



10 Leaders To Know



SARA BLAIR



MEGAN BRANDT



POPPY CONLON



BRAD HENNINGSEN



CHRIS LAFERLA



EDWARD MCGREEN



JEN NEUMANN



CHAD RUBNER



CAITLIN RUSSELL



GEOFF WARD

You can read full profiles of ABI's 2024 Ten Leaders to Know at www.iowaabi.org.

STORY ON PAGE 12

CALENDAR OF EVENTS

2024 DECEMBER 18 LI CONNECT: Economic Development & Workforce VIRTUAL

2025 JANUARY 10 Webinar: Advocacy 101 (Members Only) VIRTUAL

JANUARY 15 Legislative Briefing and Reception DES MOINES

MARCH 6 Connecting Statewide Leaders CLINTON

MARCH 12 Business Day in Des Moines DES MOINES

APRIL 7 Nominations Open: Coolest Thing Made in Iowa

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

INSIDE

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FROM THE CHAIR:

ABI's Remarkable Year and Exciting Future

The Holiday season is one of my favorite times with the joy of gathering with family and friends, the reflections of the past year, and the excitement and promise of a new year ahead. December also marks the halfway point in ABI's fiscal year, and the aforementioned conclusion of the calendar year. On that front, I am happy to share that 2024 has been a BIG year for ABI.

Record participation, record media attention, record revenue, new programs, new hires, legislative success, strong IIPAC fundraising, award-winning Foundation programs... you name it, ABI achieved in 2024. That is thanks to YOU, our ABI members, so congratulations and again, thank you.

This month's edition of ABI's Business Monthly focuses on "Ten Leaders to Know" and it is a look at some terrific

ABI members who are doing exciting things in their companies and in their communities. We ran a similar feature last year and it received a great reception. I know you will enjoy reading about the leaders that are a part of this year's issue.

With January fast approaching, I encourage you to attend the 2025 Legislative 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, Iowa Governor Kim Reynolds, all 150 legislators, and state officials and agency directors will be invited

to join you at the reception. The Legislative Reception will be held January 15 in Des Moines. Find more information at <http://www.iowaabi.org/events>.

Speaking of events, remember to mark your calendars now for ABI's biggest yearly event, the annual conference. The 2025 Taking Care of Business Conference will be terrific, and you do not want to miss it. I look forward to seeing you in Council Bluffs June 10-12 of next year.

Finally, allow me to extend best wishes to ABI President Mike Ralston, who is retiring at the end of this month. Thank you, Mike, for all you have done on behalf of ABI. Your contributions have been monumental, and you are very much appreciated. Please join me in welcoming our new



Chad Reece

ABI Chair
Winnebago Industries

President Nicole Crain. With Nicole's leadership, ABI is certain to have even more big things ahead!

Best wishes for a joyous Holiday Season and prosperous New Year. ABI

FROM THE FOUNDATION:

Leadership Is...

At the ABI Foundation, leadership isn't just a buzzword – it's our "why." Thankfully, Iowa has no shortage of leaders, as evidenced by the numerous nominations and applications we receive each year for Leadership Iowa, our statewide issues-awareness program. The extra reading is worth it, though – we get to learn about (and become fans of) Iowans doing incredible work, and champion individuals dedicated to creating change and bettering themselves.

Each year, we pose a simple question to our new cohort of 40: "Leadership is...?" Despite their diverse backgrounds, industries, and communities, three core themes resonated throughout their responses:

Empowerment and Support: True leadership means empowering others to reach their full potential. It's about

more than guidance, but advocacy, and fostering an environment that prioritizes collaboration and nurtures growth of the individuals and the team.

"Leadership is about setting a positive example and embracing a servant approach. It's about prioritizing the well-being and growth of others, creating an environment where your team feels supported and empowered to excel."

– Erika Elbert, Pritchard Companies (Garner)

Vision and Direction: Leaders illuminate the path ahead. By setting clear goals and aligning teams toward shared objectives, leaders keep the mission in focus, while inspiring purposeful progress.

"Leadership is casting vision, purpose, and a plan, then getting out of the way; supporting and sacrificing for the talent who

follow you to achieve the collective goal."

– Sam Stagg, 10 Fold Architecture + Engineering (Ames)

Leading by Example: Leadership isn't about wielding power, but modeling the way. Authenticity, integrity, and consistency in actions build trust and inspire others to follow.

