

# CULTIVATING IOWA'S TALENT CONTINUUM

OCT. 1, 2018 - SEPT. 31, 2019 ANNUAL REPORT

### THANK YOU FOR YOUR SUPPORT -YOUR CONTRIBUTIONS ENSURE A SUCCESSFUL FUTURE FOR OUR STATE

#### TO OUR PARTNERS.

It is an honor to share the commitment to strengthen and sustain lowa's workforce with you.

Your support equips multiple generations with skills, knowledge and resources for the betterment of our state. Though we focus on individuals, our ultimate goal is to enhance lowa's talent continuum, ensuring a strong network of great leaders who can bring about positive change in companies and communities across lowa for years to come.

Our goal is to create more lowans who are well-informed on issues facing our state. More lowans who see the value in homegrown opportunities. More lowans who are motivated to leave their mark on an lowa company. And more lowans who are a step ahead because they've taken the time to hone their strengths and skills where others have not.

The impact of our programs compounds with each participant, volunteer and donor as they are living proof of the potential and prosperity that can be found and created right here in Iowa.

To carry out our vision, we:

- **Activate.** Engaging individuals across the state into our network. Students and professionals, educators and employers, area development ambassadors, officials and legislators
- Accelerate. Expanding educational opportunities with enhanced experiential learning. Opportunities awareness, firsthand exposure, newfound perspective, civic engagement
- Advance. Empowering lowans to take charge, include others and grow together. Pursuing one's purpose, finding collaborative solutions, caring for each other

On behalf of the ABI Foundation, I would like to extend my sincere gratitude to all who contributed to the success of the 2018-19 programs. We could not provide the exceptional opportunities to individuals across the state each year without your partnership. We know the inspiration you've provided has a lasting affect on all our participants.

You are making a difference in the lives of lowans.

THANK YOU. Becky Coady Vice President

#### **STAFF**



**Becky Coady** Vice President



Jessi (Steward) **McQuerrey** Director of Programs



McKenzie Kielman Marketing & Engagement Coordinator



Jane Galloway Administrative Assistant



Kay Neumann-Thomas Alumni Engagement

#### OUR MISSION & HISTORY The lowa Association of Business and Industry (ABI) Foundation

The ABI Foundation develops our state's future and current leaders through statewide educational leadership programs: Business Horizons (innovation simulation for high school students), Leadership Iowa University (college internship capstone) and Leadership Iowa (professional immersion).

In 1982, Leadership lowa was created in response to a comprehensive study of the state indicating the interest and need for personal and professional development experiences.

At the time, there were only three other statewide leadership development programs in the country. Coincidentally, this was the same year several locally-focused leadership development programs were launched in Iowa, including those in Des Moines and Cedar Rapids. Leadership Iowa offers insight into a multitude of innovative Iowa communities' problems and best practices.

The comprehensive program examines the opportunities and challenges facing our state to inspire a network of knowledgeable problem solvers to take action and improve companies and communities.

"Leadership Iowa provides participants with a bird's-eye view of the state of Iowa," said Barb Baker of Grinnell Mutual, 2018-19 Chair of Leadership Iowa. "Participants from across Iowa are immersed in top-to-bottom, corner-to-corner Iowa issues and challenged to make our state better through leadership, partnerships, personal growth and development."

In 1984, the U.S. Chamber of Commerce published a report that included the notion that 'high school students do not understand the role of business in a thriving economy.' That year, Business Horizons was implemented by lowa leaders.

Since then, the program has adapted to complement evolving school curriculum and support emerging workforce needs. Despite the increasing accessibility to quality career pathways and the availability of well-paying jobs, currently one third of lowa high school graduates do not pursue further education to meet the current workforce needs.

The collaborative program joins students of different experience levels and future pathways together to work efficiently and effectively on the common goal of launching their mock business and competing in real-world business challenges.

"Business Horizons is an opportunity for students to affirm what they're interested in and also give them an idea of a different way they can apply their strengths to a career," said Ami Burns of Vermeer Corporation, 2018-19 Chair of Business Horizons, "Many come planning to leave lowa, but after the program they have an idea of the possibilities that feel like the right fit for them, right here in the state again."

▶ In 2008, in response to the reporting on the 'brain drain' during the recession, *Leadership Iowa University* was assembled to exemplify the value of our college graduates to the state.

In recent years, the program has been utilized as a college internship capstone for companies to develop their potential future employees. Students bridge college and career with a better understanding of what their work and businesses do for the state.

Less than half of lowa college students are likely to stay in the state after graduation. Leadership lowa University prepares participants to be our state's next decision makers by highlighting the variety of personal and professional opportunities available in Iowa.

The connective program not only introduces students to a diverse and influential network, but provides the next steps to pursue passions as professionals.

