

Business Record

IOWA



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*Iowa Association of
Business and Industry*

March 2022

TAKING CARE OF BUSINESS CONFERENCE IN 'KEY CITY' IN 2022



Jack and Sarah Hasken, Jackson Manufacturing



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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 VIEW FROM THE TOP

Join us in Dubuque!



Jack Hasken
ABI Chair
Jackson Mfg., Inc.
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Publication of this column means that I have about one quarter of the year remaining during my time as Chair of ABI. As the saying goes, time flies while you're having fun, and it is an appropriate time to call your attention to ABI's upcoming annual conference.

Over the past several years, ABI has greatly dramatically changed its annual convention. Now known as Iowa's Taking Care of Business Conference, the annual convention remains the premier a conference meeting. It marks the yearly progress of ABI and to celebrate the many achievements that have been made. The numerous attendees experience nationally-known speakers, see terrific Iowa venues, and receive information to address issues and assist them to lead their companies to greater growth and prosperity.

But most importantly, ABI members tell us what they value most about the conference is the opportunity to connect with fellow Iowa business leaders

and to do business with each other. That is a real testament to the power of our organization, taking the time to attend, learning with peers, enjoying yourself, and to the value of this annual meeting.

There is no better investment in your business than attending the Taking Care of Business Conference. Hundreds of people from all across Iowa have already committed to attend this year's 119th annual meeting, to be held in Dubuque June 14-16. Please consider this your personal invitation to join us. My wife and business partner, Sarah Hasken, and I look forward to hosting you in our hometown of Dubuque.

In the meantime, I know you will enjoy this month's edition of Business Record Iowa, as the Dubuque area is the focus of this month's magazine. Local community leaders are excited to see ABI come to town and are rolling out the red carpet. See you there! ■

EXPERT ADVICE

Don't Underestimate the Impact a Recall Can Have



Jack Carra
Senior Vice President
AssuredPartners

Despite the number of product recalls reported each year, companies often underestimate the financial and reputational impact a recall can have. In 2021, the FDA reported 5,310 recalled products, and the Consumer Product Safety Commission (CPSC) reported 219 product recalls. These figures represent a decrease from 2020; however, supply chain challenges, worker shortages, and increased regulatory oversight pose substantial threats.

Recall frequency fluctuates from one year to the next and by industry sector. One month into 2022, the FDA reports 1885 recalled products, and the CPSC reports 19 recalls. If the current pace of recalls is an indicator, companies should vet supply chain partners, re-evaluate their manufacturing processes, and invest in resources to minimize the frequency and expedite the recovery process.

When a product's safety is questioned, timing is everything. Embracing crisis management through pre-event preparation and testing is an essential first step. Only through recall simulations and product

testing can a company discover a potential issue.

Continuously monitoring a range of indicators can help a company establish whether something has gone wrong as early as possible. If an issue is discovered, the company can act immediately by putting the recall into action and investigating the issue.

Early and informed notification is essential if a product needs to be recalled. Ongoing, multi-channel communication ensures customers are reached and helps the process go more smoothly. A well-managed recall will proactively help restore customer confidence and return the business to normal as quickly as possible.

The first moments after a company becomes aware of a potential product safety issue are critical, which is why companies must have a well-thought-out plan in place before something occurs. Good risk management, along with an appropriate insurance program, offer a holistic approach that can help a company recover faster. ■

CULTIVATING IOWA'S TALENT CONTINUUM

We're Heating Up! ABI Foundation 40th Fundraising Goal in Sight



Becky Coady
Vice President
ABI Foundation

In October we began our 40th year of ABI Foundation programming. That big month also marked the beginning of our 40th anniversary fundraising campaign, incited by a generous \$40,000 donation from The Dick & Judy Smith Family Foundation. Over the last six months, we've invited our ABI Foundation supporters to rise to the challenge with us in order to match this extraordinary gift through corporate and individual donations.

Now halfway through our campaign, we're incredibly grateful to all who have already joined our cause – a testament to our collective efforts to develop Iowa's talent pipelines, and foster innovation and collaboration across our state for years to come.

Over the next six months as our summer programs near, we enthusiastically invite you and your company to consider three unique ways that your support can directly impact students and adults across our state:

- 1. Annual Sponsorship** – Multiple sponsorship levels are available for each of the ABI Foundation's programs. All levels are designed to accommodate your unique business needs while rewarding your generosity with exposure to our statewide participants, volunteers, partners, ABI member companies and more.
- 2. Student "Scholarships"** – We strive to ensure that our program tuition fees never deter any student from gain-

ing a valuable experience with us. Contributing companies and individuals can be matched with a student in need of financial assistance, allowing that student to attend the program for little or no cost.

