

A photograph of Alyssa Saunders, a woman with long brown hair, wearing a dark blue blazer over a white top. She is sitting at a dark wooden table with her hands clasped, smiling at the camera. The background shows a modern office interior with wooden slat walls and orange armchairs.

**NEW YEAR'S
RESOLUTIONS
FOR YOUR
BUSINESS**

Alyssa Saunders, director of initiatives and integrations at Anthologic



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A VIEW FROM THE TOP

Elections Behind, New Year Ahead



Kim Augspurger
*ABI Chair
 Pigott
 Des Moines*

This month's edition of Business Record Iowa focuses on New Year's Resolutions for your business. Inside, you'll find interesting insights from some outstanding ABI members related to important resolutions for the coming year. These include resolving to build a healthy culture for employees at your company, building a healthier you, and building your community. Those are all things on which most ABI members are focused. Let us know what you think of the feature story inside this journal.

In the meantime, be assured that the November election was important to ABI. Not because of who is or is not in control of the Iowa General Assembly or the U.S. Congress, but because it marks the end of the campaign season. Now, we know who our elected officials are and we can work with them to improve our state.

With the election behind us, the single most important thing you can do is to reach out to your legislative and congressional delegations. Get your elected officials in to your plant or office. Show them what you do and explain the impact of their decisions on your business.

Next, be sure and attend the 2023 ABI Legislative Briefing and Reception. This annual meeting is one of ABI's most popular events. Because of your participation, it draws more Iowa legislators (of both parties) than any similar event hosted by other organizations. Your local legislators will enjoy this opportunity to visit with you and your fellow Iowa business leaders in a relaxed and informal setting.

As always, all 150 legislators (many of whom are newly-elected), Iowa Governor Kim Reynolds and Lieutenant Governor Adam Gregg, and other state officials have been invited to join you at the reception. The Legislative Reception will be held next month, on January 9, in Des Moines. Find more information and register at www.iowaabi.org.

Speaking of events, remember to mark your calendars now for ABI's biggest yearly event, the annual conference. The 2023 ABI Taking Care of Business Conference will be terrific and you do not want to miss it! I look forward to seeing you in Cedar Rapids June 13-15 of next year. ■

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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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TOP TIPS

What to Expect When You See a Back Pain Specialist

There are 33 vertebrae in your spine and 46 muscles in your back and neck. Anything that's inflamed, out of place or out of whack can send pain anywhere from your head to your toes to your fingertips.

"Early intervention is key. The faster you're seen for neck or back pain, the faster you can relieve it and avoid a chronic issue," says Emily Burns, ARNP, a back pain specialist at The Iowa Clinic's West Des Moines campus. "The goal of a back pain assessment is to get you the right treatment at the right time."

A lot of things can cause back pain: poor posture or core strength, lack of exercise, excessive or improper lifting, trauma or a spine condition. Sometimes, there's no clear cause at all. A physical examination, starting at the top of the spine and working down to the tailbone, can find the answer. This exam checks your vital signs, reflexes, and strength. Your provider will use this information to make a diagnosis. With all this information, your back pain specialist puts the pieces together and makes the diagnosis.

Even with an accurate diagnosis, there's no one-size-fits-all approach to resolving neck and back pain. And it's unlikely that you'll get immediate relief — especially if you have chronic pain.

"As much as we'd like to give you a pill to make the pain go away, that's not going to be the case," Burns says. "Pain relievers only offer short-term relief. We're treating the cause of your pain to make sure it goes away and stays away."

Your treatment plan will vary depending on your diagnosis, medical history, pain tolerance and interventions that have or have not worked in the past. You may receive anti-inflammatories, physical therapy, pain management treatments, or home programs.

"People often think that their pain will always be there or that the only way to fix it is through surgery," Burns says. "But back pain, even chronic pain, can be improved over time by trying out different treatments to see what works best for you." ■



Emily Burns
*ARNP - Back Pain Clinic,
 Spine Center
 The Iowa Clinic*



CULTIVATING IOWA'S TALENT CONTINUUM

Building for the Future



Kendall Antle
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For the past 40 years, the ABI Foundation has led the way in delivering dynamic programming to high schools, college students, and working professionals across the state. Its impact is evident, as the number of program alumni, sponsors, and volunteers continues to rise. With Iowa's workforce serving as a leading example nationwide, it's indicative of the ABI Foundation's commitment to building for the future.

