



TAKING STOCK OF WHERE WE STAND AMID MANY CHALLENGES

John Kenworthy, CEO and President, Storey Kenworthy (left) and Heather Bruce, President, Osmundson Manufacturing Co. (right)

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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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A VIEW FROM THE TOP

A Final Column



Jack Hasken
*ABI Chair
 Jackson Mfg., Inc.
 Maquoketa, Iowa*

ABI recently conducted its annual survey of members. The results of that survey are always interesting and you will find them in this edition of Business Record Iowa. This month's edition is also published in conjunction with ABI's 2022 Taking Care of Business Conference. On behalf of my wife Sarah Hasken and me, welcome to Dubuque for ABI's 119th annual convention!

This column marks my last as Chair of ABI. Leading the association has been an honor and privilege. The year has gone much more quickly than I imagined.

During the year, working together and with strong leadership provided by the board of directors, ABI accomplished a number of things. Significant accomplishments marked the year in the association's public policy work, in its foundation programs, and in its meetings and events. New

projects were completed, new objectives accomplished, and many new members welcomed to our association.

ABI's strength is in its members. Companies throughout Iowa make our organization strong and it is your support that leads to ABI's success. Thank you.

Please allow me to take this opportunity to also thank the members of the Executive Committee, the board of directors, and the women and men who have chaired this organization before me. Working with all of you has been a true pleasure, and I am grateful. The legacy of ABI is its work to make Iowa a better place to work and live. It is the people of ABI; it is all of you, which make that work and that goal a reality. Again, thank you and take care. ■

EXPERT ADVICE

How Your Team Could Benefit from an EAP

A team of happy employees and a strong company culture can have a huge impact on the success and productivity of your business. Business owners can only hope to have happy and healthy employees, however outside stressors frequently get in the way of optimum productivity in the workplace.

What is an Employee Assistance Program?

An Employee Assistance Program, or EAP, is a valuable voluntary employee benefit. EAP services often include counseling with professionals, referrals, assessments, and follow-up services for a variety of issues. All of these services are confidential, which gives employees an added peace of mind.

Business owners across the country are making the strategic decision to take advantage of the many benefits of EAP's... And you should too!

- Create a more productive workplace. One of the biggest benefits of offering an EAP is your employees have an outlet for anything that is bothering them outside of work.
- Retain your valued employees. Offering EAP benefits demonstrates that business owners care about their employees wellbeing. If employees feel valued and taken care of, they are more likely to stay with the business long-term.
- Save money on healthcare expenses. Business's that avoid addressing mental health in the workplace could be making a costly mistake. Mental health concerns could be costing businesses thousands – or more – each year.

If you want to show your employees you care and offer them a valuable and confidential benefit; it may be time for your business to incorporate an Employee Assistance Program. ■



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CULTIVATING IOWA'S TALENT CONTINUUM

Jacque Andrew Named Recipient of Annual Leadership for Iowa Award



JACQUE ANDREW

The Iowa Association of Business and Industry (ABI) Foundation names Jacque Andrew of Jefferson, Iowa, the recipient of its annual Leadership for Iowa Award. The award honors a distinguished alumnus of the Leadership Iowa program who exemplifies outstanding leadership in his/her community and for the State of Iowa. Jacque will be presented with the award at ABI's Taking Care of Business Conference in Dubuque.

Jacque Andrew is a native Iowan and true servant leader. Her career in communications spanned 35 years principally in the field of healthcare, directing marketing efforts for Greene County Medical Center in Jefferson and as a county public health information officer. As the director of human resources, she also served as president of the Iowa Hospital Personnel Management Association.

A community champion, Jacque served as founding president of the Greene County Community Foundation and president of the Greene County Early Learning Center board during the creation of a \$2.2M childcare center. She lends leadership to many local initiatives including Thomas Jefferson Gardens of Greene County, Why Not Us, a women's investment group, her church, Master Gardeners, PEO and others. Service on statewide boards includes: Iowa PBS Foundation, Iowa Women's Foundation, Iowa 4-H Foundation, Iowa Natural Heritage Foundation and the regional Arrowhead Area Education Agency (now Prairie Lakes AEA).

A Rotarian since 1990, Jacque recently chaired the Centennial Celebration of the club's 100 years of service and positive impact in the community and around the world. Jacque has served as club president, Rotary District 6000 Governor, and general chair of the North Central Presidents-Elect Training Seminar which prepares incoming officers to lead their clubs. From raising funds for local

and humanitarian projects and spearheading the resettlement of 17 Kosovar refugees, to serving on the RAG4Clubfoot Board and volunteering in India, Mexico, and Guatemala – Jacque was more than deserving of the Rotary International Service Above Self award, the organization's highest honor, one of only 75 selected in the world in 2019.

