

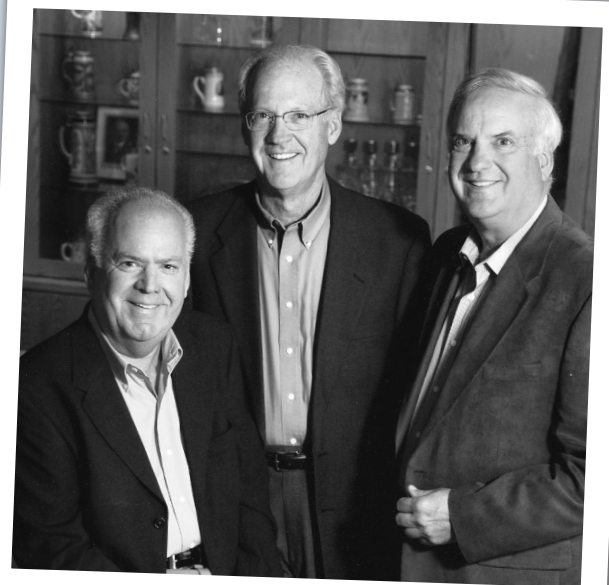


IOWA'S MULTI-GENERATION COMPANIES ARE BUILT TO LAST

STORY ON PAGE 20



The Kemin family: RW and Mary Nelson (center), and children, from left, Molly Ryan, Chris Nelson, Libby Nelson, David Nelson, Janet Nelson



The Klauer family: Fourth generation family members, William R. Klauer, Robert Klauer and James Klauer

CALENDAR OF EVENTS - 2023

FEBRUARY 23

Cobot Automation Summit
IOWA LAKES COMMUNITY
COLLEGE | ALGONA CAMPUS

FEBRUARY 24

Legislative Update (Members
Only)
VIRTUAL
Continues Every Other Friday
During Session

MARCH 2-3

Leadership Iowa: Education
WAVERLY

MARCH 7

Business Day in Des Moines
EMBASSY SUITES DOWNTOWN
| DES MOINES

MARCH 28

Workers' Compensation Seminar
ABI OFFICE | DES MOINES

APRIL 13

Connecting Statewide Leaders
SIOUX CITY

APRIL 13-14

Leadership Iowa: Economic
Development & Workforce
SIOUX CITY

MAY 11-12

Leadership Iowa: Manufacturing
& Transportation
BURLINGTON

JUNE 13-15

Taking Care of Business
Conference
CEDAR RAPIDS

JUNE 13-15

Leadership Iowa: ABI Conference
& Graduation
CEDAR RAPIDS

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VISIT WWW.IOWAABI.ORG AND CLICK THE "EVENTS" TAB
FOR DETAILS ON ALL UPCOMING EVENTS.

FROM THE CHAIR:

A Strong Iowa, A Strong ABI

This edition of Business Record Iowa has a cover story focused on something that is always of interest to ABI members: multi-generational family companies. That topic is always of interest because ABI and all of Iowa, thankfully, are fortunate to have hundreds of these companies in our midst. I hope you enjoy learning more about the different perspectives ABI members bring to this most important topic.

On other fronts, I would note that February marks the eighth month of ABI's fiscal year. Thanks to your support and leadership, our association is enjoying one of its strongest years ever. Public policy, Foundation programs, and ABI member events are all meeting or surpassing metrics of past years.

Last month's ABI Legislative Reception was a huge success, with well over 400 people attending. In addition, the Lieutenant Governor, other state officials, and more legislators of both parties and both chambers attended than ever before. On behalf of the board of directors, thank you for your participation and for helping ABI continue to have a strong and effective public policy program.



Kim Augspurger

ABI Chair
Pigott

Another key metric involves ABI holding a terrific annual conference. I assure you that the 2023 conference will be the best one ever — and it is only a few months away! Make plans now to join your ABI colleagues in Cedar Rapids June 13-15 for the Taking Care of Business Conference. Fantastic venues, terrific nationally-known speakers, and the very best business networking anywhere will all be a part of ABI's 120th annual meeting. You do not want to miss it!

