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2025 Taking Care of Business Conference to Bring Iowa Leaders Together in Council Bluffs
Michael Happe, Shannon Huffman Polson and Carolyn Lee to keynote Iowa's premier statewide business conference

DES MOINES, Iowa – June 5, 2025 – The Iowa Association of Business and Industry (ABI) is excited to host the 2025 Taking Care of Business Conference, taking place June 10–12 in Council Bluffs. As ABI celebrates 122 years of serving Iowa's business community, this flagship event will convene business and civic leaders from across the state and beyond for three days of bold ideas, expert insights, and dynamic networking.

This year's conference features a powerhouse lineup of keynote speakers, including:

- Michael Happe, president and CEO of Winnebago Industries, who has led the iconic Iowa-based company through transformational growth and brand expansion. Happe will share lessons learned from leading through change and offer insights into long-term business growth, innovation, and culture.
- Shannon Huffman Polson, founder of The Grit Institute and author of *The Grit Factor*. A former Army Apache helicopter pilot, Polson brings powerful lessons on leadership, resilience, and grit.
- Carolyn Lee, president and executive director of The Manufacturing Institute, the workforce and education affiliate of the National Association of Manufacturers. Lee is a national voice on workforce development and manufacturing competitiveness.

In addition to the keynotes, attendees will benefit from interactive breakout sessions led by Iowa business leaders and subject matter experts, covering topics such as artificial intelligence, cybersecurity, employee engagement, marketing strategy, and more.

"The Taking Care of Business Conference is all about bringing leaders together," said ABI President Nicole Crain. "We are excited to host this energizing event in Council Bluffs for the first time in ABI's 122-year history. The community's reinvestment and spirit mirrors that of ABI members across the state—which is exactly why it's the right place for this year's conference."

Attendees will also experience the live announcement of the 2025 Coolest Thing Made in Iowa competition. Iowa-made products have been competing since early April to receive the honor.

Members of the media are invited to cover the conference and attend key sessions. To request press credentials or schedule interviews, contact Kelsey O'Connor.

To learn more and view the full agenda, visit www.ABITakingCareOfBusiness.com.

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The Iowa Association of Business and Industry (ABI) has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI is comprised of member companies representing all industries and sizes in Iowa's 99 counties. ABI members employ more than 330,000 Iowans.