"Leadership Iowa University has provided an opportunity for these students to experience all of what Iowa best offers," said Joe Benesh of The Ingenuity Company, 2018-19 Chair of Leadership Iowa University.

Advancing our mission to cultivate lowa's talent continuum, our affiliates, *Elevate Advanced Manufacturing* (Elevate lowa) and Young Professionals of lowa (YP lowa), extends our reach to additional important audiences through their respective efforts.

#### **PROGRAMS & AFFILIATES**





University

Capstone









**Business Horizons** Innovation Simulation

Leadership Iowa College Internship

Leadership Iowa Professional *Immersion* 

Elevate Iowa K-12 Advanced Manufacturing Awareness

YP Iowa Young Professional Networks

# **Business Horizons**INNOVATION SIMULATION

# HIGH SCHOOL STUDENTS TEAM UP & COMPETE AS A START-UP FROM INCEPTION TO INVESTOR PITCH USING STRENGTHS & SKILLS TO STRATEGIZE & VISUALIZE FUTURE PLANS IN IOWA

"

"An immersive and extremely rewarding experience."

Connor Ferris, Missouri Valley



"

Business Horizons has shown me how lowans care and support each other through business.

Ethan Geifman, Bettendorf





It challenged me in ways that made me stronger.

Abbie Den Adel, Ankeny













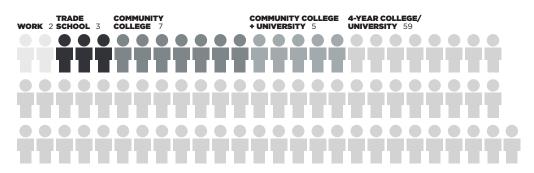
#### 2019 PARTICIPANTS

76 attendees from 47 high schools in 26 lowa counties

16 freshmen, 17 sophomores, 31 juniors and 11 seniors

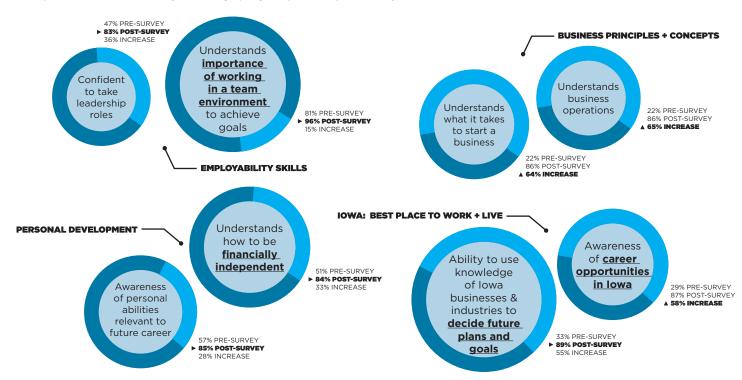
48% women, 52% men

57% White, 23% Black or African American, 11% Asian or Pacific Islander, 4% Hispanic or Latinx, 5% additional ethnicities – as diverse as the population of the U.S. Students' plans for next steps after graduation.



#### PROGRAM RESULTS

Participant outcomes as conveyed through program pre- and post-survey results:



#### OVER 6,000 ALUMNI IN 36 YEARS OF THE PROGRAM

#### **CLASS OF 2019 FUTURE SPONSOR**

Collins Aerospace

#### FORTUNE 5,000 INDUSTRY TEAM

Alliant Energy, Atlantic Coca-Cola Bottling Company, DMACC, EFCO Corporation, Farm Bureau Financial Services, Grinnell Mutual, Iowa Newspaper Foundation, Newsradio 1040 + WHO (part of iHeart Media), The Wellmark Foundation, Vermeer Corporation

#### **MANAGING PARTNER**

3M, Accumold, EMC Insurance, HyVee, Musco Lighting, Nationwide Insurance, Pella Corporation, Wells Fargo

#### PROGRAM BOARD

Ami Burns CHAIR Vermeer Corporation

**Dawn Bowlus** Jacobson Institute for Youth Entrepreneurship **Jeana Clark** Pella Corporation

**Kaci Conetzkey** Des Moines Area Community College **Sara Deich** Farm Bureau Financial Services

Alex Gates Technology Consultant & Web Developer

Sid Juwarker Terracon Consultants, Inc.
Karen Rieck Farm Bureau Financial Services
Jana Shepherd Iowa Newspaper Foundation
Maddie Ladehoff Student Representative
Ashley Lupkes Student Representative
Carolyn Mueller Student Representative

# Leadership Iowa University

### **COLLEGE INTERNSHIP CAPSTONE**



with Iowa professionals at round table discussions + networking events



stay in Iowa. Jules Martinez, Dordt University



### 66,,

Leadership Iowa University is challenging and you will leave as a different person for the better.

