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**PETER VOORHEES**, president, Standard Golf Co.



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JULY 2019  
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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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A CUSTOM PUBLICATION FOR ABI

## A VIEW FROM THE TOP



**Cindy Dietz**

*ABI Chair  
 Collins Aerospace  
 Cedar Rapids*

# Future in Focus in 2020

Last month, ABI hosted the 2019 Taking Care of Business Conference in Ames. If you weren't there, you missed one of the best business meetings of the year. Don't make the same mistake next year! Make plans now to join us in my community of Cedar Rapids next June for the 2020 conference. You will not want to miss it!

This edition of *Business Record Iowa* provides my first opportunity to pen this column as your ABI Chair. Under the leadership of outgoing chair David Bywater, and because of your support, ABI just completed another successful year. It's my goal to build on that success as we move forward.

My role at Collins Aerospace is leading state government relations in Iowa and the western U.S. It's an opportunity to advocate on behalf of Collins' team members here and around

the world who design, test and manufacture technologically advanced and intelligent solutions for the aerospace and defense industry. The work is fascinating and the people are fantastic. I am privileged to work on their behalf.

And now, I'm also privileged to work on your behalf as the ABI Chair. It is evident to me that the strength of ABI is in its members, so thank you for your investment in and support of ABI. My goal as chair of ABI is to continue expanding the association's incredible record of positive impact on Iowa—from policy, to programming, to foundation programs, and to the 2020 annual conference. I look forward to working with you to put our Future in Focus in 2020. Thank you again for your support of ABI. ■

## EXPERT ADVICE

# Giving Back the Way Only You Can



**Kate Washut**

*CEO, Far Reach  
 kate@farreachinc.com*

Every summer, the Far Reach team gets to give back to the community in a unique way—using our technical skills to help the Sturgis Falls Celebration with their website and mobile app. Sturgis Falls is an annual weekend-long community celebration in Cedar Falls that includes live music, entertainment, a carnival, a parade, kids activities, and so much more.

There are many different ways to get involved in Sturgis Falls—and in any cause you choose to support. We could give money or volunteer during the event, but we choose to help by using our unique expertise. In exchange, Far Reach is listed as an in-kind event sponsor.

Helping a nonprofit in this way is a win-win. A good cause gets much-needed pro bono support and our team gets to be involved, use their expertise and see—and, as in this case, even experience—the impact.

As businesses in Iowa, we can give back to our communities in creative ways. Giving

*"As businesses in Iowa, we can give back to our communities in creative ways. Giving fiscal support is still important, of course, but it's worth thinking outside the box."*

fiscal support is still important, of course, but it's worth thinking outside the box. What are some unique ways your company could use its expertise, knowledge and resources to help the organizations in your community that are making an impact?

Imagine the possible benefits both for the causes you care about as well as your team. ■



## EVENT REWIND

A CUSTOM PUBLICATION FOR ABI

# 2019 Taking Care of Business Conference

June 4–6 | Ames

A record 600+ Iowa business leaders took Cyclone country by storm at ABI's annual conference. Featured speakers included Pulitzer Prize-winning columnist for the Wall St. Journal Peggy Noonan, author and former NBA and Iowa State basketball player Paul Shirley, and author and top-rated trainer and speaker Rowena Crosbie. ■



