSINESS CONFERENCE

Steven M. Bradford, Senior Vice President, General Counsel and Secretary, HNI Corporation



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Iowa Association of Business and Industry

The Iowa Association of Business and Industry (ABI) is the voice of Iowa business. It is Iowa's oldest and largest business network, representing 1,500 businesses that employ more than 333,000 Iowans. ABI benefits members by advocating on their behalf at the statehouse, connecting them with decision-makers to share ideas and services, offering solutions and best practices for issues that affect their businesses and developing our state's business and civic leaders.

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Iowa Association of Business and Industry

400 East Court Avenue, Suite 100 Des Moines, IA 50309 515-280-8000 or 800-383-4224 Email: abi@iowaabi.org Web: www.iowaabi.org

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A VIEW FROM THE TOP

Invest in Your Business by Attending ABI Conference



Steven M. Bradford ABI Chair HNI Corporation Muscatine Over the past several years, ABI's annual convention has grown and taken on more importance. Now known as Iowa's Taking Care of Business Conference, the annual convention is Iowa's premier general business conference. Attendees experience nationally known speakers, see terrific Iowa venues, and receive information to address current issues and help them lead their companies to greater growth and prosperity.

Time and again, ABI members tell us what they value most about the conference is the opportunity to connect with fellow Iowa business leaders and to do business with each other. That is perhaps doubly so this year, as last year's event had to be cancelled due to the COVID-19 pandemic.

People are eager to attend this important event in a safe manner. The planning committee is putting together an outstanding agenda with engaging speakers, forums and events. All possible safety protocols will be in place with plenty of room for appropriate social distancing, masks and sanitization. I'm confident you will feel safe and your time at the conference will be very rewarding.

There is no better investment in your business than attending ABI's 118th annual meeting, the Taking Care of Business Conference. We are excited that this year, the conference will be held in Coralville/ Iowa City on June 8-10. The Coralville/Iowa City area is featured in this month's Business Record Iowa. Local community leaders are excited to see ABI come to town and are rolling out the red carpet!

Please consider this your personal invitation to join us. I look forward to seeing you there.

CAPITOL BUSINESS

ABI Workforce Priorities Advance at Iowa Statehouse

The Iowa Legislature is narrowing the list of policy bills that may be considered for final approval during the 2021 legislative session. The second legislative funnel comes on Friday, April 2. By that date all policy bills must have been voted out of one chamber and a committee in the opposite chamber to receive further consideration from the Legislature.

Two key initiatives developed during the ABI public policy process, which begins in August of each year, are advancing. Introduced as SF 492 and HSB 203, the legislation addresses Iowa's Unemployment Insurance Trust Fund (UITF). The bills ensure that the trust fund remains solvent, provides temporary replacement income for those unemployed through no fault of their own and does not require employers to fund benefits not paid by businesses in other jurisdictions through tax levies solely on Iowa business.

SF 361 and its House companion are also on the move. The legislation updates Iowa's private sector drug testing policy. Current Iowa law provides that employers may maintain drug-free workplaces and allows for the testing of employees and prospective employees to ensure that employee drug use does not threaten the safety of workplaces. Strangely, under current law, if an employee alleges in a court proceeding that the employer did not follow the drug testing law properly, it is upon the employer to prove their innocence. The legislation returns the burden of proof back to the party making the allegations to prove their case.

In addition to the two issues above, the ABI public policy team is also helping craft legislation that helps provide child care alternatives for our employees; makes sure affordable workforce housing is available; and ensures high speed internet is available throughout Iowa to help businesses and families educate their kids, improve access to healthcare through telehealth and work from anywhere within our borders.

As a benefit to our members, the ABI policy staff holds Zoom briefings every other Friday updating the progress of these important initiatives. You can sign up by visiting the ABI Events webpage at **www.iowaabi.org/events**. As always, if you have individual questions of the policy staff, they may be directed to the email address listed in the byline. Thank you to all who participate in the ABI public policy development process.