"Leadership is the duty to use your influence and knowledge to empower the next generation. Anything else is a misuse of your capacity."

– Marc Roe, Greater Ottumwa Partners in Progress (Ottumwa)

These themes highlight that leadership is so much more about influence, collaboration, and personal integrity than about authority or control. In addition to confidence and commitment, leaders



Jessi McQuerrey

Director of Programs
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lead with compassion, empathy – and more importantly, heart.

If these ideals resonate, nominate yourself or others for Leadership Iowa at www.LeadershipIowa.com. Lead on! ABI

WHAT'S TRENDING:

Make the Most of Your Benefits Renewal to Improve Coverage and Cut Costs

Providing quality medical insurance is a critical part of a successful employee retention and recruitment strategy. But offering competitive benefits plans can also come with a significant cost for small and mid-sized businesses.

While there are several strategies to help business owners manage health-care costs, one opportunity comes around annually – during your benefits renewals.

Prior to your renewal date each year, your insurance carrier will notify you of any upcoming changes to rates, coverage, and/or premiums. With the right approach, you can utilize this renewal period to maximize benefits and manage costs effectively.

Here are three tips to help you get the most of out of your renewal:

- 1. Start early.** Don't wait until your benefits renewal date to begin thinking about next year's plans. Begin the process approximately two to three months before your renewal date to allow ample time to research and explore options. Otherwise, you may be more apt to accept rate increases for your current plan – which quickly adds up over time.
- 2. Review your current plan(s).** Analyze your current plan's performance, such as costs, scope of coverage, and employee usage. Consider asking your employees to provide feedback on affordability, coverage, and ease

of finding in-network providers. This will give you valuable insight into whether current plans are meeting your employees' needs.

- 3. Explore options.** If you're working independently to find plans, consider engaging a third party. One option is a benefits broker, who will research plans on your behalf. Another option is a professional employer organization (PEO), which utilizes economies of scale to negotiate Fortune 500-level employee benefits for small and mid-sized businesses. G&A Partners is a broker-friendly PEO that will work with you and your broker to provide the best benefits and HR solutions. ABI



Tyler Penning

Regional Sales Director
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Q&A: Understanding Business Valuation in a Changing Landscape

In recent years, business valuation experts have navigated an evolving landscape marked by new standards, technological advancements, demographic shifts, rising interest rates, post-COVID inflation, and tax code changes. Business valuation is a formal process aimed at estimating a company's intrinsic value, combining both art and science. This endeavor requires the expertise of seasoned analysts who meticulously evaluate a myriad of factors, ultimately leading to a comprehensive assessment of a business's worth.

Why Consider a Business Valuation?

Even if you are not currently considering selling your business, there are several compelling reasons to obtain business valuation services. The most significant factor is the unpredictability of life. Should unforeseen circumstances arise, having a credible business valuation becomes essential for determining an asking price and facilitating negotiations. Other reasons to consider a business valuation include:

- Unforeseen health issues
- Estate and retirement planning
- Financial assistance needs, such as debt financing, bankruptcy, or expansion funding
- Internal matters, such as employee share purchases or implementing equity-based compensation programs
- Litigation, including marital dissolutions or shareholder disputes.

A comprehensive company valuation provides insights into financial health, growth prospects, and overall worth. Different valuation methods exist, including discounted cash flow, comparable company analysis, and asset-based valuation; the choice of method depends on the context and purpose of the valuation.

What are the Key Considerations When Hiring a Business Valuator?

1. **Credentials:** Look for professionals with recognized certifications such as Certified Valuation Analyst (CVA), Accredited Senior Appraiser (ASA), or Accredited in Business Valuation (ABV). These credentials indicate the necessary training and experience for delivering a reliable valuation.
2. **Experience:** Select a valuation firm with a track record of valuing businesses similar to yours. This ensures they possess the necessary knowledge and expertise to accurately assess your company's value.

Is there a Rule of Thumb or Industry Multiple?