For her service to ISU Extension, Jacque was chosen for the Friend of ISU Extension statewide recognition and Iowa 4-H Hall of Fame. Locally, she received the Soroptimists Women Helping Women award, the Rotary Club Avenues of Service award, and the Above and Beyond the Call Award presented annually by the Jefferson Matters: Main Street and Chamber for dedication and commitment through service to the community.

Jacque is a Leadership Iowa 1989-90 graduate, and chaired the 1992-93 Board of Governors. In 1995, she received the distinguished leadership award from the National Association for Community Leadership as co-chair of the 1994-95 Leadership Iowa class.

Jacque earned her B.S. in journalism from Iowa State University and her M.S. in personnel services from Drake University. Jefferson, Iowa is her home where she and her husband raised three daughters. They enjoy frequent activities with their nine grandchildren.

Recipients of the Leadership for Iowa Award must have: held a leadership role volunteering for civic or professional organizations, shown the ability to undertake difficult or controversial subjects, held a professional or volunteer leadership position that contributes to local or statewide leadership development, and demonstrated a commitment to serve Iowa and enhance the quality of life in our state. ■



Jessi McQuerrey
Director of Programs
ABI Foundation
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Congratulations to the 40th class of Leadership Iowa



LEADERSHIP IOWA 2021-22: (from bottom to top; left to right) ROW 1: Brad Magg (Co-Chair), Deidre DeJear, Liesl Seabert, Michelle Dekker, Lori Shields, Stefanie Munsterman-Scriven, Elizabeth Stanek, Warren Schaefer, Erin Swancutt (Co-Chair) ROW 2: Carol Reynolds, Arian Haddix, Joe Feldmann, Elizabeth Presutti, Christina Moffatt, Meredith Jinks, Ashlee Stoddard, Susan Rathjen, Nick Glew, Krista Tedrow, Matt Doty, Calan Smidt, Stacy Dreyer, Bhooshan Karnik, Andrea Rogers, Josh Moreno, Mitch Mortvedt, Jaclyn Schuette, Brittany Morales, Matt Ulrich ROW 3: Joe Sweeney, Joe Sorenson, Cole Amstutz, Vince Ward, Caleb Knutson, Jeff Reed, Chad Reece, Terry Fett, Patrick Smith, Dustin Katje, Jamie Daubendiek, Justin Allen, Nick Laning





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CAPITOL BUSINESS



Election Season is in Full Swing

The 2022 election cycle has shifted into high gear as the Iowa Primary has just concluded. Voters made their voices heard on Tuesday, June 7 by casting votes for either Republicans or Democrats who are now the respective nominee of their party for races across the state. The attention now turns to November as candidates will be working hard during the summer and fall in getting their message out to voters, raising money, walking in parades, hitting the doors and meeting constituents as they seek to become the victor in their race on Tuesday, November 8.

There is a lot on the line for voters up and down their general election ballot. Races will be decided for Governor, U.S. Senate, all four U.S. House seats, all 100 Iowa House seats, 34 Iowa Senate seats, Secretary of State, Auditor of State, Treasurer of State, Secretary of Agriculture and Attorney General plus a number of local offices. Voters will also decide whether or not to amend the Iowa Constitution as there will be a question on the ballot related to second amendment rights.

Elections absolutely matter and the proof of that is in the kind of pro-jobs policies we've recently seen passed by the legislature and signed into law by the governor. ABI has made extraordinary progress in advocating for policies that will

enhance Iowa's business climate. In fact, over 40 bills have been signed into law that we've supported since 2017 including cornerstone pieces of legislation like workers' compensation reform, tax cuts and reform, the COVID-19 Response and Back-to-Business Limited Liability Act, ensuring that employers can maintain a zero tolerance drug and alcohol testing regimen within their workplace and this year, the legislature passed HF 2355 which is reform of Iowa's unemployment insurance system.

None of these victories would have been possible without a pro-growth, pro-business governor and legislature. It's imperative that voters turn out and support candidates who have the backs of business and industry as we can't afford to turn back on the tremendous progress we've made in strengthening the state's business climate.

This summer, ABI will be unveiling 89th General Assembly voting records for incumbent legislators who are running for re-election in the fall. You'll be able to see where your House and Senate member stood on key issues vital to the business community. ABI will also have tools available for employers and their team members. Go to our grassroots website www.iavotes.com to find your elected officials, view voting records, find your polling location and more. ■



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DMACC is proud to be part of the Iowa Manufacturing 4.0 Consortium.