Thank you once more for your support. ABI

Continuing the Legacy: Transferring Stock

Family-owned businesses are the backbone of our communities, and that is not a hyperbole. U.S. Census Bureau statistics indicate 90% of all businesses are family-owned. Baby Boomers (those born between 1946 and 1964) own approximately 40% of those businesses and are expected to transfer ownership and wealth to the next generation over the coming decades. Known by some as the "great wealth transfer," this is expected to be the largest transfer of generational wealth in American history, which emphasizes the importance of successful ownership transition.

Ownership transitions can be structured in a variety of ways to best suit a particular business. Utilizing voting and non-voting classes of stock is one way to facilitate transition goals. Non-voting shares can be transferred when an owner wants to transfer wealth to the next generation but retain decision making authority. If an owner prefers to transfer some, but not all, of their ownership responsibilities, minority interests of voting shares may be assigned.

Establishing a business is one means to build a legacy and produce a generational labor of love. To preserve this legacy and its community impact, **it is important for business owners to plan for the great wealth transfer by developing a succession**



Michelle Hutson,
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plan. Though critical for business continuity, over half of small business owners have no plan in place for this major transition.

A detailed succession strategy will create a structure for your transfer, whether passing down the business to a family member or utilizing another form of exit. This structure will assist you in achieving your exit goals and support cementing your legacy. Perhaps your plan involves transferring stock to your children and grandchildren. Perhaps it's training the next generation for leadership in your company. How do you want to leave your legacy? ABI

Elevating Iowa Manufacturing

Some of the world's most important industrial innovations have been made in Iowa — after all, the manufacturing industry is the number one contributor to the state's GDP. With state-of-the-art technological advances in robotics, and virtual reality, the manufacturing industry continues to grow, providing new and exciting career opportunities for Iowans.

Ten years ago, a group of Iowa business leaders sat at a boardroom table discussing the misconception about careers in the manufacturing industry. The younger generation wasn't aware of the great options available, and their parents believed that manufacturing was "a job for other kids, not my son or daughter." This insight resulted in creating ABI's non-profit program, Elevate Iowa.

Elevate Iowa promotes the exceptional opportunities, compensation, and benefits in Iowa's advanced manufacturing industry — especially to high school students and their fami-

lies. Elevate is proud to have awarded thousands of dollars in scholarships to high school students attending one of Iowa's 15 Community Colleges. Recent studies have shown that the salaries of both certificate programs and two-year degree holders, especially in high-demand occupations, can earn salaries that surpass their four-year degree peers. In the age of advanced manufacturing, students can graduate sooner, with less debt. Equipping the next generation of Iowans to graduate with job security and a jumpstart on their career is the first step towards building their future.

The local (and often family-owned) manufacturing companies are the heart of Elevate Iowa. These employers provide a wide range of in-demand jobs with some of the best employee benefits and innovative training available! Elevate's "Not a Dirty Job" video series offer an exclusive, behind-the-scenes look at a day in the life, proving that old

misconceptions about manufacturing are a thing of the past. Elevate's social media efforts have led to over 200,000 "Not a Dirty Job" video series views and further strengthened business and community relationships across the state. Because of this reach, Elevate can make a meaningful impact across the state in a cost-effective way.

Over the years, Elevate Iowa has recognized business leaders who advocate for the manufacturing industry and go above and beyond for their company, employees, and local community. These individuals are formally honored at the Annual Legends in Manufacturing Awards & Manufacturing Conference. Nominations for 2023's Legends in Manufacturing are currently open. To nominate someone, visit: iowaabi.org/events/manufacturing-conference.