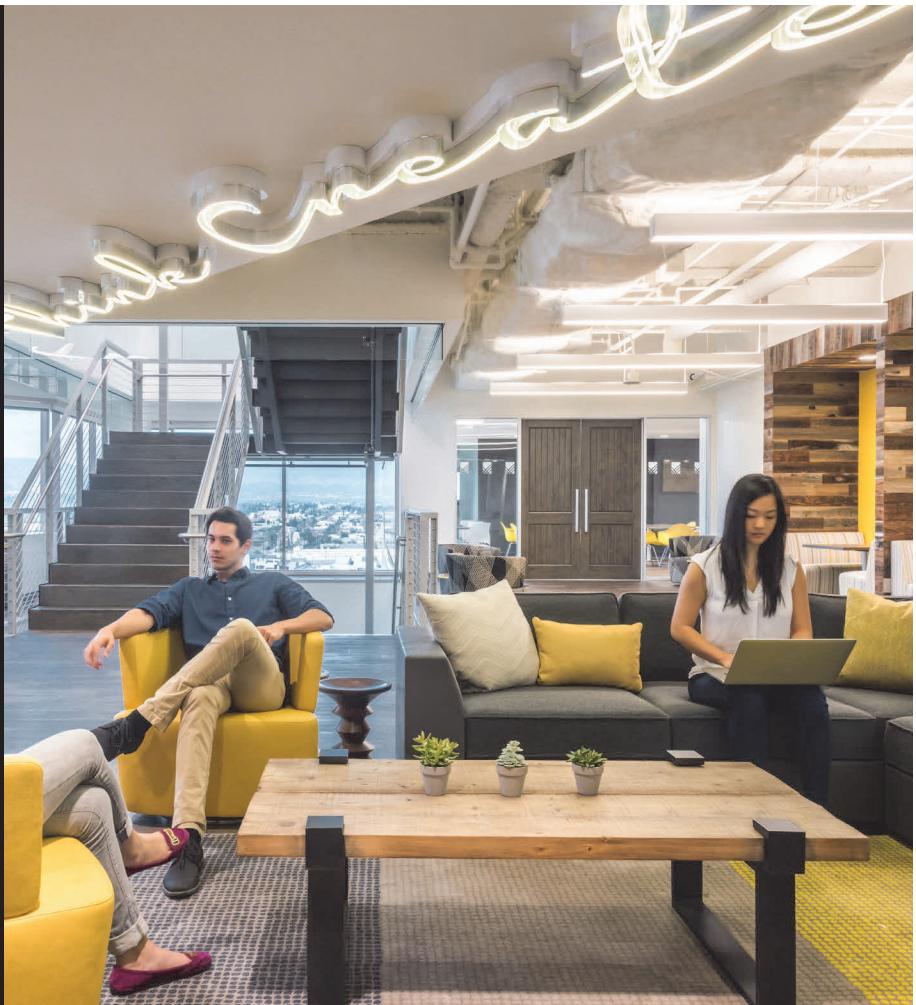
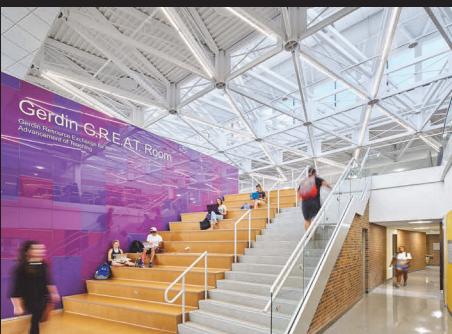
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# 2020 ABI Public Policy Development Begins

As you have read in past editions of Business Record Iowa, at ABI, planning for the next legislative session begins as soon as the previous session has adjourned. ABI's public policy team traveled throughout the state in May to meet with members and discuss the outcome of the 2019 legislative session and provide a preview of issues that may come up during the 2020 legislative session.

These meetings are the starting point for ABI's policy development process. However, the bulk of the work takes place during the public policy committee process. Committee meetings, which are strictly for members only, allow for engagement and dialogue with other members on key issues facing Iowa employers. The committee meetings will take place in Des Moines at the ABI office next month. The more members who engage, the better ABI can represent Iowa businesses during the 2020 legislative session.

Each year, more than 100 different companies participate in the committee meetings and more than 300 members participate in the policy development process. This engagement plays an integral role in the accomplishments ABI has seen at the Statehouse the last few years.

After the policy meetings, the ABI Legislative Committee will meet to review committee recommendations and propose association priorities to the ABI Board of Directors. The ABI Board will also meet in September to finalize the 2020 legislative priorities and policies. Learn more about the committees below and visit [www.iowaabi.org/events](http://www.iowaabi.org/events) to register.

## August 6 | Workplace & Product Safety

Focuses on the safety of any business' most valuable resource: its people, as well as the products and services they make and provide. This committee will address occupational safety, workers' compensation and liability issues.

## August 7 | Employment and Workforce

Focuses on traditional human resource issues, including health care benefits and the challenges of workforce and skill development, as well as unemployment compensation issues.

## August 13 | Environment

Focuses on air, water and land quality issues impacting the regulated community, including permitting challenges.

## August 14 | Economic Growth

Focuses on economic development issues ranging from workforce and economic development state incentive programs to transportation of people and goods. Iowa Economic Development Authority Director Debi Durham will speak to attendees at the beginning of the meeting.

## August 15 | Tax

Focuses on all forms of taxes levied on businesses, including property, income, sales and use taxes.