Through trainings and one-on-one consultations, DMACC is dedicated to seeing Iowa's businesses succeed with the help of Industry 4.0 tools and knowledge.

Stop by our booth and talk with a Business Consultant from DMACC Business Resources to learn how we can help you.



CONTACT

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TAKING STOCK OF WHERE WE STAND AMID MANY CHALLENGES



John Kenworthy, CEO and President, Storey Kenworthy (left) and Heather Bruce, President, Osmundson Manufacturing Co. (right).
Photo by Duane Tinkey

BY HAILEY ALLEN

It's no secret that businesses everywhere are feeling pressure right now. Between labor shortages, rising inflation and the continued disruptions in the supply chain, everyone's bottom line is taking a hit. Is this just how things will operate in a mostly post-pandemic world?

Constantly needing to pivot in new directions for over two years has been an arduous task. However, at risk of falling into cliché, it may be the worst of times and the best of times, simultaneously. The new strategies and systems being pioneered to combat changing obstacles may just be the revolution businesses need to continue growing and innovating.

Changing the way workforces operate and adapt to challenges has been the primary focus for some time. Now that much of the initial shock of these changes has worn off, though, businesses can assess the positive and negative effects of these changes. Some may be here to stay. In many instances, these adaptations not only stabilized, but improved company operations or working conditions. For example, according to Pew Research Center data from February, about 61% of people who are able to work from home say they are ac-

CONTINUED ON PAGE 10



IN Iowa, WE DON'T JUST TALK ABOUT FILLING AMERICA'S SKILLS GAP.

Across the state, we're working to uncover new ways to build, cultivate and retain our skilled workforce – the fuel behind Iowa's commitment to growth and innovation. Look no further than **Norwalk**, which has grown 43% in the last 10 years and is primed for new expansion projects thanks to its readily available labor force and low business turnover rate. The **Quad Cities** offer an ideal balance, where residents appreciate a great life outside of work, and industry leaders value the skilled workforce and accessible location. And **Grimes** has become one of the fastest growing suburbs in Iowa thanks to an affordable lifestyle, ample housing availability and an influx of new industries, including the light industrial sector. With forward-thinking communities, business-friendly regulations and innovative programs that complement our strong work ethic, Iowa is poised for meteoric growth in 2022 and beyond.



CONTINUED FROM PAGE 9

tively choosing remote work over going into the office, and about 78% say they'd prefer to continue working from home all or some of the time after the pandemic fully passes.

Conversations are happening right before our eyes about working culture and the expectations employees have for employers. Business leaders are capitalizing on this opportunity to learn about the communities and people they serve, so they are able to better retain a stable, resilient and efficient workforce. So while the last few years have been a learning curve, industries have identified new areas to improve and have strategized ways to succeed that will only make them better prepared for future challenges, come what may.

STATUS UPDATE

The Iowa Association of Business and Industry (ABI) sends out a yearly anonymous survey to executives of their member companies across the state of Iowa to gain insights on the state of affairs within the variety of business sectors they serve. The focus of this year's survey was the ongoing workforce and supply chain challenges many are still facing. Out of the 109 submitted surveys, it seems most businesses have tried to make the most with what they can, acknowledging where changes needed to be made in order to continue operating as efficiently as possible, and strategizing solutions to challenges.

Current workforce challenges post-pandemic are employee burnout and other mental health issues, as well as labor short-

ages. Efforts to address these concerns include continuing remote and hybrid work options, shift schedule changes, wage increases and other additional benefits. About 56% of businesses ABI surveyed say they changed shift schedules or allowed for remote or hybrid work. Additionally, 67% increased wages.

Some companies used additional initiatives to alleviate stress and incentivize employees. To combat labor shortages, 13% of companies have begun registered apprenticeships, along with 38% that have used work-based learning programs with high schools and community colleges to reach more of the population newly entering the workforce. Fifteen percent have deployed broadband to assist remote workers. Housing assistance and child care assistance via the Child Care Challenge Fund were used by just 7% and 5% of companies, respectively. Another 37% offered other types of public or private initiatives not listed in the survey.

Heather Bruce, president of Osmundson Manufacturing Co., said the agricultural equipment supplier and fifth-generation family business began incentivizing hiring by giving bonuses to current employees who referred a new hire. "It's helped us a lot because we're actually getting people that want to stay [working for us], and it boosts the morale of the guys that have been with us."