> Sheanah Wright, University of Iowa



life as Iowa entrepreneurs, civic leaders and more



a variety of organizations + learn about opportunities in Iowa



next steps with the help of HR professionals to show off your strengths













### CONNECTING OUR STATE'S NEXT DECISION MAKERS WITH TOOLS FOR PROFESSIONAL & PERSONAL SUCCESS

#### 2019 PARTICIPANTS

#### 20 participants from 8 colleges + universities

Des Moines Area Community College **Dordt University** Iowa State University Loras College Simpson College University of Iowa University of Northern Iowa

45% men, 55% women

Dakota State University

30% ethnic diversity, 70% white reflective of the population of Iowa

#### Students' plans for next steps after graduation:



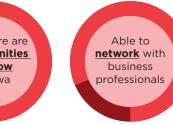
#### PROGRAM RESULTS

Participant outcomes as conveyed through program pre- and post-survey results:









22% PRE-SURVEY 100% POST-SURVEY 100% POST-SURVEY

100% POST-SURVEY **A 88% INCREASE** 

23% PRF-SURVEY 100% POST-SURVEY

177% INCREASE

17% PRF-SURVEY 100% POST-SURVEY **83% INCREASE** 

Opportunities

to grow as a

leader



WHEN ASKED WHAT THEY WILL NOW LOOK FOR IN A FUTURE EMPLOYER. THEY RESPONDED:

#### **OVER 200 ALUMNI IN 10 YEARS OF THE PROGRAM**

#### TRUSTEE PARTNER

Grinnell Mutual

#### PRESIDENTIAL PARTNER

DMACC Farm Bureau Financial Services Interstates Iowa Soybean Association Vermeer Corporation

#### **DEAN PARTNER**

Agri-Industrial Plastics Iowa Army National Guard Musco Lighting Pella Corporation The Wellmark Foundation Wells Fargo

#### **PROGRAM BOARD**

Joe Benesh CHAIR The Ingenuity Company

Joe Sorenson VICE CHAIR Community Foundation of Greater Des Moines

Michele Waber Pella Corporation

D. Allan Boettger University of Iowa, Pomerantz Career Center

Easton Kuboushek Iowa Soybean Association

Marilyn Mueller Simpson College

Jen Nelson Navigate Wellbeing Solutions **Ryan Rohlf** Keller Williams **Cindy Schaffer** Grand View University **Dan Topf** MDI International Vasu Nambury Student Representative

## Leadership Iowa PROFESSIONAL IMMERSION

### EXAMINES THE OPPORTUNITIES & CHALLENGES FACING OUR STATE TO INSPIRE A NETWORK OF KNOWLEDGEABLE PROBLEM SOLVERS TO IMPROVE COMPANIES & COMMUNITIES



**40 LEADERS SELECTED ANNUALLY** 





**MONTHLY SESSIONS** 















#### **LEADERSHIP IOWA CLASS OF 2018-19**

COMPANY\* **Emily Abbas** Bankers Trust Ajith Anand Corteva Agriscience Brian Aust LBS, Inc. Tina Bakehouse Malvern Bank Stephanie Bredman Kirkwood Community College Shift Interactive Brett Burkhart Mark Chidley Iowa Air National Guard Jeff Dentlinger Farm Bureau Financial Services Chad Ellsworth Iowa Bankers Insurance and Services McGowen, Hurst, Clark & Smith, PC David Farnsworth Chad Feenstra Trans Ova Genetics Sara Frerichs Northwest Bank Jami Haberl Iowa Healthiest State Initiative Sarah Heggen Central Iowa Power Cooperative Kim Hinkhouse Model Farm Afton Holt CornerPost Marketing Daniel Huitink Vermeer Corporation Jenae Jenison Central College Collins Aerospace Adriana Johnson Dennis Jordan Mortenson Jacqueline Kiple John Deere ISG Glenda Kohout Shive Hattery Katie Mason City of Coon Rapids Iowa Economic Development Authority Jacque Matsen RDG Planning & Design Ryan Peterson Mark Phillips Bank Iowa Adam Plagge City of Johnston **Brandon Pratt** LWBJ Matt Rebro Russell Construction Anthony Reynolds CoreTegic Capital Wealth Management Justin Schultz Pottawattamie County The Iowa Clinic Jodi Schweiger Kama Small Grinnell Mutual Patrick Townsend Iowa Department of Public Safety Charity Tyler