Many times, business owners in well-established industries rely on a standard multiple, or "rule of thumb", that dictates that businesses in their industry always sell for two times annual revenue (the revenue multiple); so, they naturally ask why they should pay someone to value their business? These rules of thumb are used by business brokers, the individuals who often facilitate small private business transactions, and represent median multiple values. In reality, the multiples cover a wide range of value, and the median value is just a convenient midpoint and does not represent the revenue multiple for any actual transaction. Unless your firm is truly a median firm, then using the industry rule of thumb for this purpose is clearly wrong. You've put a lot of hard work into making your business be the best that it can be, why accept only a mid-point valuation?

What is the difference between Investment Value vs. Fair Market Value?

Investment value and fair market value are two terms that can be used when evaluating the value of an asset or entity. Both terms are used regularly in financial analysis and may have different meanings depending on the scenarios in which they are used. Investment value and fair market have distinct implications:

- **Investment Value:** This term often encompasses a broader range of values derived from various valuation methodologies. It may include synergies between a specific buyer and seller, such as a premium that a competitor might be willing to pay to acquire your company and its customer base.
- **Fair Market Value:** This reflects the market value of an asset or entity, adjusted for the specific circumstances of market transactions. It is commonly associated with definitions set forth by accounting standards and is frequently utilized in formal appraisals for IRS purposes related to gift and estate tax rules. Fair value and fair market value are also applicable in litigation contexts, influenced by the case type and jurisdiction.

What are Tangible vs. Intangible Assets in Business Valuation?

Assets are investments that enhance a business's value, categorized into tangible and intangible assets: There is one significant difference in tangible vs. intangible

assets, and that lies solely on whether or not they physically exist. Scratching your head? Let's unpack the definition of tangible assets and intangible assets.

- **Tangible Assets:** These are physical items with value, including:
 - Land
 - Real estate (buildings)
 - Machinery and equipment
 - Inventory
 - Securities and cash
- **Intangible Assets:** These are non-physical assets that contribute to a business's value. Collectively referred to as "blue sky," examples include:
 - A positive business reputation
 - Customer relationships and customer lists
 - Well-known trademarks or branding
 - Industry experience
 - Established partnerships
 - Intellectual property, such as copyrights and patents
 - Minimal owner risk, indicating that the business can operate independently of its current owner

The context of a business sale—whether voluntary or forced—can also impact intangible assets' valuation.

How do I Prepare for a Favorable Business Valuation?

Did you know you can prepare for your commercial business valuation, and help the process move smoothly and efficiently? While preparing for a positive valuation technically starts at the beginning of the business's existence, it carries on with each passing day. Business owners can take proactive steps to facilitate a smooth and efficient valuation process:

- **Review Your Business Plan:** Regularly update your business plan to reflect your goals and strategies. A well-documented plan can demonstrate your business's success to potential buyers or investors.
- **Maintain Up-to-Date Financial Records:** Ensure your financial statements, including profit and loss records, balance sheets, tax returns, and future projections, are organized and accurate. Identify any potential non-operating or discretionary expense items. Clear documentation will aid the valuation process.
- **Minimize Liabilities:** Reduce risks by diversifying your customer base, implementing sound processes, and safeguarding confidential information.
- **Reduce Debt:** Paying off outstanding debts can enhance your business's valuation, especially in a voluntary sale scenario.



Brian Crotty

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Can I Estimate My Business's Value Independently?

While business valuation is a critical process for owners in the lower to middle market, it is complex and involves extensive analysis. A comprehensive valuation may encompass over 60-100 pages of narrative analysis and multiple methodologies. By obtaining an accurate valuation, business owners can make informed decisions regarding their company's future.

Conclusion

Key takeaways from the valuation process include:

1. **Critical for Determining Worth:** Understanding your business's value is essential for estate planning, potential sales, divorce proceedings, and partnership disputes.
2. **Complex Process:** Valuation involves assessing financials, growth prospects, market conditions, and other influencing factors.
3. **Various Approaches:** Common methods include the income approach, market approach, and asset approach.
4. **Future Cash Flows:** The income approach focuses on projected future cash flows.
5. **Comparative Analysis:** The market approach compares your business to similar entities recently sold.
6. **Asset Valuation:** The asset approach totals your business's assets minus its liabilities.
7. **EBITDA as a Metric:** While EBITDA is useful for understanding operating performance, cash flow is the key measure in professional valuations.
8. **Tangible and Intangible Assets:** Both types of assets play a vital role in determining overall value.
9. **Value Fluctuations:** External factors can influence a business's value over time.
10. **Professional Expertise:** Engaging an experienced professional is crucial for an accurate business valuation. **ABI**

COVER STORY FROM PAGE 9

Ten Leaders To Know

Sara Blair

HR Manager, Country Maid, Inc.