Since its inception in 2013, Elevate Iowa has remained true to its mission of improving the perception of the manufacturing industry. We're proud



**Michele Farrell
and
Kayla Brown**
Elevate Iowa

to be supported by all 15 Iowa Community Colleges, the ABI Foundation, Governor Reynolds, and various State agencies. Elevate is also a national partner of The Manufacturing Institute's Dream It Do It initiative, inspiring the next generation to pursue manufacturing careers.

To learn more, visit elevateiowa.com. If you would like to get involved with Elevate Iowa, please email: mfarr@measuredintentions.com. ABI

Registration open for college student experience

Leadership Iowa University (LIU), a program of the Iowa Association of Business and Industry (ABI) Foundation, is designed to connect our state's next decision-makers with tools for personal and professional success.

For five days each summer, LIU offers participants the chance to explore Iowa's opportunities to help bridge the gap between college and career. By way of networking events, engaging round-table discussions, a dynamic speaker series and business tours, participants learn why Iowa is the ideal state to live and work.

Chase Henry, a senior at Simpson College studying finance and business, was a 2022 participant. He noted, "as the week progressed, so did my desire to continue making an impact in my local community. Each speaker and tour reinforced how incredibly thankful I am to be in Iowa because of everything the state has to offer."

Ideal candidates for LIU are students considering a future in Iowa with a desire to positively impact their workplaces, communities, and our state. Participants are often "big picture" thinkers with diverse backgrounds, interest areas, and experiences, and routinely demonstrate engagement beyond the walls of a classroom. LIU participants are innately motivated to grow their network and themselves, are eager to learn, and possess leadership qualities and potential.

"This program allows you to learn in every way imaginable," states Henry. "I learned through this program that everyone leads in their own way. LIU allowed me to focus on my leadership strengths and learn from others, an experience I will always be grateful for."

In the most recent program, 21 students from 8 Iowa colleges and universities participated. They represented 18 different academic programs. After LIU, students reported: (1) having developed a stronger understanding of what it meant to network and its relevancy to career development, (2) an increased awareness of business and industry across the state and the future of its workforce, and (3) a



Kendall Antle

Programs & Engagement Coordinator
ABI Foundation
KAntle@iowaabi.org

newfound appreciation for quality of life in Iowa.

LIU 2023 Program

Who: Current freshman-seniors attending an Iowa college/university or interning in Iowa

When: August 6-10

Where: Des Moines

Participation Fee: \$500*

**Includes all meals, lodging, and activities. Financial assistance is available.*

Each year, several participants are nominated and financially supported by their employer as part of an "internship capstone" experience. Supplementing your summer internship program with the opportunity to sponsor an LIU student contributes to their overall internship experience and position your company for greater return on investment.

"My excitement going into the program was high but left even greater. I highly encourage everyone to apply. You don't have to have an impressive title or track record to be a leader. Programs like LIU help you find your true passion and leadership capability through all that it offers," says Henry.

To learn more and nominate a student to attend, visit www.LeadershipIowaUniversity.com or contact info@leadershipiowauniversity.com. ABI

LEADERSHIP IOWA DINNER & CELEBRATION JANUARY 11 | DES MOINES

Leadership Iowa kicked off 2023 with more than 140 past and current participants at the annual Dinner & Celebration event. Alumni from across the state enjoyed a fun evening in Des Moines while reconnecting with former class members, reminiscing on their favorite experiences, and meeting new alumni and members of Leadership Iowa 2022-23. The celebration included recognition of Sandy Ehrling (Nevada, IA) who was named this year's honorary lifetime Alumni Society member. Sandy is the second individual to receive this



prestigious recognition. The evening also awarded the inaugural "Best Class Ever," to the class of 2020-21. This award is given to the LI class with the most alumni society members. Alumni can help their class "win the cup" next year by joining the 2022-23 Alumni Society at www.LeadershipIowa.com.