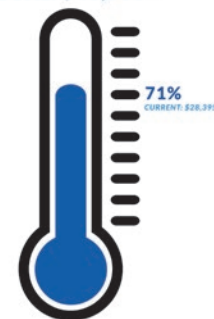
- 3. "Iowa's Best" Auction** – Our largest fundraising event of the year is also an excellent opportunity to showcase your company! Our annual auction at ABI's Taking Care of Business Conference in June highlights Iowa companies and products as fantastic auction items. Consider putting one of your items or services up for bid or watch for this year's online silent auction opening June 6.

Lastly, we ask for your help to cross the finish line of our 40th anniversary goal. We're over 70% of the way there and every dollar counts! To donate, scan the QR code or mail a check to the ABI Foundation at 400 East Court Ave., Ste. 100, Des Moines, IA 50309.

"Knowing that companies invested in this program makes me feel that someone out there really cares about me and my future, and that means a lot." – Felix Gbagbo, Roosevelt HS (Business Horizons 2021)

For more information on sponsorship opportunities, contact Becky Coady at rcoady@iowaabi.org or 515-235-0569. ■

GOAL: \$40,000



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CAPITOL BUSINESS



ABI Priorities Advance at Iowa Statehouse

March 18th marks the second “funnel” deadline of the Iowa Legislature. Termed so because it is an attempt to push all policy legislation through a final committee in the House or Senate that originated in the opposite chamber. Matters that don’t make it through this “funnel” are to be set aside for the legislative year.

Advocating for issues to beat the funnel is key to advancing issues and your ABI policy staff thanks those of you who set aside time to come to Des Moines and lobby your legislators and their leaders at this year’s ABI Day on the Hill. Conversations with businesses from back home are so much more impactful on public policy than talking points and white papers from your staff.

Two top priorities for ABI are:

Improvements to workforce delivered through training programs to upskill workers, school to work programs that expose high school students to jobs with ABI members and a new emphasis on re-employing Iowans that find themselves on unemployment.

Tax reform for individuals and businesses was identified as an ABI priority and the Iowa Legislature passed, and Governor Reynolds this month signed a historic tax reform bill that will provide relief for all Iowans and all classes of taxpayers. Legislation affecting the taxation of consumable food production, parts used for airplane repair and other topics important to ABI members remain under consideration.

Once again thank you to all of you that have advocated with your legislators, either during the ABI Day in the Hill, or independently. There is more work to be done and many more issues to cover than space available here.

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



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



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 program that complement our strong work ethic, Iowa is poised for meteoric growth in 2022 and beyond.





TAKING CARE OF BUSINESS CONFERENCE IN 'KEY CITY' IN 2022



Jack Hasken, current ABI Board Chair, along with past Chair and wife Sarah Hasken, invite you to Dubuque in 2022. *Photo by Duane Tinkey*

BY GIGI WOOD

Dubuque, Iowa's oldest, and one of its most happening cities, is hosting this year's Iowa Association of Business and Industry's Taking Care of Business Conference. Once called the "Key City" or the "Masterpiece on the Mississippi," Dubuque is the state's 11th-largest city and is the urban center of northeast Iowa. With a regional population of about 97,000, the city is located at the tri-state corner of Iowa, Illinois and Wisconsin, along the Mississippi River.

It's one of the first cities to be settled west of the Mississippi, and back in the 1830s when it was founded, it was a gateway to the West Coast. The city was known for its fur trading, mining and logging, and its most prosperous citizens lived on the tall hill overlooking the river. In the 1880s, a rich banker constructed a funicular railway as transport to the top of the hill; today that railway and car are known as the Fenelon Place Elevator. The elevator takes thousands of visitors annually up 189 feet to an observation deck with majestic views of the Mississippi.

The city is steeped in history, as can be witnessed in the local architecture, town clock, Mines of Spain, landmarks and museums. At 617 feet above sea level, Dubuque is positioned to offer picturesque views of the river and surrounding area. While area museums can educate visitors about the fascinating history of Dubuque, what's as interesting, or perhaps even more engaging, is the city's recent history. Like most cities with a waterway, the town spent many years with its focus shifted away from the Mississippi River. The riverfront was beset by industrial sites and environmental issues throughout much of its past.

In the 1990s, though, that all changed. City leaders took on a bold vision of transforming the riverfront into a community asset. More than \$180 million in revitalization grants and funding was used to clean up industrial sites and to create what is now the Mississippi Riverwalk, Smithsonian-affiliate National Mississippi River Museum and Aquarium, Grand River Center, Grand Harbor Resort and Star Brewery.