BIRTH CITY: West Bend

CURRENT CITY: West Bend

Q: What do you see as the next big trend in your industry?

A: Culture. I'm an HR enthusiast (read: HR geek), so any response regarding industry trends will naturally involve employee experience. While "culture" may not be a new concept, it's a critical driver of positive business outcomes for any organization.

At Country Maid, I love that employee experience is coming together for us as we continue to evolve how we define and build culture. At its core, culture includes our efforts to provide physical and psychological security, to amplify the voices of our team and teach them how to best use their voice towards meaningful change.

Q: What does effective leadership mean to you?

A: As leaders, our number one priority is to remove the obstacles preventing our teams from being successful. Whether it's ensuring access to training or other resources, helping people understand their value to the company, giving mean-



ingful feedback, or altering procedures that don't move their efforts forward, being an effective leader means putting our teams in position to use their unique talents towards shared success.

Q: Who do you look to for mentorship?

A: Early in my career a tremendously talented leader shared advice that stuck with me: "You'll report to a lot of managers in your career. Some will be great, and some will be less great. But if you're smart, you'll learn something from every one of them." I've taken that wisdom to heart, and it's among the best advice I've ever received.

Megan Brandt

Director, Maple Studios

BIRTH CITY: Fort Dodge

CURRENT CITY: Des Moines

Q: How did you get where you are today?

A: Iowa's tight-knit community has been key to my journey. Starting as an intern at Workiva, I grew into a full-time role after graduating from Iowa State in 2012. Workiva's innovative culture connected me with entrepreneurial minds in central Iowa, leading to six rewarding years as Program Manager at the Global Insurance Accelerator. In 2022, I discovered Maple Studios through another great connection and now have the privilege of leading this startup studio as its director.

Q: What excites you the most about the business you work in?

A: At Maple Studios, I get to work with early-stage industrial tech companies that are transforming manufacturing and agriculture. The innovation happening in these industries goes far beyond new products—it's reshaping how businesses operate. Being part of this wave of change, especially in sectors critical to our future, is incredibly exciting.



Q: What does effective leadership mean to you?

A: Effective leadership means meeting people where they are and ensuring they feel heard. By showing empathy and taking the time to understand what motivates each individual, you inspire them to work harder and become enthusiastic, engaged team members

Q: What piece of advice would you give your younger self?

A: You deserve to be in the room. Don't waste time doubting yourself—you've earned your place. Lean in, own it, and embrace the confidence that comes with it.

Poppy Conlon

Executive Vice President,
Conlon Construction

BIRTH CITY: Galena, IL

CURRENT CITY: Dubuque

Q: What do you see as the next big trend in your industry?

A: Construction is a business that is often synonymous with lagging behind other sectors when it comes to utilizing technology. That is starting to change, and here at Conlon we are embracing new ways of employing those technological tools to help us work smarter. When you can increase collaboration and communication across stakeholders and see potential for cost and time savings while eliminating potential pitfalls, everyone wins.

Q: What does effective leadership mean to you?

A: For me, an effective leader is one who has the maturity to be self-aware, who possesses emotional intelligence, and has a growth-oriented mindset that keeps their team moving forward even in the face of adversity. The ability to admit mistakes and to avoid boasting are also important. An effective leader



is also someone who is honest with themselves and others, is trustworthy, ethical, humble, and compassionate.

Q: Who do you look to for mentorship?

A: When I joined Conlon, I was introduced to a handful of successful female business and nonprofit leaders that have since become friends and occasional golfing buddies. I can see first-hand how they lead their people and look to them for advice. I am also connected to several local organizations through involvement on their boards of directors. This has exposed me to so many thoughtful and successful people that I can reach out to for guidance, if needed.

Brad Henningsen

President, Henningsen
Construction

BIRTH CITY: Atlantic

CURRENT CITY: Atlantic

Q: How did you get where you are today?

A: I was lucky enough to have great family and mentors help me get to where I am today.

Q: What excites you the most about the business you work in?