In order to better understand "How," let's re-examine the "Why." Leadership Iowa's inception dates back to 1982. At the time what was considered a far-reaching vision, Leadership Iowa emerged as means to educate and motivate new statewide leaders across all industries. Two years later in 1984, the U.S. Chamber of Commerce cited "...high school students do not understand the role of business in a thriving economy..." In response, Business Horizons emerged to develop a foundation for Iowa's future economic growth. Two decades later during the 2008 Great Recession, it became apparent that an additional program was needed to help bridge the career gap for younger adults. Launching in 2009, Leadership Iowa University emerged to connect our state's next decision makers with tools for personal and professional success.

Each program has evolved over the years to continue meeting the needs

of the state. Not once in 40 years has an itinerary looked identical. As Iowa's workforce continues to evolve, so does the makeup of each program's cohort to ensure it's both reflective and inclusive. To keep pace with evolution, the ABI Foundation regularly collects feedback from its participants on a wide-ranging number of topics. Across all programs, participants continually report much stronger understandings of what it takes to own and operate a business, greater awareness of different industries within the state and challenges they encounter, and recognizing Iowa as an ideal place to work and raise a family.

For the past 40 years, the ABI Foundation has been building for the future by investing in Iowa's greatest asset: its people. For the next 40 years, the ABI Foundation pledges to continue developing community leaders and strengthening Iowa's workforce. That's our steadfast resolution to you.

A special thank you to all alumni, sponsors, and volunteers who have been instrumental to the formation and continued success of the ABI Foundation. We couldn't provide these programs without your support. To learn more about how you can get involved, visit www.IowaABIFoundation.org. ■

SUCCESSION PLANNING

Focus on Legacy Value for Effective Planning



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For families with sizable or taxable estates, there are many estate planning tools that can be used to reduce taxes, protect your assets, and achieve your long-term goals. But those tools tend to require significant asset transfers to reduce their taxable estate. For obvious reasons, many business owners don't like seeing the value of their personal balance sheet decrease, especially after spending a whole career focused on making it increase. To help overcome this conflict, I encourage clients to think bigger and work on building the family's net worth instead of their individual net worth. I like to call this the legacy value.

By focusing on legacy value, families tend to feel more comfortable with the idea of making substantial gifts to trusts for their children or grandchildren. For highly motivated and successful owners, it also provides a goal that makes sense (maximizing the legacy value) as opposed to focusing on just one part of the equation (minimizing their taxable estate). Minimizing value is a hard goal for most high-achieving business owners to accept and truly run with. Ask your professional advisors to show you the entire picture, not just your individual picture. Changing the frame of reference helps overcome those hurdles and provides a motivation for advanced estate planning.

If you are putting off estate planning because you are worried about letting go, consider reframing the goal to legacy value from estate minimization and see if makes things easier.

And since it is December, don't forget to make your annual gifts! ■

GET TO KNOW

Meet ABI's Newest Members

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

Ag Installers, Inc. | www.aginstallers.com

Des Moines Performing Arts | www.desmoinesperformingarts.org

Enterprise Fleet Management | www.efleets.com

UMB Bank | www.umb.com

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

CAPITOL BUSINESS



Public Policy Resolutions for ABI Members in 2023

We're fast approaching the end of 2022 and what a significant year it was! The 2022 midterm election took place last month and pro-business candidates across the state were largely successful in their runs for the Iowa House, Senate and statewide. Governor Kim Reynolds, a champion for business and industry, was re-elected and 67 of 70 Friends of Iowa Business candidates were elected to the Legislature and statewide. ABI will be working with pro-growth majorities in the lower and upper chambers in the 90th General Assembly.

When approaching a new year, people often make resolutions. Since we're only a few weeks away from 2023, we have included a few suggested resolutions for ABI members concerning public policy.

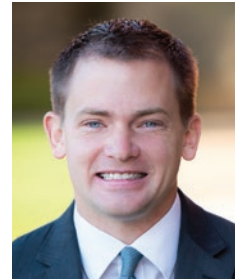
1. Attend a public policy event. One of ABI's marquee public policy events is set to take place on Wednesday, January 11th in Des Moines. The ABI Legislative Reception and Briefing is one of the best attended receptions each year and 2023 will be no different. Iowa House, Senate and statewide officials and department heads have been invited to network with attendees at this fantastic event. It's a great way for you to establish a relationship with your locally elected officials. Those in attendance will also hear from the public policy team as they preview the 2023 Legislative Session.
2. Give to IIPAC. The Iowa Industry Political Action Committee (IIPAC) is the vehicle ABI utilizes to support candidates running for the Iowa House, Senate and statewide candidates. The IIPAC Board invests in individuals, regardless of party, who back a pro-jobs agenda. They also

endorse candidates by issuing the Friend of Iowa Business designation. We're grateful to everyone who helped make a difference in the 2022 election cycle as the PAC went 46 of 48 in House races, 16 of 17 in Senate races and 5 of 5 in statewide races.