More recently, the community worked to reinvigorate the Millwork District, located between historic downtown and the river. Historic milling factories were converted into coffee shops, fitness clubs, galleries, breweries and restaurants, some of which are now decorated with artifacts from the city's past. It's often referred to as the coolest part of Dubuque and as a successful example of a historic district's revitalization.

This year, attendees of the Taking Care of Business Conference can explore Dubuque during the three-day event June 14-16. Visitors can experience the historic or modern sides of Dubuque, by staying at the 1839 Hotel Julien Dubuque or the more modern Grand Harbor Resort, which was part of the America's River Project.

WHY ATTEND

The conference brings together business professionals and industry leaders to learn, network and share ideas on how to grow and strengthen Iowa's business climate. Speakers include Sheryl Connelly, chief futurist at Ford Motor Co., Scott Kubie, senior investment strategist at Carson Group Partners, and Clay Holderman, president and CEO at UnityPoint Health.

There are at least a handful of reasons to attend the conference, according to Jack Hasken, president and CEO of Jackson Manufacturing, this year's ABI board chair and a respected community leader.

CONTINUED ON PAGE 8



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"I can break this down into five major reasons: networking in person with fellow business leaders, three excellent speakers who will inform and educate, quality breakout sessions that cover today's business concerns, excellent food/beverages/entertainment, and last, Dubuque's fantastic location and venues on the Mississippi," he said.

Important business leaders and decision-makers from throughout the state will be at the conference, he added, which could be a boon to attendees.

"You will be with the business movers and shakers of Iowa. You will be guaranteed to learn more about Iowa business, plus maybe meet your next new customer," Hasken said.

Julie Kronlage, vice president of sales for Travel Dubuque, has attended the Taking Care of Business Conference in the past and says it is valuable in many ways.

"This conference brings together businesses large and small to connect, share ideas and work toward making their companies and our state the best place to do business," she said. "The opportunities to explore the community the conference is held in, to see firsthand successes of what the people of Iowa are doing and to be able to hear from amazing, energetic speakers who know what can be done when businesses work together, it's just inspiring."

The conference is a good place to learn new business techniques, said Rick Dickinson, president and CEO of the Greater Dubuque Development Corp.

"ABI Taking Care of Business Conference allows employers from across the state to share best practices and recognize that their challenges may not be unique," he said. "Attendees will be able to share both challenges and solutions, which will help them address their problems at home."

That sentiment is echoed by Andrew J. Butler, executive chairman at Cottingham & Butler in Dubuque.

"Joining other Iowa businesses at Taking Care of Business is a great way to build bridges and relationships with people who have the same opportunities and challenges that we have," Butler said. "The exchange of ideas and knowledge goes a long way to reinforcing the growth of each of our communities and businesses."

Additionally, the conference can be highly valuable from an educational perspective, Kronlage said.

"It's not only the education that you get to experience (at seminars), it's meeting someone from a county away who may be dealing with the same issue you are, and they can help you solve it," she said.

Or perhaps attendees will learn about new products that can help their businesses.

"It's learning about a new product from one of the vendors in attendance that will save time and money for your organization," Kronlage said. "It's the opportunity to sit down at the end of the day with a group of people who you just met to enjoy a meal and amazing conversation. Each time I have attended this confer-



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ABITakingCareOfBusiness.com

ence, I have learned something new, made great new connections who have helped me personally and professionally, and you know, I can't think of a time I haven't left the conference smiling.”

One of the most notable aspects about Dubuque is the diversity of activities available, she said. There will be shuttles during the conference to take visitors to the Millwork District, but there's also zip lining, winery tours, ax throwing, numerous trails and more.

Hasken suggests visitors try one of the many attractions in Dubuque, such as going on a picnic at Eagle Point Park, taking a river cruise on the American Lady or visiting Dubuque's casinos.

Butler recommends visitors check out the Grant Wood paintings and Edward Curtis photos at the Dubuque Museum of Art, the National Mississippi River Hall of Fame, the Heritage Trail, the riverfront and historical tours hosted by Heritage Works, as well as the city's new Bee Branch Park.

“One of the newer places in Dubuque is the Bee Branch. This has been a multiyear project to convert an old, collapsed storm water drainage system into an active and living park and stream that is beautiful, and has brought new life to part of Dubuque,” Butler said. “It is a model of the community working together with the local, state and federal government to build something better that truly makes our community stronger.”

June is a great time of year to visit the city, Dickinson added.