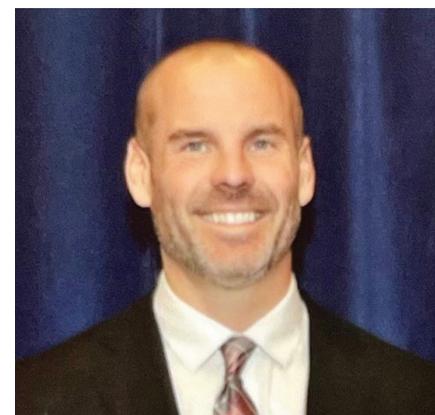
A: Seeing projects from start to finish being completed.

Q: What is your favorite thing about Iowa?

A: The people.

Q: What piece of advice would you give your younger self?

A: Ask more questions. And enjoy the process.



Chris LaFerla

President & CEO, Council Bluffs Area Chamber of Commerce

BIRTH CITY: St. Louis, MO
CURRENT CITY: Council Bluffs

Q: What excites you the most about the business you work in?

A: I absolutely love this work. Every day, I get to connect our businesses and leaders, advocate for initiatives that help grow our local economy, and partner with Chamber members and local leaders to address critical needs in the community. Council Bluffs is my hometown, and I am so proud that I can make a difference through my work.

Q: What does effective leadership mean to you?

A: Effective leadership can take many forms, but for me, effective leadership begins with self-awareness. I am crystal clear on my values, honest with myself about my strengths and weaknesses, and when things don't go well, I look inward first. Integrity is also paramount for me. No one likes to work with a person they don't trust. I try to be honest and transparent in every-



thing I do, follow through on commitments, and treat people with kindness and respect.

Q: Why are you a member of ABI?

A: My ABI membership is important to me because ABI provides resources and advocacy to support business growth and strengthen the state economy. As the President of a member-based organization myself, I recognize the value of being part of a community of members that can make a significant impact and influence positive change. I also need to recognize the Leadership Iowa program for having a significant impact on me professionally and personally.

Edward McGreen

CEO, Kreg Tool

BIRTH CITY: New Jersey
CURRENT CITY: West Des Moines

Q: What excites you the most about the business you work in?

A: Our people. We have an extremely talented and dedicated group of individuals laser focused on our customers. Our team works hard to understand our customer's needs, from seasoned woodworkers to DIYers. We strive to deliver ingenious woodworking tools to make wood projects approachable and fun, giving each customer a true sense of accomplishment.

Q: What do you see as the next big trend in your industry?

A: We're witnessing a renaissance in skilled trades. There's a growing demand for skilled tradespeople across U.S. companies, from electricians and pipefitters to masons and builders. As the need for these services rises, so too are compensation levels. More people are beginning to realize that endlessly scrolling through social media while sipping on that third caramel latte doesn't add meaningful value



to their lives. Instead, learning a new skill, whether it's building a bookcase or crafting a dining room table, offers both immediate satisfaction and lasting rewards. At Kreg, we say we activate customers to experience the benefit of connecting head, heart, and hands.

Q: What is your favorite thing about Iowa?

A: The community focus. So many people in Iowa give back to the community and genuinely care about their neighbors.

Q: What piece of advice would you give your younger self?

A: Study more and be patient.



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Jen Neumann

CEO, de Novo Marketing

BIRTH CITY: Bettendorf
CURRENT CITY: Cedar Rapids

Q: How did you get where you are today?

A: I believe a genuine sense of curiosity in others and caring about how they achieve their goals is at the heart of my company's success. We exist to help our clients meet their goals, which comes from my core beliefs. Couple that with connecting with and hiring the smartest people I can find who share that value, and you have a formula that elevates everyone. I also believe that being involved in the community has helped me build a network of support and mentors to whom I can turn for inspiration and advice.

Q: What does effective leadership mean to you?

A: Effective leadership (to me) means leveraging a team's strengths to achieve together. It also means understanding areas where you or others on your team have weaknesses or frustrations, emulating honesty and compassion, and leading with both your heart and mind.



Q: What piece of advice would you give your younger self?

A: "Slow your roll." Sometimes it feels like my brain is a Ferrari with no brakes. I am not patient, and my need to move fast has tripped me up more than a few times. Once you figure out how to optimize for that, it also serves as a driving force. I'm still working on mastering that at 52.