**Nicole Crain**

*Senior Vice President,  
Public Policy  
[nccrain@iowaabi.org](mailto:nccrain@iowaabi.org)*



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## THE JOYS OF IOWA SUMMERS:

The state's places, products  
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**PETER VOORHEES**, president, Standard Golf Co.

It's officially summertime, and you don't have to look too far in Iowa to find a pastime that appeals to your tastes.

Throughout the state, there are unique products, places and events serving as the ideal complements to the summer months. From the Wells Ice Cream Parlor in Le Mars to Winnebago Industries, an Iowa-based company selling outdoor vehicles and equipment, Iowa's joys of summer stretch far and wide.

## TREATS

Wells Enterprises, the parent company of the Blue Bunny ice cream brand, is a pillar of the Le Mars and northwest Iowa communities. Its impact is felt not only through the business, which employs thousands of people, but through its ability to attract people to Le Mars, the town of about 10,000 people dubbed the Ice Cream Capital of the World.

One of the main attractions in the town? Wells Enterprises' Tourism Center and Ice Cream Parlor, which reopened in June after undergoing extensive renovation at a cost of more than \$3 million. The leadership of Wells Enterprises decided to invest in the center because of its potential to draw more people into the community and attract tourists.

"This was an effort to bring people here and not only have them visit the visitor center and parlor, but also the theater down the street or the great restaurants," said Shannon Rodenburg, marketing and tourism manager for the center and parlor. "It's truly a larger vision than the parlor, and it's about making Le Mars a destination."

Located in the heart of downtown Le Mars, the two-story building, which underwent renovation last fall and into the spring months, was expanded into the adjacent building. The second story was outfitted with an interactive museum and learning center, which teaches visitors about the history of ice cream, how Blue Bunny treats are produced and the history of Wells Enterprises.

On the first floor is a gift shop, dining center and ice cream parlor, where visitors can purchase their favorite treats. The decor is made up of Wells Enterprises artifacts and mementos.

"We wanted to make this immersive and impactful for people," Rodenburg said. "We've been getting a lot of positive feedback from everyone — young ages to some of our senior citizens. People are really excited, especially the locals. They've been seeing construction for months now, and the suspense was killing them."

Gov. Kim Reynolds attended the grand reopening of the visitor center on June 12, which coincided with the beginning of Le Mars' Ice Cream Days. Through the rest of the week, the center handed out 20 golden spoons. Recipients of the spoons receive a free cone or dish every time they present the item at the visitor center.

And if you needed any more encouragement to make the trek to Le Mars to get an ice cream fix, the menu is dotted with unique, location-specific options, including vegan choices. Also on the menu are "Extreme" treats, like This Shake is Bananas, which is filled to the brim with ice cream and fruits.

"The name rings true," Rodenburg said. "Think more stuff in a shake than any one person can handle."

That sure sounds tasty.

## TEES

One of the biggest summer boons for Iowa is golf. According to a 2016 study prepared by Teconomy Partners, an economic research company, Iowa's golf industry generated more than \$815 million, employed more than 11,400 people and produced more than \$72 million in state and local tax revenue in 2015.

You don't have to travel far to find a local nine-hole golf course in Iowa, and that provides Iowans with good opportunities to play golf whenever they want.

"In a lot of metropolitan areas, it's difficult to go out on a Saturday morning and play a round of golf," said Peter Voorhees, president of Standard Golf Co., which manufactures golf course accessories. "It's more doable in Iowa than other places because most towns have a nine-hole golf course that you can play rather inexpensively."

Standard Golf Co., based in Cedar Falls, has been around for more than a century. It was created by Voorhees' grandfather Walter in 1910 and originally made farm gates. During the 1920s, one of the biggest decades of growth in the golf industry, Cedar Falls built a small, nine-hole golf course, and Walter was the only local manufacturer who could build accessories.

The company's product line expanded, and by 1974 Standard Golf Co. had completely done away with farm products and focused exclusively on golf equipment. Voorhees joined the company in 1975 and eventually became the third generation of his family to run it.

Voorhees believes golf is one of the best sports to enjoy on a sunny, warm summer day because it's not as intense as other popular sports.

"There is a certain kind of intensity, but it's not as intense as other sports are," Voorhees said. "It's something you can enjoy a Saturday doing. It's something you can do by the time you can hold a golf club to the time that you want to keep doing it. And there's certainly a social activity tied to it that isn't true with other sports."

**"In a lot of metropolitan areas, it's difficult to go out on a Saturday morning and play a round of golf. It's more doable in Iowa than other places because most towns have a nine-hole golf course that you can play rather inexpensively."**

Peter Voorhees, president, Standard Golf Co.