HOME CITY / WORK CITY Des Moines / Des Moines West Des Moines / Johnston Des Moines / Des Moines Hastings / Malvern Swisher / Cedar Rapids Ankeny / West Des Moines Des Moines / Des Moines Carroll / Carroll Johnston / Johnston Polk City / West Des Moines Sioux Center / Sioux Center Spirit Lake / Spencer Lohrville / Des Moines Des Moines / Des Moines Urbandale / Ames Webster City / Fort Dodge Pella / Pella Pella / Pella Urbandale / Cedar Rapids Marion / Coralville Johnston / Urbandale Urbandale / West Des Moines Coon Rapids / Coon Rapids West Des Moines / Des Moines Dubuque / Dubuque Urbandale / West Des Moines Des Moines / Johnston Clive / West Des Moines Bettendorf / Davenport Des Moines / Des Moines Council Bluffs / Council Bluffs Adel / West Des Moines Grinnell / Grinnell Bettendorf / Davenport Cedar Rapids Public Library Foundation Cedar Rapids / Cedar Rapids Ankeny / Des Moines Coralville / Coralville Waterloo / Cedar Falls Des Moines / Des Moines Des Moines / Des Moines

#### 2018-19 SCHEDULE

**OPENING SESSION, GROUP DYNAMICS & LEADERSHIP** Honey Creek Resort, Moravia & Centerville Oct. 10-12, 2018

**AGRICULTURE &** RENEWABLE ENERGY Clarinda & Shenandoah Nov. 1-2, 2018

**BUSINESS & INDUSTRY,** WORKFORCE Oskaloosa Dec. 6-7. 2018

GOVERNMENT **Des Moines** Jan. 16-18, 2019

PUBLIC SAFETY/SECURITY, **COMMUNITY PREPAREDNESS** & RESPONSE **Cedar Rapids** March 7-8, 2019

**EDUCATION** Cedar Falls & Waterloo April 4-5, 2019

**ECONOMIC DEVELOPMENT & COMMUNITY VITALITY** Carroll May 2-3, 2019

**GRADUATION AT THE** ANNUAL ABI "TAKING CARE OF BUSINESS" CONFERENCE Ames

June 4-6, 2019

\*COMPANY LISTED DENOTES PARTICIPANT'S EMPLOYER AT TIME OF PARTICIPATION IN THE PROGRAM

Greater Des Moines Partnership

Nyemaster Goode, PC

Veridian Credit Union

By Degrees Foundation

ProCircular

### OVER 1,200 ALUMNI IN 37 YEARS OF THE PROGRAM

#### **LEADING PARTNER**

University of Iowa Tippie College of Business

#### **DIAMOND PARTNERS**

Central Iowa Power Cooperative Grinnell Mutual Iowa Soybean Association John Deere Principal Renew Rural Iowa

#### **PLATINUM PARTNERS**

Community State Bank Davis Brown Law Firm Pella Corporation

#### **PROGRAM BOARD**

Todd Van Thomme

Emily Westergaard

Aaron Warner

Angela Weekley

Andrea Woodard

Barb Baker CHAIR Grinnell Mutual Jason Gross VICE CHAIR EMC Insurance Chad Alley Breiholz Construction Kelly Barrick CIBC Bank, USA Chad Christensen Agri-Industrial Plastics **Brian Crotty** HDH Advisors, LLC

Gina David McGowen, Hurst, Clark & Smith, PC John Osako Infomatics, Inc.

**Alyson Fleming** Iowa Finance Authority Tresa Hussong Iowa Lakes Electric Cooperative Adam Koppes Iowa Farm Bureau Federation

Allen Meyer State of Iowa Brandi Mueller The Overture Group **Deb Neyens** Corridor Creative Solutions Chris Proskey BrownWinick Law Firm Annette Renaud McGough Leighton Smith BerganKDV Kay Snyder Iowa Area Development Group Dave Tominsky NewBoCo Seth Watkins Pinhook Farms

#### PROGRAM RESULTS

Participant outcomes as conveyed through program survey results:



Every session, I got to know a classmate better, heard a speaker or learned something new about a community or business that was immediately helpful to me in my job.

Jacque Matsen, Des Moines

ONE LEADER AT A TIME

Through the program, I have met so many outstanding people who all truly love this state and want to make it better for **ALL lowans** by tackling tough and important issues.

Because of Leadership Iowa, I now have an even deeper pride in my community and my state.

Katie Mason, Coon Rapids

Chad Ellsworth, Johnston

I anticipate looking back at the year as one of the most impactful personal and professional learning experiences of my life. The programming alone was worth the investment of time and resources. The relationships created with my fellow classmates are priceless.

Matt Rebro, Davenport

If not for Leadership Iowa, I would not have learned so much about our state and made such **meaningful connections** and relationships with fellow leaders."

Dennis Jordan, Coralville

THE COURSE FOR OUR STATE





#### COMMITMENT.

The program builds leaders who can address the priorities we face in Iowa. Each year we carefully select 40 leaders and engage them to learn more, dream more and become more.

What are the 'right' leadership aspirations, career accomplishments, volunteer activities and contributions to the community to be selected as a member of the next Leadership Iowa class?