Chad Rubner

CEO, Express Logistics

BIRTH CITY: Cedar Rapids
CURRENT CITY: Urbandale

Q: How did you get where you are today?

A: It starts out with grit and determination. When I started the company, the first 5-7 years had a lot of ups and downs. Over the years, what has led to sustainable success, is hiring the right people and getting them in the right seats. Creating a culture and environment that people want to be a part of has been critical to our success!

Q: What excites you the most about the business you work in?

A: Being a trusted partner to our customers and know that the work we do, truly matters to their overall success.

Q: What is your favorite thing about Iowa?

A: Iowa nice! People are overall very friendly and easy to get along with. Another advantage to living in Iowa is that traffic is very manageable and being centrally located, we can get to several major cities within a half of day drive.



Caitlin Russell

President, Russell

BIRTH CITY: Davenport
CURRENT CITY: Davenport

Q: What do you see as the next big trend in your industry?

A: The next significant trend in the commercial construction industry is the integration of advanced technologies, such as Building Information Modeling (BIM), artificial intelligence (AI), and robotics, to enhance efficiency, reduce costs, and improve project outcomes.

Q: What does effective leadership mean to you?

A: Effective leadership to me means inspiring trust, fostering collaboration, and empowering others to achieve their best while maintaining clear communication, accountability, and a vision for success.

Q: What piece of advice would you give your younger self?

A: I would advise my younger self to prioritize relationships, seek new experiences, and never stop learning and adapting.



Geoff Ward

Director of Engineering & Strategy,
Agri-Industrial Plastics Company

BIRTH CITY: Independence
CURRENT CITY: Fairfield

Q: What excites you the most about the business you work in?

A: Being a custom manufacturer, everything we do has its own unique aspects and challenges, which constantly provides natural opportunities to improve and grow. We get to do this while serving many of the largest and most well known companies in the world.

Q: Why are you a member of ABI?

A: I have been able to meet, learn from, and become friends with countless people across the state that I would have had no other reason to know if not for our connections through ABI. I was introduced to ABI shortly after starting work at Agri-Industrial Plastics as an organization that works to help our business and educate us on issues, but it has become a lot more than that from a personal level.

Q: Who do you look to for mentorship?

A: I have always looked for people



smarter and more accomplished than me, and then specifically those who have different approaches about how they go about things. I figured out very early that I'm more inclined to learn from someone who challenges my way of thinking rather than someone who is just better at something.

EXPERT ADVICE:

Cancer Care in Iowa: Meeting an Urgent Need

Cancer remains one of Iowa's most pressing health issues, as the state continues to rank among the highest nationwide for cancer prevalence. Each year, more than 17,000 Iowans are diagnosed with cancer, with an estimated 6,400 losing their lives to the disease. Recent data from the Iowa Cancer Registry shows that Iowa not only has the second-highest incidence of new cancer cases nationwide but is also seeing the fastest-growing rate of new diagnoses. These statistics underscore the urgent need to expand treatment capacity and enhance cancer care options across the state.



Ben Vallier
CEO
The Iowa Clinic
bvallier@iowaclinic.com

In response, The Iowa Clinic has been dedicated to strengthening cancer care for our community through both comprehensive services and coordinated treatment. We recently welcomed four experienced, Central-Iowa based oncologists who will begin seeing patients in January 2025. Since our founding in 1994, The Iowa Clinic has been a trusted provider of diagnostic and surgical cancer care. With this new addition, we will expand into hematology and oncology, complementing our existing cancer-related specialties, including pathology, radiology, surgical oncology, breast surgery, and gynecologic oncology.

While these additions address immediate needs, we are also actively preparing to introduce radiation therapy to our suite of services, reducing the need for patients to travel long distances for specialized care which allows them to stay connected to their support networks.

Through these expanded services, we aim to bring coordinated, expert cancer care closer to home for Central Iowans.

Preventive care also remains a vital component of our cancer strategy. The Iowa Clinic provides accessible screening resources such as mammograms, colonoscopies, and low-dose CT scans, which play a crucial role in catching cancers at their most treatable stages. Regular screenings and early detection are essential to improving patient outcomes and reducing mortality rates. We encourage individuals to consult their healthcare providers about a screening schedule that's right for them.