3. Invite a policymaker to tour your facility or business. One of the most impactful things you can do is forge a relationship with your House or Senate member. One way you can do that is by inviting them into your facility so they can see and understand the impact of your company's economic footprint in their district. If you need help with this, contact the public policy team.
4. Join a public policy committee. The best way to get involved in helping formulate ABI's policies and priorities is to join one or more of our committees (Economic Growth, Employment and Workforce, Environment, Tax and Workplace and Product Safety). Take advantage of this great opportunity to ensure your company's voice is heard in ABI's public policy process.

The ABI policy team has a New Year's Resolution as well. We pledge to continue to work hard on representing you, the ABI member, before the Executive and Legislative branches of government. Our job is to ensure your voice is heard before policymakers and that you're receiving a strong return on your investment in ABI.

As always, please contact JD Davis or Brad Hartkopf if we can be helpful to you or if you have any questions about ABI's policy efforts. ■



Brad Hartkopf
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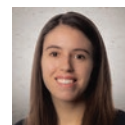


CONTINUED GROWTH EXCEPTIONAL SERVICE

Fredrikson & Byron offers exceptional client service and continues to grow to meet the evolving needs of our clients. In 2022, we welcomed 12 new lawyers in Iowa.



Grace Bogart



Eve Durand



Sarah Golwitzer



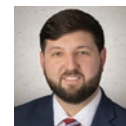
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NEW YEAR'S RESOLUTIONS FOR YOUR BUSINESS

BY HAILEY ALLEN

In our personal lives, the end of December is a time to mark the progress and changes we've made over the past year, and perhaps plan new goals for the year ahead. In our work lives, the end of December means the end of Q4, and perhaps reflection of a different sort. Business leaders may be checking in on finances, investments and business models to see how the year has played out for their companies.

Some leaders may be thinking of other ways to create a stronger business in 2023. Building a happier business culture, stronger communities and healthier employees are areas in which businesses can look to grow during 2023 that can lead to a better business overall. Making a New Year's resolution to build up these areas of your company is a long-term investment, but one that could have lasting effects.

BUILDING A HAPPIER CULTURE

Alyssa Saunders, director of initiatives and integrations at Anthologic, summed up the company's culture with three words: belonging, empowerment and flexibility.

"Let's be honest, culture is more than a pool table, a pizza party once a quarter, or a happy hour with your co-workers. Sure, these are all important bonding experiences that contribute to culture, but the true culture of an organization is much deeper than that," she said.

Anthologic is a marketing and technology agency in Des Moines, offering specialized services in areas like digital marketing, branding, graphic design and SEO through subsidiary companies with expertise in these areas. Saunders says that despite having over 100 employees across the collective brand, Anthologic's overall positive culture stems from "allowing our team members to make their own decisions and trusting them to give just as much as they take, and define their own balance."

"We prioritize culture because we believe that if you create an environment where people like what they do and who they do it with, it's a win-win for our team members and our clients alike," she said, adding that this relationship ends up benefiting the organization as a whole. "It's because we have a culture centered around respect ... that makes people want to continue to work at Anthologic and that allows us to bring in some of the most talented people around."

Saunders emphasized that building a happy company culture is important first and foremost because it is "the right thing to do." But even from a financial standpoint, "it's no secret that when it comes down to dollars and cents, it costs the company more money to hire, train and up-speed a new employee than it does to retain a key employee. So our solution is to simply create an environment where our team members feel appreciated," she said.

Her advice for other business leaders wanting to improve their company's culture in the coming year is to really listen to what employees are saying. But even before that, "you have to focus on creating a forum or a space where people can be heard and feel like they can give honest, candid feedback, free of fear of retribution. If

people feel unsafe to share suggestions on how the culture can be better, nothing changes. Leaders in the company need to be intentional about creating space, asking hard questions and then listening," Saunders said.

BUILDING BETTER COMMUNITIES

While working to improve the inside of a company may seem like an obvious step for growth, there can be benefits from looking outward to the community surrounding a business as well. "Communities provide most of the elements of quality of life for our team members," said Drew Vogel, chairman of Diamond Vogel Paint, which is why he feels it is important to give back to and help expand these communities when possible.

Diamond Vogel Paint makes a point of donating a percentage of its bottom line annually to fund a foundation. The recipients may change based on developing needs or new projects in their area, but the reasoning behind it is the same. Having a strong and thriving community can better contribute to the needs of an organization, whether that is labor and workforce, entertainment and work-life balance or simply offering an engaged customer base. The symbiotic relationship of company and community is important to consider.

"A business, much like an individual, is called to give back to the community according to its capacity and in balance with employee welfare and ongoing reinvestment in the business," Vogel said of what drives his own company's philanthropy efforts.