It doesn't take a certain background, industry or hometown to qualify. What our participants do share is the ability and desire to lead our communities and state to a visionary future.

#### CONNECTIONS.



We have much to be proud of in our great state. Perhaps that's why so many outstanding lowans answer the call to be leaders.

Each session is filled with eye-opening experiences and subject matter experts who speak on these important issues in Iowa and provide the class with insider information and advice on effecting positive change across the state.

Our participants make a tremendous commitment by participating in this program with days away from home, the office and their other responsabilites. The investment of their time is taken seriously.

#### CONTINUUM.

Leadership Iowa alumni tell us that their time as a member of the class is unlike anything else they have experienced. However, what's truly remarkable is what they accomplish after graduating, thanks to:

- a greatly expanded network of trusted professionals
- a better understanding of issues in both the public and private sector
- the inspiration for increased civic engagement and to seek elected positions

Ultimately, it's about the bond our graduates establish with their classmates. Lifelong friendships form that makes stronger leaders for Iowa.

#### ALUMNI NETWORK

#### Leadership for Iowa Award PRESENTED TO RICK TOLLAKSON (LI '92-93)



**Rick Tollakson** (LI '92-93)

Rick Tollakson has been dedicated to serving lowa for more than 35 years. After graduating from lowa State University, Rick immediately dove into the real estate industry. He joined Hubbell Realty Company in 1984 and was promoted to President and CEO in 2004.

Since taking on the leading role at Hubbell, Rick has been responsible for tremendous employment growth. Under his leadership, Hubbell Homes is now the largest homebuilder in the state, and Hubbell Apartment Living, established in 2007, now has 5,400 units.

In 2017, Rick was awarded the National Association of Regional Councils (NARC) John Bosley Leadership Award and the Planning Advocate Award from the lowa Chapter of the American Planning Association. In 2018, Rick received the American Planning Association's National Planning Excellence Award for a Planning Advocate, a prestigious national award. Also in 2018, Hubbell Realty Company was awarded the 2018 Better Business Bureau Torch Award for Ethics for Rick's and Hubbell's work within the community.

Rick is a driven leader who creates opportunities for growth through the needs he sees in Iowa communities every day. He and Hubbell contribute to a variety of charitable organizations each year, from the American Heart Association and Combat Hunger to the Des Moines Arts Festival and more. In many cases, his strong belief in building the community through volunteering overlaps with his professional work.

For Rick, the most meaningful examples of his work have been the "Hubbell Extreme Builds," where Rick chooses a deserving charity, company or family to help in a time of need. It began in 2006, when Hubbell built a home for a Tama county family following a fire. It continued with Hubbell and partners constructing 9 Homes in 9 Days, 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.

From businesses, homes, volunteer organizations, rivers, land and local events, Rick has played a role in countless projects that improve the lives of lowans and he's far from finished.

#### Leadership Iowa Alumni Society 2018-19

#### **CLASS OF 1983-84** Dick Davidson

**CLASS OF 1984-85** 

Rand Fisher

**CLASS OF 1985-86** Steven Noah

**CLASS OF 1987-88** David Vaudt

**CLASS OF 1988-89** Myron Linn

**CLASS OF 1990-91** 

Mark Clark Wes Ehrecke Alexa Heffernan Mike Ralston Rebecca Stadlman

CLASS OF 1992-93 Rick Tollakson

**CLASS OF 1995-96** David Huser

**CLASS OF 1997-98** Mary Foley Balvanz Mark Snell

**CLASS OF 1998-99** 

Bruce Hansen Billi Hunt Susan Judkins Tom McMahon CLASS OF 1999-00 **David Collins** 

CLASS OF 2000-01 Kathy Anderson

Mike Espeset Mary Lawler

CLASS OF 2001-02

Bruce Nuzum Robert Riley

CLASS OF 2002-03 Dan Culhane

Leisa Fox Todd McDonald Karen Novak Swalwell

CLASS OF 2003-04 Terry Schumaker Amanda Zwanziger

CLASS OF 2004-05

Tamara Kenworthy Mike Meissen Annette Renaud Steve Schmidt John Schreurs Scott Sylvester

CLASS OF 2005-06 Chad Alley

Drew Conrad

CLASS OF 2006-07 Jason Kirke

**CLASS OF 2017-08** Dennis Ford

CLASS OF 2008-09

Scott Carpenter Marybeth Foster John Gilliland Robert Peterson

CLASS OF 2009-10

Christy Jaworski Kathy Joblinske Jay Moline Adam Obrecht

CLASS OF 2010-11

Bob Andeweg Cheri Monahan Deb Nevens Joe Pietruszynski Meg Schneider Seth Watkins