Iowa also boasts some beautiful and challenging courses. The Harvester Golf Club in Rhodes, Blue Top Ridge at Riverside Casino in Riverside, the Preserve on Rathbun Lake in Moravia, Spirit Hollow in Burlington and the Veenker Memorial Golf Course in Ames are all renowned for their design and playability. Des Moines also hosts the annual Principal Charity Classic, a PGA Tour Champions event, in June at the Wakonda Club. That's in addition to the many municipal golf courses that can be found in Iowa towns.

While golf as an industry has remained relatively flat in recent years, Voorhees said, it's still a huge boost to the state's economy in the summer months, affording residents and tourists the opportunity to enjoy a leisurely afternoon.

"Golf is fairly important to the state of Iowa," Voorhees said. "Not only do you not have to spend a lot of money or get on a waiting list to get into a country club, but it's a great place to start. There are more opportunities to play here. You can go out and practice whenever you want."

## TRADITIONS

When Dave Bernstein moved back to Sioux City after working in Chicago — where he promoted concerts — he was looking to add a little spice to the northwest Iowa community. Bernstein, treasurer at State Steel in Sioux City, and his friend Adam Feiges were into all kinds of music — rock, blues, reggae, you name it. In 1991 — Bernstein was 24 and Feiges was 25 — they started the Saturday in the Park festival, a free musical event in the middle of town featuring a variety of acts on two stages.





Since then, it's grown massively. The first event drew about 5,000 people, and today it draws about 25,000 to 30,000 people, mostly from the surrounding areas. The event has seen headline acts like Aretha Franklin, Foster the People, Kacey Musgraves and more. At this year's festival in early July, Flo Rida, a popular rapper, headlined the festival.

What's perhaps more impressive than the growth is the support from the community. Bernstein said some sponsors are almost insulted when he calls and asks for sponsorships.

"They've been here since the beginning, and they're like, 'Why are you calling?' Just send me an invoice," Bernstein said. "It's beyond amazing. This area really, really embraced this type of stuff. You can't ask for a better response. And the city is tremendous."

The festival is even more notable in the fact that it's run by an all-volunteer committee. The group only meets for an hour about a dozen times every year and still manages to churn out an impressive event and lineup year in and year out.

"It's a very active committee, different than a lot of others because people on the committee really get down and do the work to produce the festival," Bernstein said. "We have an amazing crew that works on this in all phases. That's the best part."

Bernstein pointed out other impressive summer music festivals with rich traditions in Iowa, including Hinterland in St. Charles, 80/35 in Des Moines and Loessfest in Council Bluffs.

**"Iowa is really a great hotbed of great live music, especially in the summer. I think that's something we need to leverage even more in this state."**

Dave Bernstein, treasurer, State Steel

"There's some killer stuff going on," Bernstein said. "Iowa is really a great hotbed of great live music, especially in the summer. I think that's something we need to leverage even more in this state."

## TRAVEL

Winnebago Industries, based in Forest City, is one of the most iconic and vintage companies in Iowa. Its motor homes and travel trailers have long been staples of summer road trips and camping excursions.

Formed in 1958 by a group of business leaders in Forest City looking to attract industry into town, Winnebago Industries was initially part of a relationship with a travel-trailer company in California. The group eventually bought out the company and by 1967 they began production on motor homes, which became the key to its growth over the next five decades.

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"So many families have had the opportunity to get into the outdoors and experience RVs and camping and other outdoor activities through the use of our products for more than six decades," said Michael Happe, president and CEO of Winnebago Industries. "In many ways, we've become synonymous from a brand standpoint for motorized recreational vehicles, but really our brand stands for memory-making and outdoor experiences as much as it stands for our products."

The company's numbers certainly reflect that. Winnebago Industries, which is a wholesaler to independent dealers, made more shipments (more than 50,000) in March last year — in advance of the summer months — than it did in any other month. Its revenue in the third quarter last year (March through May) was more than \$560 million — more than \$100 million more than each of the first and second quarters, which land in the fall and winter months.

The company has also expanded its product lines to capture more market space in outdoor vehicles and equipment. In 2013, Winnebago Industries bought Grand Design RV, a travel-trailer company. In 2018, the company bought Chris-Craft Boats, which produces luxury boats.