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COVER STORY FROM PAGE 17

IOWA'S MULTI-GENERATION COMPANIES ARE BUILT TO LAST



The McCarthy-Bush family: Pete Bush, Ben Bush, Mike Bush, Greg Bush, Joe Bush and Larry Bush

By Emery Styron

news@quadcitiesbusiness.com

The impact of multi-generation, family-owned firms like Klauer Manufacturing on their communities and state “can’t be valued,” said Mike Klauer, whose sheet metal building products company has been a mainstay of Dubuque’s industrial scene since 1870.

“We are fully invested” with “ripple effects that go beyond the community,” said Mr. Klauer, president and fifth-generation family member. “We don’t view ourselves as free agents to close a plant and move.”

That kind of stability has wide benefits to workers, service providers and nonprofits in the area.

Here is a look at three of Iowa’s many multi-generation companies, firms often created by visionaries who bequeathed not only businesses but their values and entrepreneurial savvy to succeeding generations.

Kemin Industries: Trusting people, turning ideas into businesses

“The ability to take ideas and turn them into businesses” and “relentlessly giving people more responsibility and control than they ever thought possible” are two essentials at Des Moines-based Kemin Industries. These factors were intentionally “talked about and spread throughout the company” by his parents, founders R.W. and Mary Nelson, said Chris Nelson, president and CEO of the multinational food ingredient maker.

His parents (who are preparing to celebrate their 96th birthdays) emphasized “finding people you can trust and giving them resources,” Mr. Nelson said. “Mistakes were made, but you don’t walk away from core principles. You continue to remind each other.”

Sticking to principles paid off. Since its founding in 1961 as “Chemical Industries,” providing feed additives to the Midwest’s agriculture and animal pro-

duction markets, Kemin Industries has grown steadily.

The company produces more than 500 specialty ingredients at plants on six continents with thousands of team members serving customers in more than 120 countries.

Kemin Industries has a defined process for bringing new family members on board. “We have a document called ‘the family constitution,’ that outlines what you have to do to work for the company, how you get hired and how you can be terminated,” Mr. Nelson said. “Generally, you have to be above all the other candidates that would be possible for that position. There are very high expectations.”

Mr. Nelson’s sister, Elizabeth “Libby” Nelson, serves as chief corporate counsel. His other siblings are not active in the business.

Mr. Nelson said there are “enormous advantages” to having a strong, multi-generational company like Kemin Industries based in Des Moines and Iowa.

“We take a very long view on investments, the future of the company and the team members who work for us. It gets to be a really positive thing for the community overall, at least in my view,” he said.

Kemin Industries’ leaders are involved in many civic and community organizations. Heading up a fundraising campaign for the Science Center of Iowa is just one of Mr. Nelson’s personal projects.

Kemin Industries has developed an impressive roster of products over the years, from antioxidants for animal

feed to natural pigments extracted from marigolds, replacing artificial coloring in egg yolks.

Many business units such as Kemin Human Nutrition and Health, Kemin Food Technologies, Kemin AquaScience, Kemin Biologics and Kemin Bio Solutions, have grown out of product developments and strategic acquisitions.

In keeping with the founders’ focus on turning ideas into businesses, Kemin Industries generates 80% of its growth from research and development, with the remaining 20% from acquisitions.

More than half of Kemin Industries’ revenue is derived from plants, Mr. Nelson noted. “We are the largest farmers of rosemary in the U.S.”

From rosemary, Kemin Industries extracts carnosic acid, a potent antioxidant that can be put into foods to prevent rancidity.

What does the future hold for Kemin Industries?

The company will continue to be “all about chemistry and the application of chemistry to improve people’s lives” Mr. Nelson said. “Because we are a global company, we do business in six of seven continents. We continue to believe our technology has applications across all human and animal feeds. We will remain very active in export as well as international business.”

McCarthy-Bush Corporation: Fifth generation stepping forward

McCarthy-Bush Corporation, a Davenport-based, family-owned company, has diversified within the construction

realm into mining, steel fabrication and real estate development to weather the ups and downs of the economy over its 125-year-history.