JD Davis Vice President, Public Policy, ABI jddavis@iowaabi.org

Business Record IOWA | March 2021

Hear It From Iowa Students: How Your Leadership Impacts Our Current and Future Workforce



McKenzie Kielman Marketing & Engagement Coordinator ABI Foundation mkielman@iowaabi.org When asking for the support of Iowa leaders in providing leadership programs for students, we're appreciative of the overwhelming response we receive from leaders in a variety of occupations and industries. In return, we would like to share the impact of the business community.

These are quotes from students about their perspective of themselves and our state's businesses after attending our five-day programs:

"I now see how Iowans care and support each other through business."

"It's really motivating to know that people I've never even met are rooting for me and invested in my future."

"It gives me comfort that we're not truly on our own; businesses do want to help us succeed."

"[Our leaders] helped me recognize my strengths and how I can contribute to a business." It doesn't take a certain job title or location to be involved. Currently, a way anyone can help is to spread the word about the programs within your sphere of influence. Consider the students you are connected to through family, friends, colleagues and the organizations you're involved in.

You can nominate students to participate through each program's respective website, Business Horizons for high school students (www.BusinessHorizonsIowa.com) and Leadership Iowa University for college students (www.LeadershipIowaUniversity. com). We also encourage supporters to provide the program's information to your network through email, newsletters or social media.

It is often encouragement like yours that allows our reach to expand to new leaders and new communities. Your support of the ABI Foundation's programs makes a difference in the lives of Iowans as a non-profit providing statewide educational leadership opportunities. Thank you for the leadership you provide in our state.

<image>

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*Assuming \$30,000 student loan balance, 8% interest rate, 118-month remaining term after borrower making first two payments on 120-month term, and application of employer contribution to principal in addition to the regular payment starting with third monthly payment due.

NEED TO KNOW

Applications Are Now Open for Students to Participate in Statewide Leadership Programs

Applications are now open for the ABI Foundation's statewide leadership programs for Iowa students, Business Horizons (high school students) and Leadership Iowa University (college students).

The ABI Foundation provides accelerated experiences that allow Iowans to activate in advancing our state through their interests and abilities. The participants of the student programs benefit greatly from the interactive approach and the ability to connect directly with inspiring Iowa professionals in a variety of occupations and industries. The five-day programs provide firsthand knowledge and hands-on experiences that are compelling for career exploration and professional development.

Business Horizons | High School Students July 18-22, 2021

Presenting Program Sponsor is Collins Aerospace

Business Horizons is an innovation simulation for Iowa high school students (grades 9-12) to team up and compete as a startup from inception to investor pitch. Keynote speakers, workshops and business tours add insights for how each students' strengths and skills can benefit themselves and their team, now and in the future. Participants gain the confidence and support needed to discover their passions and begin pursuing careers they are passionate about.

To learn more, nominate students or have students access the application, visit www.BusinessHorizonsIowa.com.

Leadership Iowa University | College Students August 8-12, 2021

Presenting Program Sponsor is Grinnell Mutual

Leadership Iowa University is a college internship capstone connecting our state's next decision makers with tools for professional and personal success. Participants expand their network and are exposed to the variety of opportunities right here in Iowa. The connections made throughout the week with leaders, as well as the relationships built with one another, has a lasting impact on how they make decisions on what's ahead for them.

To learn more, nominate students or have students access the application, visit www.LeadershipIowaUniversity.com.

Students are encouraged to apply now to guarantee their standing in the program. We are providing additional flexibility during this time and allowing payment of participation fees to be delayed so long as they are received prior to the program. A completed application will hold the student's place in the program, and applicants can expect further communication and clarification. More information is available on the respective websites about deadlines, cost and other important details.

With questions, contact foundation@iowaabi.org or 515-280-8000.



TAKING CARE OF BUSINESS CONFERENCE

BY GIGI WOOD

Steven M. Bradford, Senior Vice President, General Counsel and Secretary, HNI Corporation

A CUSTOM PUBLICATION FOR ABI

STRENGTHENING IOWA'S BUSINESS CLIMATE

The Iowa Association of Business and Industry (ABI) is moving forward with plans to host its annual Taking Care of Business Conference in June as an in-person event. While the COVID-19 pandemic put major in-person events on hold for the past year, business professionals from across the state will be able to connect in person from June 8 to 10 at the Coralville Marriott Hotel and Conference Center in Coralville/Iowa City.