**CLASS OF 2011-12** 

Barb Baker Heath Bullock Chad Christensen Stephen Frv Jill Greiner Shelly Herr Drew Larson David Moench Karen Rieck Todd Sommerfeld Alex Taylor Dan Topf

Martin Wesemann

Neal Westin

CLASS OF 2012-13

Katherine Barton Jason Gross Clarence Hudson Amy Mohr James Nalley Kay Snyder Tony Timm

CLASS OF 2013-14

Kim Butler Heaedus Ben Champ Tresa Hussong Deb Lucht Tony Niedert

CLASS OF 2014-15

Ashley Aust Susan Clark Gina David Ann Hudson Allen Mever Brandi Mueller Memorea Schrader

**CLASS OF 2015-16** 

Kelly Barrick Brian Crotty Jay Ferris Adam Koppes John Osako Melissa Reade **CLASS OF 2016-17** 

Jen Bleil Matt Converse Adam Kaduce Jenelle Krieling Wolber Ryan Marti Anshu Pasricha Chris Proskev Travis Sheets Leighton Smith

**CLASS OF 2017-18** 

Allan Boettger Ryan Boyington Sandra Byers Michelle Cassabaum Kavilash Chawla Becky Coady Matthew Cole Rich Dwyer Matt Fett Alyson Fleming Lisa Houser Tom Johnson Janelle Kracht Maureen Lockwood Jeff Magner Julie Mulford John Myers Jennifer Nelson Amy Price Scott Seeliger Travis Simpson **David Tominsky** Molly Varanghounh

Norma Wolfe

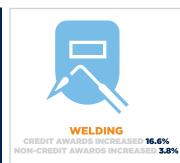
Tyler Wyngarden

# Elevate Iowa

### K-12 ADVANCED MANUFACTURING AWARENESS

CURRICULUM **DISTRIBUTED TO OVER** 70.000 **STUDENTS** 

**INCREASE IN COMMUNITY COLLEGE ENROLLMENT** & AWARDS FOR **MANUFACTURING/ SKILL TRADE PROGRAMS > > >** 

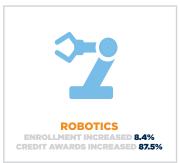




**OVER 520 PRESENTATIONS TO** STUDENTS, TEACHERS **& PARENTS** 

**OVER ELEVATE AMBASSADORS ACROSS THE STATE** 





#### **OVERVIEW**

Elevate is an integrated marketing campaign to improve the perception of advanced manufacturing careers across lowa.

Elevate's presence includes:

- ▶ 15 SCHOLARSHIP AWARDS
- ► STUDENT TOURS & PARENT'S NIGHT
- ► SHARED BOOTHS AT STUDENT-FOCUSED EVENTS
- ► MFG DAY COORDINATION
- ▶ 4 ELEVATE AMBASSADOR TRAININGS
- ► WEEKLY REFERRALS TO INTERMEDIARIES
- ► www.Elevatelowa.com RETARGETING
- ► EXTENSIVE STATEWIDE DIGITAL CAMPAIGNS
- ► UPGRADED SOCIAL MEDIA

In the coming year, we expect to add:

- ► VIRTUAL AMBASSADOR COORDINATION
- ▶ VIDEO PROJECT
- ► UPGRADED SOCIAL MEDIA

#### **OUTCOMES**

Increased web content performance year over year with more impressions, engagement and search results

Website Analytics: 22,696 page views from Sept. 2018 - Sept. 2019.

Web Promotion: Targeting age groups 15-18 (students) and 35-50 (parents), our digital ads generated 1,976,949 impressions with an above average click through rate and our video pre-roll generated 1,087,152 with above average view rate.

Social Media: Page insights continue to climb through daily posts - the most since our inception. Monthly, Elevate is reaching over 2,000 people and post engagements have more than doubled.

SAVE THE DATE Legends in Manufacturing Dinner & Advanced Manufacturing Conference Register to attend Sept. 29, 2020 in Altoona at www.iowaabi.org/events

## YP Iowa

### YOUNG PROFESSIONAL NETWORKS



**YP DAY** ON THE HILL

**YP IOWA CONFERENCE** 



### voung professional

organizations and individuals to advance a statewide network



### **EDUCATE**

on the importance of their involvement in the growth of their communities





#### **RETAIN**

YPs by highlighting the quality of life and opportunities available across Iowa



### **ENGAGE**

with opportunities throughout Iowa



#### young leaders showcase potential and possibilities within

our state

#### **OVERVIEW**

YP lowa fosters collaboration between local young professional organizations to bring the thoughts, ideas, activities and resources that helps develop emerging leaders.

Intelligent, active and eager young lowans are stepping forward to carry the message: Iowa is our home, and we have something to say about the future of our state.

State leadership in both the political and business realms have outreached arms and are speaking in unison: Attract and retain young leaders in Iowa. Engage them now.