"It has been a part of our mission and vision to be an outdoor lifestyle company and grow beyond just recreational vehicles," Happe said. "We want to grow with adjacent or like industries that offer great experiences through the outdoors with their products as well. Those [acquisitions] have been transformative for our company."

But the bread and butter for Winnebago Industries is the recreational vehicle market, which will continue to serve as a catalyst for families to enjoy the outdoors during the summer months.

"We have a long history of certainly helping families and friends connect with each and see the great outdoors around North America," Happe said. "That's been our connection back to summertime." ■



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# Tollakson Honored with Leadership for Iowa Award



Leadership Iowa has named Rick Tollakson of Des Moines as the recipient of its annual Leadership for Iowa Award. The award honors a distinguished alumnus of the Iowa Association of Business and Industry (ABI) Foundation's Leadership Iowa program. Tollakson was a member of the 1992-93 Leadership Iowa class. He received the award on June 6 at ABI's Taking Care of Business Conference in Ames.

Tollakson has been dedicated to serving Iowa for more than 35 years. After graduating from Iowa State University, he immediately dove into the real estate industry. He was promoted to president and CEO of Hubbell Realty Company in 2004.

Since taking on the leading role at Hubbell, he has been responsible for tremendous growth.

The most meaningful examples of this for Tollakson have been the "Hubbell Extreme Builds," wherein a deserving charity, company or family is chosen for the build. It began in 2006, when Hubbell built a home for a Tama County family following a fire. It continued with constructing 9 Homes in 9 Days for Anawim, rebuilding Easter Seals Camp Sunnyside's dormitories in one week, and most recently, building the new Ronald McDonald House of Central Iowa in just 11 days.

Tollakson has also been a forerunner on the redevelopment of downtown Des Moines and the revitalization of downtown corridors, and has been an advocate for Iowa waterways by leading the Steering Committee for the Des Moines Area Metro Planning Organization Water Trails and Greenways Master Plan.

## ***"Rick doesn't just talk, he leads by example."***

He is a driven leader who creates opportunities for growth through the needs he sees in Iowa communities every day. In many cases, his strong belief in building the community through volunteering overlaps with his professional work.

"Rick doesn't just talk, he leads by example," said ABI President Mike Ralston. "He thinks big and brings everyone along to make Iowa better."

Tollakson continues to serve on numerous boards that directly affect Iowa communities and beyond such as the Iowa Association of Business and Industry, Greater Des Moines Partnership, Central Iowa Water Trails, PlanDSM, Urban Land Institute Community Development Council, Big Brothers Big Sisters of Central Iowa, National Association of Homebuilders and many more.

The ABI Foundation proudly honors Rick Tollakson with this year's Leadership for Iowa Award. ■

**CALENDAR OF EVENTS****JULY 14-18****Business Horizons**

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**AUGUST 1-2****Okoboji CEO Forum**

Arrowwood Resort &amp; Conference Center | Okoboji

**AUGUST 4-8****Leadership Iowa University**

Des Moines &amp; Surrounding Areas

**AUGUST 6****Workplace & Product Safety Public Policy Meeting (Members Only)**

ABI Office | Des Moines | 11:30 a.m.

**AUGUST 7****Employment & Workforce Public Policy Meeting (Members Only)**

ABI Office | Des Moines | 11:30 a.m.

**AUGUST 9****Leadership Iowa Alumni Gathering**

Iowa State Fair | Des Moines | 3 p.m.

**AUGUST 13****Environment Public Policy Meeting (Members Only)**

ABI Office | Des Moines | 11:30 a.m.

**AUGUST 14****Economic Growth Public Policy Meeting (Members Only)**

ABI Office | Des Moines | 11:30 a.m.

**AUGUST 15****Tax Public Policy Meeting (Members Only)**

ABI Office | Des Moines | 11:30 a.m.

**AUGUST 26****Executive Open**

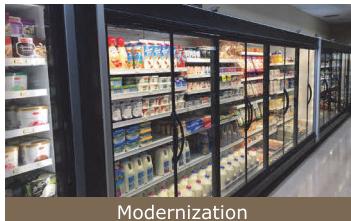
Des Moines Golf and Country Club | West Des Moines

**OCTOBER 1****Legends in Manufacturing Awards Dinner**

The Meadows Event Center | Altoona

**OCTOBER 2****Advanced Manufacturing Conference**

The Meadows Event Center | Altoona

Visit [www.iowaabi.org](http://www.iowaabi.org) and click the "Events" tab for details on upcoming events.[www.IADG.com](http://www.IADG.com)**Low-Cost Financing for Business Energy Efficiency Projects**

Modernization



Process Improvement

**Low Interest Revolving Loan Fund:**

Finance energy efficiency and renewable energy projects through the IADG Energy Bank. With qualified energy improvement projects, facilities need no upfront or additional capital. Loan payments can be flexibly arranged to meet your energy savings.