If conditions allow for an in-person event, the conference will likely be highly attended, business leaders said.

"I think there is a pent-up demand to interact with other business professionals in person and I'm hopeful that this conference will be one of the first major in-person events in the state since the pandemic hit last year," said John Lohman, CEO and publisher of Corridor Media Group and the Corridor Business Journal, which covers business news in the Cedar Rapids-Iowa City area.

There is no shortage of reasons to attend the conference, said Steven Bradford, senior vice president, general counsel and secretary of HNI Corp. in Muscatine. Bradford is also this year's conference chair, and he serves as president of the ABI board of directors.

"There will be three days packed with speakers, small group forums and workshops, fun recreational activities and tasty meals," Bradford said.

The conference will have plenty to offer small and large businesses in Iowa, he said.

"Many topics of interest to business owners and managers will be covered – employee attraction, engagement and retention, leadership development, marketing, public policy, business operations and succession, the changing office, and others," Bradford said. "In addition, inspirational speakers will motivate and inspire, and networking opportunities will help us find and develop important business connections and build relationships."

TAKING CARE OF BUSINESS 2021

Those interested in education and technology may be interested in learning about Girls Who Code from the organization's incoming CEO, Tarika Barrett, who is a featured speaker at this year's conference. Girls Who Code, an international nonprofit organization, is of high interest to corporations such as Microsoft, which is continually searching for talented students and professionals to advance technology. As the name denotes, Girls Who Code offers education and programming to young women interested in learning computing skills, while working to close the gender gap in technology.

Barrett oversees the organization's free Summer Immersion Program and after-school Clubs Program, in addition to International Programming, Alumni Programming and People & Culture teams. Those groups have reached more than 300,000 girls globally. Barrett serves on the board of McGraw Hill, which produces educational content focused on science, and the board of Eskolta, a nonprofit dedicated to helping urban schools reengage at-risk teenagers.

Conference programming will be worth the drive, Lohman said.

"Most businesspeople I know have a pretty good handle on what's going on in their local or regional markets, but don't fully grasp what's happening across the state with regards to business and industry," Lohman said. "This conference is a great way to get up to speed with the amazing things happening across Iowa, as well as the opportunity to network with business leaders from across Iowa."

The conference is also a way to connect with potential customers and clients, said Kevin Monson, founder and chairman emeritus of Neumann Monson Architects, with locations in Des Moines and Iowa City.

"It's a great opportunity to learn from the many speakers and receive up-to-date information that is useful to your business and connect with potential customers and clients. It's great networking," Monson said.

"Many topics of interest to business owners and managers will be covered - employee attraction, engagement and retention, leadership development, marketing, public policy, business operations and succession, the changing office, and others."

- Steven Bradford, senior vice president, general counsel and secretary of HNI Corp

IOWA'S BUSINESS CLIMATE INSIGHTS

The conference focuses on learning, networking and sharing ideas on how to strengthen Iowa's business climate. If there is one person who knows about the state's business climate, it is HNI's Bradford. HNI, one of the largest furniture manufacturers in the world, is also one of Iowa's largest employers. HNI was recently named to Newsweek's 2021 list of America's Most Responsible Companies.

"I believe Iowa has a strong business climate," Bradford said. "Iowa consistently ranks high in national surveys of places to do business. The governor and the state Legislature strive consistently to create a favorable climate in Iowa to attract and retain employers and employees."

ABI plays a role in the state's business climate as well, he added.

"They (ABI) work very hard every day to support businesses in Iowa," Bradford said. "All this, combined with the tremendous work ethic of Iowans, makes Iowa a great place to live and work."

Iowa ranked 16th on CNBC's Top States for Business in 2019 and 21st on Chief Executive's 2020 Best & Worst States for Business, based on educational attainment of the workforce, number of available employees, net migration of college-educated workers, the concentration of STEM workers, the state's economy, infrastructure, cost of doing business and quality of life. The quality workers in Iowa make it a great state in which to do business, Bradford said.

"The primary asset is Iowans. They are diverse, hardworking, caring, creative and wonderful neighbors," he said. "In addition, construction and industrial costs are significantly lower than national averages. Because of its strong public and higher education system, Iowa develops a lot of great local talent."