“The weather will likely be beautiful,” he said. “The views in Dubuque from the mighty Mississippi to the limestone bluffs and hardwood timber will be breathtaking and the restaurants in downtown Dubuque will exceed all expectations.” ■



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TOP TIPS



Nicole Crain
Executive Vice President
ABI
ncrain@iowaabi.org

Top Five Reasons to Attend the ABI Conference in Dubuque

Registration for ABI's annual conference opened on February 24. The conference will be back in Dubuque June 14-16, 2022 and we hope to see you there. If you've never been to a conference, or you've been to several, here are five reasons to join us this year.

1. More than 500 business leaders and professionals are expected to attend making ABI's annual conference the best statewide networking event all year. Meet and build relationships with business leaders from across Iowa in one spot. Simply put, business gets done at the Taking Care of Business Conference.
2. Main stage speakers including Chief Futurist –Ford Motor Company and President & CEO –Unity Point Health.

3. Topical workshops guaranteed to provide practical, actionable advice for you to take back to your companies and teams.
4. The best venues, food and entertainment Dubuque has to offer.
5. The opportunity to recognize the 40th class of the Leadership Iowa program at their graduation and celebrate the success of the ABI Foundation and ABI.

Whether you attend for the networking, the venues or the excellent speakers, take the opportunity to register today! If you register before April 22, you will save \$100. Go to www.iowaabi.org to learn more and to register. ■

SUCCESSION PLANNING

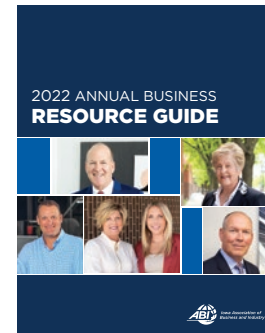
2022 Business Resource Guide Arrives



Kelsey Smith
Marketing and
Communications Director
ABI

You've got mail!

ABI's Annual Business Resource Guide was recently distributed to member businesses across the state! This unique publication serves as a membership directory, connecting you to the people at member companies throughout the state. The Guide also has excellent information about ABI programs and partners that are of high value to you and your business. As you flip through the pages, you will find highlights of our public policy programs, an annual events calendar, ABI Board of Directors, ABI Foundation programs information and more!



Who's new in your company?

The Business Resource Guide is only printed annually. However, our online member database is updated as changes happen within organizations. You will want to be sure and share updates with ABI if your staff has changed due to expansions, retirements or resignations; an employee's job title has changed due to a promotion, the name of your organization has changed due to rebranding or an acquisition, etc. Email your company information and any contact changes to Dorothy Knowles at dknowles@iowaabi.org. You may also call 1-800-383-4224 for assistance with your listing. ■

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We welcome our newest associates in Des Moines. Our growth continues to enable us to deepen our expertise and provide more comprehensive guidance for individuals and business.



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APRIL 7-8

Leadership Iowa

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MAY 5-6

Leadership Iowa

Iowa City

JUNE 14-16

Taking Care of Business Conference

Dubuque

JUNE 14-16

Leadership Iowa Graduation

Dubuque

JULY 28-29

Okoboji CEO Forum

Okoboji

AUGUST 29

Executive Open Golf Outing

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.

GET TO KNOW

Meet ABI's Newest Members

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

Des Moines Industrial | www.dsminustrial.com

Gallagher | www.ajg.com

Iowa Business Advisors | www.iabusinessadvisors.com

Navigator CO2 Ventures | www.navigatorco2.com

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



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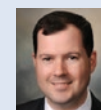
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EVENT REWIND

Leadership Iowa Past & Present Convene in Des Moines JANUARY 2022 | DES MOINES

Leadership Iowa enjoyed an exciting week in January with both current and past participants. The current class convened in Des Moines for their government session and were invited to attend the 2022 Legislative Briefing and Reception.

LI Program alumni took part in the 2nd annual LI NEXT alumni session on Wednesday, January 12th and Thursday, January 13th in Des Moines. Members of the Leadership Iowa Alumni Society were invited to attend a two-day session that included discussion, tours, inspiration and more. Also, that week, nearly 150 program alumni and current class members gathered at Mainframe Studios in downtown Des Moines to celebrate the 40 Year anniversary of the Leadership Iowa program. The event also included the introduction of a new annual award: the Lifetime Alumni Society Member Award. This award recognizes an individual who has not taken part in the program, but has demonstrated tremendous leadership in Iowa and extraordinary support of the Leadership Iowa program. The inaugural award was presented to John McCarroll, the first director of Leadership Iowa when the program began in 1982. ■