Our charge is great, yet our desire is greater. YPs are ready and willing for the challenge, but we still need your help.

#### BENEFITS

Why become a member organization?

- ► CONNECTION TO A STATEWIDE NETWORK
- ▶ VOICE ON YP ISSUES
- ► ENHANCED VISABILITY FOR YOUR YP SUCCESSES

Additional benefits include:

- ► TOOLS, BEST PRACTICES & GOVERNANCE DOCUMENTS
- ► ACCESS TO DATABASE OF MEMBERS
- ► QUARTERLY "PRESIDENT'S COUNCIL" CALL
- ► BI-ANNUAL MEETING WITH YPIOWA REP
- ► DISCOUNTS ON EVENTS
- ► DIGITAL PROMOTION

#### SHOW YOUR SUPPORT Young Professionals of Iowa Conference

If interested in your community hosting the event in the fall of 2020 or 2021, contact info@ypiowa.com

#### **PARTNERS**

ABI and the ABI Foundation CIRAS of Iowa State University Department of Education

Future Ready Iowa Iowa Community Colleges (IAACT) Iowa's Manufacturers

Iowa Workforce Development STEM Council The Scouts

Joe Benesh CHAIR The Ingenuity Company Emilee Richardson VICE CHAIR Science Center of Iowa **Kayla Bruns** Grimes Chamber of Commerce & Economic Development

Ryan Bruner Dwolla **Kyle Oppnhuizen** The Greater Des Moines Partnership

**Josh Fiala** World Wide Expense Reduction Advisors **Brandon Pollard** IMPACT Community Action Parntership Alex Watters Morningside College

#### ABI Foundation Financial Report

The ABI Foundation programs would not be possible without the countless hours and resources donated each year. We are proud to have again provided financial aid (program scholarships) to 100% of participants who requested assistance to attend our programs this year, guaranteeing that personal and professional development is never out of reach.

The ABI Foundation Endowment fund grew by more than \$87,000, helping to ensure these programs continue on into perpetuity. We look forward to strengthening and expanding upon our partnerships across the state in the coming year as we continue providing high-impact programming accessible to all lowans seeking to engage and improve our state.



■ Sponsorships/Grants ——	\$205,854
■ Participant Fees ————	<b>\$122,836</b>
■ Gifts & Donations ———	<b></b> \$30,370
Membership Dues ————	<del></del>
■ Special Events ————	<u> </u>



■ Programs —	<b></b> \$336,766
■ Communication/Marketing —	<del></del> \$54,327
■ Fundraising —	\$40,752
Critical Infrastructure —	<b></b> \$7.141



■ Business Horizons —	- \$13.325
■ Leadership Iowa University ——	- \$7,000
Leadership Iowa —	- \$9,950

#### The ABI in ABI Foundation A MESSAGE FROM MIKE RALSTON



**Mike Ralston** ABI President

The Iowa Association of Business and Industry (ABI) began over a century ago with the vision to advance Iowa businesses, and through the economic uplift of those businesses, advance the state itself. In addition to advocate, collaborate and educate, it was the creation of the ABI Foundation nearly 40 years ago that fulfills the last of our mission: to motivate.

Over 7,000 business and civic leaders from across the state have completed ABI Foundation programs, and it is all lowans—not just ABI members—who benefit. Young people can envision a successful future in our state. Women and men have been inspired to run for office and take on active leadership roles to help affect positive change. Communities and organizations have found resources to help them grow.

ABI is proud of the ABI Foundation for the numerous ways it makes a difference in the lives of lowans. It is thanks to your support, and the support of countless others, that the ABI Foundation continues to serve our state. We appreciate your essential role in making this possible.

#### Impact on Business A MESSAGE FROM KIM BUTLER HEGEDUS



**Kim Butler Hegedus**ABI Foundation
Incoming Chair

Unique to lowa is the united, inclusive and altruistic vision of our state's leaders for all to rise together - rural, suburban and urban, in all expertise, organizations and industries. It is the commitment each company and community has to take these challenges as inspiration to innovate that makes connecting inter-generational leadership and other catalysts for growth more

When it comes to cultivating and retaining workforce, these exceptional programs execute exactly what our emerging and established leaders need to succeed. Every experience relates to what participants can now bring forward to their organization and others they serve.

The meaningful work of the ABI Foundation adds tremendous value to lowa business and industry. Thank you for your support in recognizing individuals within our state to foster continued success for all.