When it comes to ongoing supply chain challenges, the consensus is pretty clear. Only 5% said their supply chain issues were decreasing, while 54% said they were increasing. Forty percent said their challenges were staying at a stable amount. These

CONTINUED ON PAGE 12



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CONTINUED FROM PAGE 10

figures tell us to proceed with caution.

John Kenworthy, CEO and president of office furniture and supply company Storey Kenworthy, said that while lead times are slowly declining (from about 24 weeks in late 2021 to about 10-12 weeks currently), rising production costs are “causing a whole other level of disruption.”

“It’s a cause for concern, and also disrupting the customer experience. We have good activity and a strong backlog, but we’re not receiving everything in complete orders. We’ll get 90% of an order but we can’t invoice and install it until it’s complete, so our warehouses are filling up and causing that disruption,” Kenworthy explained.

Inflation is taking its toll on every aspect of life, from increasing gas prices to rising grocery store costs. For businesses, inflation is a tricky thing to work around without also having to raise the prices of their own products. About 46% of executives say they have had to raise prices in response to rising input costs.

To combat these rising input costs another way, about 7% of businesses have moved to different vendors or changed processes in order to keep input cost low.

“I’m happy to be in Iowa,” Kenworthy said, “because what we’re experiencing here pales in comparison to what my peers on the East Coast and the West Coast are experiencing. This is a global uncertain situation. I think we should continue to provide grace, patience and understanding to each other as we all try to work through this, because it’s real.”

There does seem to be a light at the end of the tunnel, though. When asked to rank their outlook on their businesses for the second half of 2022, with 10 being the most positive, just over a quarter (27%) said 8 and just under another quarter (23%) said 7. Another 10% ranked positivity at a 9, and only 5% answered with a negative outlook ranking below 5. Overall, it seems many are generally positive that things can only go up from here. ■

BUSINESSES SURVEYED BY ABI

About **56%**

changed shift schedules or allowed for remote or hybrid work.

67%

increased wages

38%

have used work-based learning programs with high schools and community colleges



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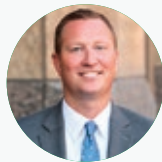
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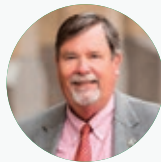
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Chair of the Mechanical-Electrical Practice Group



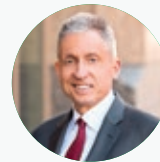
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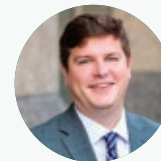
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ELEVATE IOWA

Elevate Legends in Manufacturing

The Iowa Association of Business & Industry (ABI) and Elevate Iowa are pleased to announce nominations are officially open for the 2022 Legends in Manufacturing Dinner! Legends is Iowa's largest event dedicated to manufacturing and recognizes leaders from across the state for their commitment to the manufacturing industry.

The Iowa manufacturing industry contributes more than \$33 billion annually to the state's economy and provides thousands of career opportunities. Iowa's manufacturing companies are in the top third of employers, providing more than 225,000 jobs.. The manufacturing industry continues to grow with innovative advances in technology, robotics, and virtual reality, providing new and exciting career opportunities for Iowans.

Legends celebrates and honors the business leaders who work every day to constantly improve and advance Iowa's manufacturing industry and their community. These individuals are at the forefront of Iowa manufacturing and play a significant role in strengthening the state's workforce. The 2022 Legends Award nominations will be for Iowa leaders with under 100 employees, 100-300 employees, over 300 employees, and a manufacturing champion.

The Legends in Manufacturing Dinner will be held on October 4, 2022, at the FFA Enrichment Center in Ankeny, Iowa. ABI and Elevate Iowa also invite you to stay for the Advanced Manufacturing Conference on October 5, 2022. We welcome all former Legends honorees to attend this year's event. Registration will open soon! Go to bit.ly/abi-legends-dinner.

Elevate Iowa is a statewide campaign to promote careers and educational pathways in advanced manufacturing. ■



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Kayla Brown
*Digital Specialist
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The Iowa manufacturing industry contributes more than **\$33 billion annually** to the state's economy and provides **thousands of career opportunities**. Iowa's manufacturing companies are in the **top third of employers**, providing more than 225,000 jobs.

TOP TIPS

Think Like an Online Marketer to Attract Potential Workforce



Paul Gormley
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Everybody is challenged in finding a sufficient and qualified workforce. Thinking like an online marketer might give you the boost you need to stand out and find the right people.

To get the right candidates for the right jobs, focus on your target candidate and develop a well-produced 'offer' that is tailored to their specific needs and desires.