**Energy Bank Parameters:**

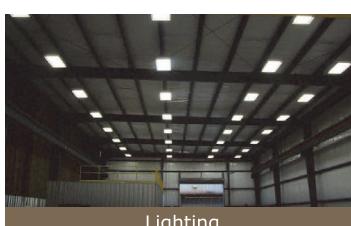
- Loans: \$50,000-\$300,000
- Rate: 1%
- Term: Up to 10 Years
- Origination Fee: 1%

**Services Provided:**

- Easy Application and Approval Process
- Independent and Unbiased Project Review
- Customized Financing Solutions
- Project Implementation Assistance
- Ongoing Project Monitoring and Support

**Eligible Borrowers:**

The IADG Energy Bank is focused on making loans to businesses and industries for energy efficiency improvements and renewable energy projects. Preference will be given to manufacturers.



Lighting



Equipment Upgrades



PARTNERS IN PROGRESS

**Contact:**  
**Bruce Nuzum**  
**800-888-4743**

**More Details:**

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

**IADG.com/EnergyBank**

## TOP TIPS

# No Such Thing as Free Wi-Fi

Public Wi-Fi may seem like a low-cost opportunity to add value to your clients, but it could cost your business everything. Public Wi-Fi is a favorite "hot-spot" for malicious behavior. Open networks provide an easy gateway to your organization's valuable information. Follow these tips below to safely implement a guest network.

**Create Segmented Networks:** Provide a separate network for guest access that is disconnected from the rest of your business operations. Segmenting the networks by use (internal vs. external) makes it more difficult for a hacker to gain access to business-critical information.

**Control Access:** Require the user to obtain credentials before connecting to the network. Providing each person with a username and password or requiring them to register on the network before gaining access allows you to control who's tapping into the network, therefore removing their anonymity and discouraging bad behavior. Identifying network users also lends credibility to the network so that others feel more comfortable using the free internet.

**Enhance Network Visibility:** Implement a solution that provides visibility into the network and tracks user behavior. An identity management solution allows you to see who is on your network and monitor their activities. You can also implement rules and alerts to block and notify the appropriate people of questionable behavior.

Providing access to free Wi-Fi can be a valuable asset to your business if implemented properly. The tips above also apply for providing network access to employees who connect their personal devices for work (Bring Your Own Device (BYOD)) or entertainment purposes.

**Bonus Tip:** Hackers have been known to "hunt" Public Wi-Fi networks by sitting outside office buildings or squatting on coffee shop, hotel or other open networks looking to steal personal information or launch zero-day programs. Always be vigilant and avoid connecting to open networks. ■



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**EMBARRASSED EXECUTIVE**

# The Brain Benefits of Travel—Even if It's Just a Staycation!

Work, travel, save for the next trip, repeat. Does this sound familiar to you?

If so you might be enhancing your creativity and expanding your ability to be inclusive through travel. Benefits which will serve you at work long after the trip.

According to an article in the Atlantic Magazine titled "For a More Creative Brain, Travel", your summer trip could have quite an impact on your brain. Neuroscientists have found creative capacity is fostered through travel. Travel allows you to witness new sounds, smells, sensations and sights. It sparks synapses in the brain revitalizing creativity.

Travel also increases your ability to make important connections between diverse things. With an increasingly diverse workforce, your ability to make these kind of connections at work influences your ability to be inclusive and mentally flexible.

Is all travel created equal with regard to these benefits?

Researchers found travelling to places extremely different from home was associated with lower creativity gains than traveling to places with less cultural distance.

The researchers theorized an extremely different culture might present an intimidation factor, which could inhibit you from immersing in the culture.

Staying in a western-style chain hotel and eating at McDonald's while visiting Japan is an example of travel without immersion.

If you have the chance to go somewhere completely different, don't be intimidated. Immerse yourself in the unfamiliar. Otherwise you reduce the positive cognitive changes attributed to travel.

Do the brain benefits occur only if your travel takes you abroad? The good news is even a "staycation" where you simply take in a different cultural scene in your city or state will help you procure the mental and creative benefits travel provides. ■



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