#### **ABI Foundation Donors**

#### \$14,000-24,999

Grinnell Mutual and the Grinnell Mutual Foundation Collins Areospace

#### \$10,000-13,999

DMACC

Farm Bureau Financial Services lowa Soybean Association Pella Corporation Tom & Clarisa McMahon

#### \$5,000-9,999

Alliant Energy Foundation
Atlantic Coca-Cola Bottling Company
CIPCO
EFCO Corporation
Interstates
John Deere
Musco Lighting
Renew Rural Iowa
University of Iowa
Tippie School Of Business
Vermeer Corporation and the
Vermeer Foundation
Walt Smith
Wellmark Foundation

#### \$2,500-4,999

Wells Fargo Foundation

3M Foundation
Accu-Mold
Agri-Industrial Plastics
Bank Iowa
Community State Bank
Davis Brown
EMC Insurance
Hy-Vee
Iowa Army National Guard
Iowa Newspaper Foundation
Nationwide Insurance
Principal Financial Group
United Equipment Accessories, Inc.

#### \$1,000-2,499

Casey's General Store
City of Cedar Rapids
Conlon Corporation
lowa Corn Growers Association
lowa Farm Bureau Federation
lowa Gaming Association

Jason Gross Lisle Foundation Mechdyne Corp. Veridian Voorhees Family Foundation

### \$500-999

Appanoose Economic Development
Corporation
BerganKDV
Carroll Area Development Corporation
Cedar Rapids Bank & Trust
Clow Valve Corporation
Emerge Marketing Solutions

First National Bank Greater Des Moines Partnership Gilliland Group at Morgan Stanley Hawkeye Community College Hy-Capacity

Informatics, Inc.
Johnson & Greiner Financial
Consulting Group

Kreg Tool Leadership Iowa, Class of 2015-16 Class of 2018-19 Mary Lawyer

Kay Snyder

Mike Ralston Northwest Bank Nyemaster Goode, P.C. Roosevelt Foundation Simpson College

State Farm Insurance Terracon Consultants, Inc. The Overture Group

TrueNorth

Wright Service Corp.

#### \$1-499

Al Hageman, Salon U
Alex Taylor
Ann Block
ATW Training Solutions
Badding Construction
Barb Baker
Batôn Global
Becky Coady
Bob Wersen
Catch Des Moines
Chad Alley

Chris Proskey

Clarinda Community School Commercial Savings Bank Computer Concepts Corridor Business Journal CR-B Education Foundation

CUNA Mutual D. Allan Boettger

Dan Topf

Deere & Co, Benevity Comm. Impact Fund DEKKO Foundation

Easton Kuboushek

Hancock County Economic Development

Heath Bullock

Hiram Houghton, LaunchIT Indian Creek Nature Center Interpower Corporation Interstate Power & Light, Co.

Iowa Cattleman's Association

Jackson Manufacturing
Jeff Dentlinger

Jill Greiner

Jessi (Steward) McQuerrey

Joe Sorenson John Schreurs Joseph Jones

Juergens Chiropractic & Acupuncture

with Sampson Farms Kerrie Liedtke Kelly Mitchell Kim Butler Hegedus Kirk McCollough

Laurel Nnabuo-Owowoh Leighton Smith Marilyn Mueller

Marilyn Mueller
Midland Credit Union
Nancy Weaton
Opportunity2
Palmer Group
Preston Times
RMA Armament
Sally Worley
Serve Credit Union
The Ingenuity Company

Thombert
Todd Sommerfeld

Todd Sommerfeld Tresa Hussong Wade Den Hartog Windstar Lines, Inc.

### IT IS THE COMMITMENT OF EACH IOWA COMPANY & COMMUNITY TO TAKE THEIR CHALLENGES AS INSPIRATION TO INNOVATE

#### **FOUNDATION BOARD**

Bill Brown CHAIR BrownWinick Law Firm
Kim Butler Hegedus VICE CHAIR Community State Bank
Mike Ralston SECRETARY/TREASURER ABI
Ami Burns BH CHAIR Vermeer Corporation

Barb Baker LI CHAIR Grinnell Mutual

Jason Gross LI VICE CHAIR EMC Insurance

**Linda Crookham-Hansen** Musco Sports Lighting, LLC

Wes Ehrecke Iowa Gaming Association
Rand Fisher Iowa Area Development Group
Wayne Pantini Union County Development Association

Tom McMahon Retired

**Shari Naughton** Cetera Financial Group **Ann Thelen** Thelen Public Relations

#### NOMINATE

#### Spread the word.

Complete online nominations for students or adults to take part in any of our programs.

#### **VOLUNTEER**

#### Share your perspective.

**BE INVOLVED** 

Meet our participants and see the impact first-hand by joining the hundreds of volunteers it takes to make these programs a success.

#### DONATE

#### Sponsor success.

Build your legacy by supporting lowans. Show your company's support across the state through a tax-deductible contribution to the ABI Foundation or the programs.

### www.lowaABIFoundation.org

 $\mathbf{f} \cdot \mathbf{y} \cdot \mathbf{0} \cdot \mathbf{in}$ 