With retirement not many years off, 66-year-old President and CEO Greg Bush is overseeing efforts of fifth-generation family members, Ben and Mike Bush, to adopt a corporation-wide focus to prepare for their transition to leadership.

The elder Mr. Bush said he seeks to emulate transition lessons learned when his own father retired. The retired Mr. Bush still came into work and went to meetings but left decisions up to his son and never tried to overrule him.

The next generation must pay its dues by working hard and earning the respect of employees, with no expectation their family name will help them in the business, Greg Bush said.

For its part, the fifth generation of the Bush family says they are eager to learn from the previous one.

“I’m not in a hurry for them to leave. We want to get advice from generation four” and see how they dealt with various challenges, said Michael Bush.

His cousin Ben said the transition involves “changing the lens through which we view the business. Now it’s more important than ever for us to broaden our perspective across all the businesses and develop a vision for the future.”

Michael, who recently moved back to the Quad Cities from Minnesota, joined the McCarthy-Bush Corporation’s Board of Directors in December. He is vice president of Linwood Mining & Minerals. Ben Bush also joined the board in December and serves as the commercial

manager at Linwood.

Founded by Patrick F. McCarthy as McCarthy Improvement Co. in 1897, the company's original business was concrete paving and heavy highway construction. McCarthy acquired Linwood Stone Products (now Linwood Mining and Minerals) in the mid-1940s and added Howard Steel in the mid-1950.

As McCarthy-Bush Corporation looks toward the future, the focus is on strategic growth within its core competencies, via organic expansion and acquisitions.

In his role as Linwood Mining commercial manager, Ben notes that recent growth at Oertel Metal Works showed opportunities for expanding the MCB manufacturing portfolio. Linwood Mining is also actively working on a new customer partnership for 2023 that could expand business operations. Mike also recently obtained his real estate license to expand future development opportunities and services among all MCB companies.

He said that a business plan means little without the team that supports it, so he's focused on strategies for attracting and retaining talent.

"Really it's all about the people — our goal is to provide good-paying jobs with opportunities for growth," he said. "We want to take care of them so they can go home and take care of their families."

Despite fears of a recession on the horizon, McCarthy-Bush Corporation is positive about business prospects for the region. "Our team has laid the groundwork for ongoing opportunities and growth, so I'm optimistic we're positioned well for the future," said Mike Bush.

Klauer Manufacturing: Bending toward the future

"What we do today we've been doing since day one, forming sheet metal," said Mike Klauer, adding that his family company may be one of ABI's longest-standing members.

Founded by Peter Klauer as a hardware and tin shop, the firm originally produced stamped metal ceiling panels, cornices and other exterior building components. All of Klauer's current products are for building exteriors, including residential steel siding and ag building products.

With three manufacturing facilities and a workforce 150 employees strong, Klauer manufactures steel siding, aluminum soffit panels and fascia, guttering and downspouts, flashing and K-Rib products including roofing and siding, ventilators and soffit and metal building trim, with distribution in 40 states.

The common thread since the beginning is "the ability to have a long-term focus. We don't have third parties that we are reporting to. We focus on building a company to last, not to sell," said Mike Klauer.

Because of that long-term thinking, "relationships matter." The emphasis on building strong relationships with employees, customers and vendors creates stability, even though "we may not take every last nickel" from the business, he

said.

Company values are transmitted from generation to generation "more by actions than by words," said Mr. Klauer. An example is a 100-year-old tradition, the Foreman's Club, a monthly gathering of supervisors and office staff.

"We cook dinner at our cottage and serve them, treat them like family. New hires come away with the sense this is something unique," he said.

Mr. Klauer's generation is also represented in the company by his sister, who heads marketing, a brother-in-law who serves as vice president and a cousin who leads transportation. The fourth generation — his father and two uncles still have a presence.