1. **Do your research.** Understand your organization's environment, competition, and competitive advantage. Identify your target candidate and what appeals to them. Learn where people in your target market spend their time online.
2. **Target your message.** Blanket recruiting messages run the risk of being overlooked in a sea of similar messages. Use research to craft tailored messages that highlight what your ideal candidates are seeking. Go from "opportunities for growth" to "our welders can become supervisors within 2 years".
3. **Test your message.** Start with one job, one message, and one online channel. Did you get applicants from that channel, and did one result in a hire? How did the cost compare to traditional methods? This will help determine if your research aligns with real-world behaviors.
4. **Deploy and iterate on your message.** Rely on your research and results. When using new advertising channels, track and compare outcomes and costs. If a channel is not creating results, iterate your message and distribution, then consider shifting to a different channel.

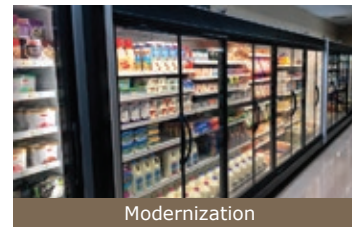
Finding people is not easy but applying some fundamental tools of marketing can get you closer great candidates. ■

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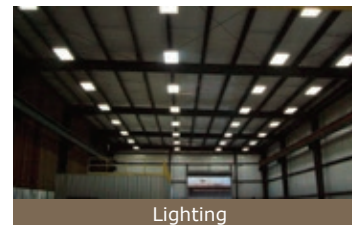
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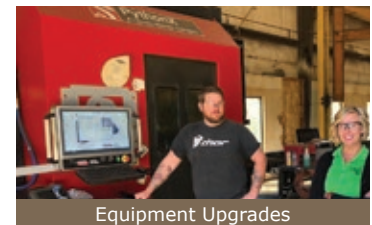
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Equipment Upgrades

MORE DETAILS:

For program overview, related requirements, and ensure availability of funds, contact Bruce Nuzum or visit:

IADG.com/EnergyBank

Contact:
Bruce Nuzum
800-888-4743





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Anthologic



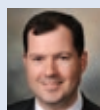
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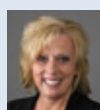
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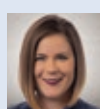
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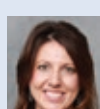
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CALENDAR OF EVENTS - 2022

JUNE 30

Regional Public Policy Meeting
ABI Office | Des Moines

JULY 17-21

Business Horizons
Central College | Pella

JULY 28-29

Okobojo CEO Forum
Okobojo

AUGUST 7-11

Leadership Iowa University
Des Moines Area

AUGUST 10

Connecting Statewide Leaders
West Des Moines

AUGUST 16

Tax Public Policy Meeting
ABI Office | Des Moines

AUGUST 18

Economic Growth Public Policy Meeting
ABI Office | Des Moines

AUGUST 29

Executive Open Golf Outing
Glen Oaks Country Club | West Des Moines

OCTOBER 4

Legends in Manufacturing Awards Dinner
FFA Enrichment Center | Ankeny

OCTOBER 5

Manufacturing Conference
FFA Enrichment Center | Ankeny

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



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American Fuel & Petrochemical Manufacturers | www.afpm.org

Inseer, Inc. | inseer.com

Keen Project Solutions | thinkdifferentthinkkeen.com

Phelps USA | phelpsus.com

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NEED TO KNOW

Upcoming ABI Events You Won't Want to Miss



CEO Forum | July | Okoboji

It seems that all Iowans know and love the products of Anderson Erickson Dairy, an ABI member and one of the Midwest's largest independent dairy companies. The Chair and CEO of this third-generation manufacturer, Miriam Erickson Brown, will serve as the keynote speaker at the 2022 ABI Okoboji CEO Forum. Miriam is an engaging speaker and the AE story is compelling, so don't miss this opportunity to hear her remarks. High-value programming will take place on Thursday, July 28 and a terrific – and different – tour closing things out on Friday morning, July 29.

Registration is now available here: bit.ly/abi-ceo-forum



Executive Open | August | West Des Moines

The annual Executive Open – Iowa's premier executive golf event – will be held Monday, August 29th. Spend a casual day networking with over 100 of Iowa's foremost business leaders at Glen Oaks Country Club – a new location for this event! And don't forget, the ABI Foundation will have a strong presence at the Executive Open as well! As always, they will add to your experience through fun and games at three different holes on the course, all while raising funds for the life-changing programs that better your businesses, your communities and the State of Iowa.

Registration is now available here: bit.ly/abi-exec-open



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