For Diamond Vogel Paint, the senior team keeps an eye on areas or initiatives that might be a good fit for the company to contribute to. Vogel advises other companies looking at how to better invest in their communities to "commit to a budget ahead of time and define what type of activities are compatible for your organization. It makes the decision easier when the opportunity to participate presents itself."

Beyond being helpful, finding ways to donate time or funds also increases feelings of fulfillment and gratitude. "It provides an additional sense of purpose and mission," said Vogel.

BUILDING HEALTHIER EMPLOYEES

The health and wellness of employees, both physically and mentally, can play a big part in its overall success. Jodi Schweiger, executive director of business development at the Iowa Clinic, believes in the sentiment that a business is only as healthy as the people within it.

"This is absolutely true, and there is research to back up this statement. As a former dietitian and diabetes educator, health and well-being are areas I am very passionate about. Employees that are healthier, both mentally and physically, perform better, tend to be happier, are more resilient and handle stress better. The healthier your employees, the higher their productivity, which impacts a company's performance," she said.

As a health care organization, the Iowa Clinic practices what it preaches. There have been a variety of programs implemented over the





last several years aimed at meeting employee needs and increasing total well-being, according to Schweiger. One such program is the recent adoption of TIC Pulse, a social-media-like platform for internal company rewards, recognition, challenges and incentives for sharing healthy behaviors.

“We’ve set a goal for 90% employee engagement on our TIC Pulse platform. This year we’ve already reached 80% engagement, so we’re thrilled about that,” said Schweiger. Employees get rewarded for participating in challenges that require healthy behavior adoption, such as drinking more water, taking more steps, exercising, meditating, and attending annual medical screenings like wellness visits with a primary care provider, mammograms or colonoscopies.

Schweiger advised top leadership to be intentional about health and wellness initiatives, and rely on feedback from employees to find the best options. “It is not a one-size-fits-all approach. Every company is different, and their employees and the work they do are different,” she said.

Investing in health and wellness is a way for companies to show they are invested in their people and the work they do. This requires looking at career growth, social well-being, financial well-being, physical and mental well-being, and community well-being, said Schweiger. “How, as an organization, can you support your employees in these essential areas of wellness and even beyond?” ■

“Let’s be honest, culture is more than a pool table, a pizza party once a quarter, or a happy hour with your co-workers. Sure, these are all important bonding experiences that contribute to culture, but the true culture of an organization is much deeper than that.”

- Alyssa Saunders

director of initiatives and integrations, Anthologic

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Nominated by Nishnabotna Valley Rural Electric Cooperative

MARKER 126
Nominated by Prairie Energy Cooperative

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Nominated by Access Energy Cooperative

SHELL ROCK SOY PROCESSING
“Outstanding Business of the Year”
Nominated by Butler County Rural Electric Cooperative

Iowa Area Development Group established the Iowa Venture Award in 1988 to honor entrepreneurial achievement, innovation, and leadership. The organization and its member-owned electric, municipal and telecommunication utility sponsors take great pride in presenting the 2022 Iowa Venture Award honorees. Each of these recipients have made a significant contribution to their community, our state, and the economy of Iowa. Visit www.IADG.com to view the 287 honorees in the Iowa Venture Award Hall of Fame.



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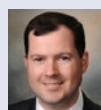
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CALENDAR OF EVENTS - 2023

JANUARY 11, 2023

Legislative Briefing and Reception
Iowa Events Center | Des Moines

JANUARY 11-13, 2023

Leadership Iowa: Government
Des Moines

MARCH 2-3, 2023

Leadership Iowa: Education
Waverly

MARCH 7, 2023

Business Day in Des Moines
Embassy Suites | Des Moines

APRIL 13, 2023

Connecting Statewide Leaders
Sioux City

APRIL 13-14, 2023

Leadership Iowa: Economic Development & Workforce
Sioux City

Visit www.iowaabi.org and click the "Events" tab for details on upcoming events.

EVENT REWIND



Leadership Iowa NOVEMBER 3-4 | RED OAK AND STANTON

The Leadership Iowa 2022-23 class completed its second session in the Southwest Iowa communities of Red Oak and Stanton. The class learned about opportunities and challenges facing agriculture and renewable resources. Session highlights include tours of CIPCO's Summit Lake Generating Station and Southwest Iowa Solar Farm, on-the-ground insights from locally-owned businesses and industry professionals, experiencing a 3D printer's housing development capabilities, and Q&A sessions with USDA State Executive Director Matt Russell and Deputy Secretary of Agriculture Julie Kenney. Thank you to this session's sponsors, planners, speakers, and host communities for your support! ■