Mr. Klauer notes that his grandfather, of the third generation, served in his time as president and still came into the office in his 90s. "This is the type of passion you have to have," he said.

The company has put a formal procedure in place to integrate new family members over the last few years. "We can't have a group assuming they have a spot. They have to earn it," Mr. Klauer said. "We want those individuals to come to us and provide us value."

Klauer Manufacturing has stayed close to its roots.

"Everything is in Dubuque," Mr. Klauer said.

That includes the three facilities — two owned and one leased — providing 375,000 square feet of manufacturing and warehouse space, 50% more than three years ago.

The company is putting the finishing touches on a 75,000 square-foot, \$14 million expansion.

The project is on-time, on-budget and "going really well," Mr. Klauer said.

Klauer Manufacturing received a \$434,000 state grant to aid its automation efforts last spring. That is a long-term project, the CEO said. "You don't just plunk down a robot, set it and forget it." Automation is one of several tools to help solve workforce needs and give employees new skills, he said. "It's a long road, and we're just starting."

His 150-year-old company sees the need "for a makeover to look like today's business," Mr. Klauer said. "We can compete at a national level."

To that end, there is a company-wide focus on training. A large proportion of employees have been with Klauer Manufacturing less than two years, so there is an effort to get processes "that were stored in someone's head" into documents that can be shared.

Summing up: Multi-generational companies in Iowa have long-term focus

Klauer Manufacturing, Kemin Industries and McCarthy-Bush Corporation are just three examples of deep-rooted family companies with a long-term focus and determination to nurture their communities, care for their employees and intentionally pass down their entrepreneurial values to succeeding generations. **ABI**

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Q&A with Sarah Miller

Performance Marketing



SARAH MILLER

Sarah Miller is president of Performance Marketing, part of the Des Moines-based Anthologic marketing and technology collective. An active supporter of the Iowa Association of Business and Industry, Performance Marketing works with clients in the Cedar Rapids/Iowa City Corridor and is home to a number of employees with roots in the area.

We asked Sarah for her take on the latest marketplace dynamics and how marketing can help companies solve the challenges they currently face.

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ABI BUSINESS MONTHLY

ABI TO BUILD ON SUCCESSES OF 2022 LEGISLATIVE SESSION

CALENDAR OF EVENTS - 2023

MEET ABI'S NEWEST MEMBERS

INSIDE

RATES:			
AD SIZE	4x	8x	12x
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Half Page	\$1,960	\$1,860	\$1,780
Quarter Page	\$1,170	\$1,120	\$1,070

To schedule your marketing campaign contact:

Andrea Rhoades, Group COO/Publisher

andrea@corridorbusiness.com

Let's start with some background. What's going on in the marketplace right now, and what factors will marketers need to respond to in 2023?

One factor that's top-of-mind for just about everyone right now is inflation. Buyers are facing rising prices, so maintaining their loyalty in the wake of those increases is key.

Supply chain issues are another big factor. When buyers can't get their preferred brand, they may be open to looking at other options. That's an opportunity. And if your products are out of stock, you need to remind buyers why you're worth the wait.

What do you recommend companies do to address these challenges in the new year?

First and foremost, now is the time to work on your brand — especially if it's been a while since you've made any updates.

Is branding the same thing as marketing?

There is some overlap, but branding and marketing really are two separate things. Branding is about your company's overall identity and building a long-term relationship with customers. It's more than just your logo — it's the personality and essence of who you are, including how you look, sound and deliver on your promise to customers every day. Your brand captures the why behind what you do, and it's ultimately the reason people buy from you.

So, what can companies do to build their brand?

A lot has changed in the past few years, so it's worth taking the time to make sure your brand positioning is still hitting the mark.