By strengthening cancer care in Central Iowa, we aim to be a driving force in helping Iowans through every phase of their care journey. **ABI**

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CAPITOL BUSINESS:

10 Legislative Leaders You Should Know

Next month the 91st General Assembly of the Iowa Legislature will convene. Following last month's statehouse elections, the political parties in both the House and Senate have met to select their leadership. See the list below for 10 people you should know in leadership roles.

Senate Majority Leader Jack Whitver, a small business owner, attorney and former ISU football standout. Whitver represents parts of Polk and Dallas Counties. Whitver is responsible for what issues are debated on the Senate floor, including developing consensus around the priorities of his party.

Senate President Amy Sinclair, a background in family farming and education – both as community college instructor and Chair of the Senate Education Committee. Sinclair represents one of the largest senate districts in land area covering all or part of 9 counties in south and central Iowa, stretching for western Dallas County to Iowa's southern border. Sinclair is responsible for running of the Senate during deliberation, interpreting rules and motions and controlling debate.

Senate President Pro-Tempore Ken Rozenboom, a livestock and row crop farmer. As Pro-Tem, Rozenboom represents Newton and Pella and rural Mahaska County west of Oskaloosa. The Pro-Tem assists in running the chamber, spending time in the President's chair managing debate. The Pro-Tem is typically an experienced legislator that can bring a long view to their caucus.

Senate Majority Whip Mike Klimesh, a small business owner represents the far northeastern corner of Iowa bordering Minnesota and Wisconsin. The job of the whip is to count votes of the majority party and build support for the priorities of the majority. Klimesh represents northeastern most counties in Iowa.

Senate Minority Leader Janice Weiner is an Iowa City native and represents her home town after a U.S. State Department career in the foreign service. The role of the Minority

Leader is to work to put the minority party's stamp on public policy, coordinate a communication strategy to raise the profile of minority party viewpoints and to recruit candidates for office to challenge control of the Senate Chamber.

House Speaker Pat Grassley, a farmer, Grassley represents a two-county area that includes Waverly, Shell Rock and Parkersburg. As the leader of his Caucus in the House, Grassley appoints committee chairs and rosters, develops the legislative agenda for each session, conferring with his other elected leaders and the Governor.

House Majority Leader Matt Windschitl, a Marine Corps veteran, gunsmith, railroad conductor and employee of a beverage distributorship, Windschitl runs the private caucus meetings of fellow republicans, determines the order of debate and develops consensus for issues. Windschitl represents the northern part of Pottawattamie County and Harrison County.

House Speaker Pro-Tempore John Wills, a 25-year veteran of the Army National Guard with several overseas deployments is Environmental Coordinator for the Dickinson County Soil and Water Conservation District. Wills officiates over debate in the House from the Speaker's chair and advances consensus within his caucus. Wills' district includes four northwest Iowa counties including the Iowa Great Lakes and Emmetsburg.

Majority Whip Henry Stone, a Retired Air Force Master Sergeant and high school and college football coach, Stone runs the vote-counting operation for the republican majority, providing support for their priorities. Stone's district is comprised of portions of three northern Iowa counties that include Estherville, Algona and Forest City.

House Minority Leader Jennifer Konfrst, an associate professor of journalism at Drake University, Konfrst has spent decades at the Iowa statehouse as the daughter of a long-



JD Davis

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time AP statehouse reporter. As the Democratic Leader Konfrst appoints members to committees, oversees minority staff directs the public relations of the minority party. Konfrst lives in Windsor Heights and represents that city and Clive, Iowa.

Two additional key legislators you should know: Those who represent you and your business in the legislature. You can see who now represents you following the November elections by going to the ABI supported website IAVOTES.com and entering your facility address. Nothing is more important to the success of the ABI agenda than your relationship with your elected officials. ABI encourages you to meet and host your local elected officials and let them know what you do for your community. Staff stands ready to facilitate in any way to make that possible. Simply reach out to JD Davis at jddavis@iowaabi.org.

Finally, ABI brings members of the legislative and executive branches to you in the largest reception of the legislative session during the first week they meet. Make your plans now if you have not already done so. The event will be held the afternoon of January 15, 2025, starting with a legislative briefing by ABI staff followed by a reception with policymakers. For details go to the ABI website at iowaabi.org/events. ABI

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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.

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