Another plus: the cost and supply of energy in the state, as well as competitive individual and corporate tax rates.

"Energy is affordable, and the supply is sufficient," Bradford said. "Iowa is a leading provider of wind power to support sustainable energy."

When it comes to Iowa's business climate, public services, taxation and regulation come heavily into play. Bradford said the state is performing well in those areas, for the most part.

"Public services and effective taxation and regulatory policy can always be improved," Bradford said. "Iowa is strategically set in the middle of the Midwest, with good transportation access to get you anywhere in the world, with major U.S. interstates and extensive rail, airport and barge terminal infrastructure. We also have a strong base of diverse businesses including farming, manufacturing, grain and meat processing, insurance and financial services, and emerging industries like bioscience. This diversity makes Iowa a stable place to do business."

Among the state's greatest business challenges are finding and retaining young, skilled workers, he said.

"Often young Iowans leave the state to get work experience elsewhere," Bradford said. "The good news is that many of them return for the lifestyle offered in Iowa. Unemployment is very low in Iowa and many employers are searching for skilled and qualified workers. Finding these employees can sometimes be a challenge."

WHY IOWA CITY/CORALVILLE?

While there won't be any Hawkeye football or basketball games to enjoy, or any other scheduled University of Iowa athletics events for that matter, there will still be plenty to do, see and eat in the area.

The conference will take place at the Coralville Marriott Hotel and Conference Center at Coralville's Iowa River Landing District, just off Interstate 80.

"Iowa City consistently ranks as a top community to live, work, play and raise a family," Bradford said. "As the home of the University of Iowa, it offers a wide variety of activities for everyone. It is a college town with a wonderful blend of Midwest hospitality. We are excited to be one of the first big events to be hosted at the new Xtream Arena in Coralville. It's a beautiful new addition to this great area."

Completed in September, the 5,100-person-capacity facility will be home to the UI volleyball team, and many hope to attract a hockey team to use the facility, as well. It's too soon to know if there will be public events at

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Hancher Auditorium, the UI's premier performing arts center, or in Iowa City or Coralville city centers, but the locals say there are plenty of restaurants and shops to enjoy, as well as parks, trails and golf courses.

"The vibrancy of the community is impacted greatly by the energy of the University of Iowa's presence and all that it brings," Monson said. "The community is well prepared to invite and entertain large groups of people to this unique environment, as hospitality is part of our DNA. Whether it is 70,000 fans for a football game or 14,000 theatergoers at Hancher or hundreds at a conference, we are prepared to welcome you and provide excellent accommodations."

ENJOY YOUR STAY

Arguably one of the best features of the Iowa City/ Coralville area is its dozens of unique, locally owned restaurants, bars and breweries in the area. Monson and Lohman shared some of their favorite places to eat for those who will be traveling to the conference.

"We have a vast array of unique restaurants, every ethnic food imaginable served in an authentic style," Monson said.

Monson's recommendations include Joseph's Steakhouse for "great cocktails, perfectly prepared steaks and seafood with tasty side dishes"; St. Burch Tavern for mussels and oysters, cheese curds, char-grilled steaks, buffalo mac and crafted cocktails; Monica's Restaurant for "great American comfort food, Italian dishes and pizza"; Reunion Brewery for "great beer and full bar, top of the line tavern food, unique menu choices and wood-fired pizza"; and in Coralville, Maggie's Wood Fired Pizza for classic Napoli pizza, meatballs, farm salad, burrata, Italian specials and wine.

"All my favorites have outdoor patio dining, which are perfect in June," Monson said.

Don't forget the Devonian Fossil Gorge at the Coralville Reservoir, Macbride Hall and Old Capitol Museum, and the Herbert Hoover Presidential Library and Museum in West Branch, he said.

For Lohman, the best places to eat are a mix of Iowa City's iconic restaurants and new favorites in Coralville.