Your brand position is the foundation of your marketing. This is an internal statement that captures the value you offer your target customers and what makes you different from the competition. Part of that exercise is also digging in to define your brand pillars — which are how you live and prove that brand position — and then mapping out key messages and proof points for each target audience. Defining these things gives you a North Star so everyone is on the same page, whether they're talking to customers or creating marketing campaigns.

Beyond branding, how can companies get the most out of their marketing in 2023?

This won't come as a surprise to anyone, but buyers are becoming harder to reach than ever. They're overwhelmed by digital communications, and they've learned to tune out anything they don't find relevant or useful. So things like customer research and content strategy can be smart investments. The more you know about your audience, the more you can hone your message and make it more compelling.

What about technology? Any opportunities there?

Absolutely. Big changes are happening with technology right now, so we recommend being proactive by focusing on what you can control. Think about overhauling your company website for a better user experience. Or even just making sure your site is optimized to be one of the first results people see when they search for products or services like yours — because search algorithms are always changing.

It's a good time to give some attention to your email database too. If you haven't connected your outbound marketing efforts and website to CRM or marketing automation, you need to. Integrating these pieces together not only gives buyers the brand experience they expect, but also allows you to pivot quickly to address new opportunities or changing conditions.

Anything else companies need to have on their radar for 2023?

There's been a lot of upheaval in the social media world. We know brands want to engage with customers where they are, but you've got to remember social media is borrowed land. There are no guarantees. All the changes we're seeing just underscore the importance of prioritizing the channels you own. And skilled social media community management is a must. It's not enough to simply create content — you need to be listening, moderating and responding. Otherwise, you put your brand reputation at risk.

The Google "cookie apocalypse" is another hot topic. Third-party cookies have been the primary tool for audience targeting for the better part of 20 years, so these data privacy changes are going to have a major impact on the way advertisers target and track users. Google has pushed back their cookie phaseout till late 2024, which gives us some breathing room. But the clock is ticking, and businesses should take advantage of this time to adjust their digital media strategies.

Companies should also switch to Google

Analytics 4 for their website analytics, if they haven't already. The earlier you make the transition, the more historical data and insights you'll have when Universal Analytics stops processing hits.

One more thing worth exploring and monitoring is ChatGPT — the new artificial intelligence (AI) chatbot. Marketers need to continue to wrap their arms around the potential (and limits) of AI tools like this as they evolve.

Switching gears, many companies are still having a tough time hiring employees. How are your clients using marketing to respond?

The labor shortage is a pervasive problem, and it's clear that's not going to change anytime soon. We're definitely seeing more interest in targeted workforce campaigns to stand out in recruiting. Several clients have invested in recruiting videos. We've also worked with clients to build up the careers section of their websites, and digital ad campaigns have been popular. This is just another example of how marketing can be used for more than selling products.

Final thoughts: What would you say to a business owner or marketing manager who's not sure where to focus or what their next step should be?

I get it. Evolving your marketing can be a daunting process. We recommend starting with some sound strategic planning to identify and prioritize areas to work on. Once you have those priorities in place, you can set your goals and budget — and then select the tactics that offer the best potential return on your investment. **ABI**

Anthologic is a collective of marketing and technology companies that can seamlessly partner together to build brands, craft stories, accelerate business and more. Brands in the collective include Performance Marketing, Blue Traffic, Vector Haus and Flatout. For more information, visit [Anthologic.com](https://anthologic.com) or email sarahm@performancemarketing.com.

About Sarah

A marketing veteran with nearly 30 years of agency experience, Sarah joined Performance Marketing in 2016 and was named president in 2021. She lives in Ankeny with her husband, Curt, and they have two college-aged sons. Her interests include yoga, travel and great food, and she's a graduate of Iowa State University with a B.A. in journalism and mass communication.

Taking Care of Your Company by Taking Care of Yourself

Having a strong succession plan is a standard practice for any successful organization. But one detail that may often be overlooked in your succession planning is the health of your senior leaders. An investment in your health is like an investment in your business. It pays off now and for years to come.

When you're in charge of an organization, it's easy to get caught up in your work. It's all too easy to put off doctor's appointments, especially when you're feeling healthy. Executive health programs are designed to help business leaders take charge of their health in a minimal amount of time. Knowing the health risk factors of your organization's key leaders allows you to be prepared should a health event interfere with their ability to work. In fact, we've found that 10% of the participants in our executive health program have a

lifesaving discovery.

The Iowa Clinic's Executive Health Services is a one-stop-shop for busy professionals. Our team of providers conduct routine, preventive health exams as well as a comprehensive lab panel, urinalysis, vascular screenings, lung function testing, cardiac testing, hearing tests, dermatology consultations, and more. You will experience a concierge service to and from appointments. In less than one business day, you are able to meet with physicians from many specialties to get a full health exam with same day results.

As an executive, your schedules are busy and your time is valuable. Your time and health are important to the future success of your organization. The executive health program at The Iowa Clinic helps business leaders carve time out of their busy schedules



Jodi Schweiger, RDN, LD, CDCES
The Iowa Clinic
Executive Director Business Development

to prioritize healthcare. To learn more about the Executive Health Program at The Iowa Clinic, contact us at 515.875.9855 or visit iowaclinic.com. **ABI**

ABI Public Policy Priorities – Get Up to Speed, and Stay Up to Speed

Public officials in Iowa are listening to ABI members. By the second day of the 2023 Session, leaders of the Iowa House, Iowa Senate and Governor Reynolds had highlighted all four ABI priorities as shared goals. The ABI Board of Directors has established workforce, tort reform, property tax reduction and reform, and regulatory reform as ABI's 2023 Legislative Priorities. Here's an update on what's happening with those priorities at the Capitol:

Workforce — Childcare, Housing, and Worker Education and Training
To reduce overhead costs for childcare providers, Governor Reynolds proposes lowering the property tax for all childcare facilities to the residential rate, with a goal of making providing childcare more profitable.

To reduce locally incurred costs of building residential housing stock, the Senate is considering legislation to prohibit local ordinances from adding construction costs.

And, to meet the need for college educated workers in high demand vocations, the House is moving a bill that will provide tuition assistance to students at Iowa Regents institutions who are pursuing needed course

work. The students would be paid again when they accept and hold a job in their field in Iowa.

Property Tax Reduction and Reform
Both the Iowa House and Senate have introduced property tax reform bills. Both chambers have identified this issue as a priority for 2023.

Tort Reform
The ABI Board of Directors has prioritized tort reform and recommends capping civil liability for non-economic damages. During her Condition of the State Address, Governor Reynolds called upon the legislature to pass tort reform to protect rural health care. House and Senate leaders share the priority and look to take early action on tort reform.

Regulatory Reform
Governor Reynolds has called for wholesale reorganization and modernization of state government, a task not undertaken since 1986. She seeks to reduce her cabinet from 37 to 16 department heads. Reynolds also signed an executive order to review all 20,000 pages of Iowa's administrative rules and place a moratorium on any new rulemaking.



JD Davis
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ABI
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These are exciting times to advance the priorities of ABI with the leadership of our Board of Directors and strong leadership at the statehouse.

ABI members will want to stay up to date on the progress of ABI's priorities by signing up for the biweekly Friday morning legislative updates. Please contact Michelle Vollstedt (mvollstedt@iowaabi.org) to do so.

To hear directly from our legislative leaders and the Governor, don't miss Business Day in Des Moines on March 7. For more information, or to register, go to: www.iowaabi.org/events. **ABI**

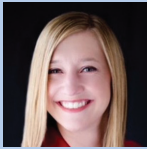
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The Iowa Association of Business and Industry (ABI) is the voice of Iowa business. It is Iowa's oldest and largest business network, representing 1,500 businesses that employ more than 333,000 Iowans. ABI benefits members by advocating on their behalf 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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