"I would try to eat at Konami's or 30Hop in Coralville," Lohman suggested. "Grab some Buffalo wings and sour cream and chive fries at the Vine in Coralville or Iowa City. Order a falafel and some hummus from Iowa City's Oasis Falafel, my favorite casual restaurant. There's a great authentic Mexican restaurant in Iowa City called Le Regia that's worth a visit. Pints in downtown Iowa City is a great place for a drink. Big Grove Brewery in Iowa City is also great for a group to get together for drinks, especially if the weather is nice. Pizza at the Wig & Pen or Pagliai's is a no-brainer. The Java House with several locations is a great place for coffee. If you need a quick bite to eat, and if you've never had a burrito from Pancheros, you have to make that happen."

The whiskey at Cedar Ridge Distillery in Swisher is another area favorite not to be forgotten, he said.

"I'm obviously biased, but the Iowa City/Coralville market is especially vibrant with the University of Iowa," Lohman said. "The restaurants and nightlife are the best in the state. And the location of the conference at the Iowa River Landing in Coralville is especially robust with great shopping, restaurants and bars all within walking distance of the Coralville Marriott."

Another must-see stop in Iowa City is Prairie Lights Books, often named one of the country's best bookstores, they said.

For more information about the Taking Care of Business Conference, visit www.ABITakingCareOfBusiness.com.

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Iowa.Connected.



JUNE 8-10, 2021 | CORALVILLE/IOWA CITY

"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**.

"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 inperson—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 Xtream Arena.

Speakers will include Geoff Colvin, Fortune senior editor-at-large and bestselling author, and Dr. Tarika Barrett, STEM superstar and incoming CEO at Girls Who Code. A third speaker will be announced. The conference will also feature workshops from Iowa business experts on leading virtually; embracing diversity, equity and inclusion; marketing through storytelling; and more.

Connection to Take Center Stage at

ABI Conference in Coralville/Iowa City

"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 premiere 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

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EXPERT ADVICE

You Don't Have to Live With Back Pain

Tensed up shoulders due to stress or slouching at lessthan-ideal remote workstations, 2020 was a bad year for our postures—and our backs! Back pain is so widespread among U.S. adults that many of us have simply accepted it as a part of life. Emily Burns, ARNP, an expert at The Iowa Clinic's Back Pain Clinic, says we shouldn't have to.

Her advice? Start by asking yourself these three questions:Are back issues making everyday life difficult?

- Can I perform everyday household tasks without feeling pain?
- Have I hit my pain threshold? On a scale of 0 to 10, where would you rate your daily pain? If your answer is a lower number, you may not need to seek immediate medical attention, but you should still address your back pain with your primary care provider.



Emily Burns, ARNP *The Iowa Clinic*

 Am I experiencing sudden weakness in a limb or bowel or bladder incontinence? If so, see your doctor or a back pain specialist as soon as possible. Those are red-flag symptoms indicative of potential serious issues.

If you answered yes to any of the above, it's time to tackle your back pain. You can start with your primary care provider or get an expert opinion by visiting our Back Pain Clinic in West Des Moines. With treatment tailored to your needs, 2021 can be the year you say goodbye to back pain—for good.

Please consider this your personal invitation to join us. I look forward to seeing you there.

GET TO KNOW

Meet ABI's Newest Members

Visit our newest members' websites, and see how their products and services can benefit you:

Genova Technologies | GenovaTech.com

Moxie | ExperienceMoxie.com

Ulteig | Ulteig.com

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

CALENDAR OF EVENTS



MARCH 23

Workers' Compensation: Best Practices Virtual

APRIL 8-9

Leadership Iowa

Mason City

MAY 6-7

Leadership Iowa Marshalltown

JUNE 8-10

Taking Care of Business Conference Coralville/Iowa City

JUNE 8-10

Leadership Iowa Coralville/Iowa City

Visit www.iowaabi.org and click the "Events" tab for details on upcoming events, including updates in response to COVID-19related safety restrictions for public gatherings.

EVENT REWIND

Laugh in the New Year with Leadership Iowa January 28 | Virtual

Over 80 leaders registered for an evening of comedy and connections thanks to the Leadership Iowa Alumni Society. Throughout the virtual event, many attendees also participated in BINGO, marking their card for occurrences like "hears 'Best Class Ever,'" "meets a new connection," and "discusses an issue facing the state." The virtual event was sponsored by Riley Resource Group, courtesy of Bob Riley (LI '02-'03). Special thanks to Teehee's Comedy Club and owner Sid Juwarker (LI '07-'08).





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