



Iowa Business Council

**21st Annual Partnership Program
January 29, 2007**

**Presentation by Max A. Phillips
Chair**

Iowa Business Council

What is the Iowa Business Council?

- The top executives of 21 of the largest businesses in Iowa and the presidents of the three Regents universities
- Members employ more than 180,000 Iowans statewide
- More than \$25 billion in capital investments throughout the state
- Non-profit
- Non-partisan
- No political action committee

IBC Mission

***To engage the personal commitment
of the Council members
in active leadership roles
on major initiatives that offer
opportunity to enhance Iowa's
overall economic vitality.***



Iowa Business Council Members



"Providing *Customer Focused* Supply Chain Solutions"



HNI Corporation



IOWA STATE UNIVERSITY



JOHN DEERE

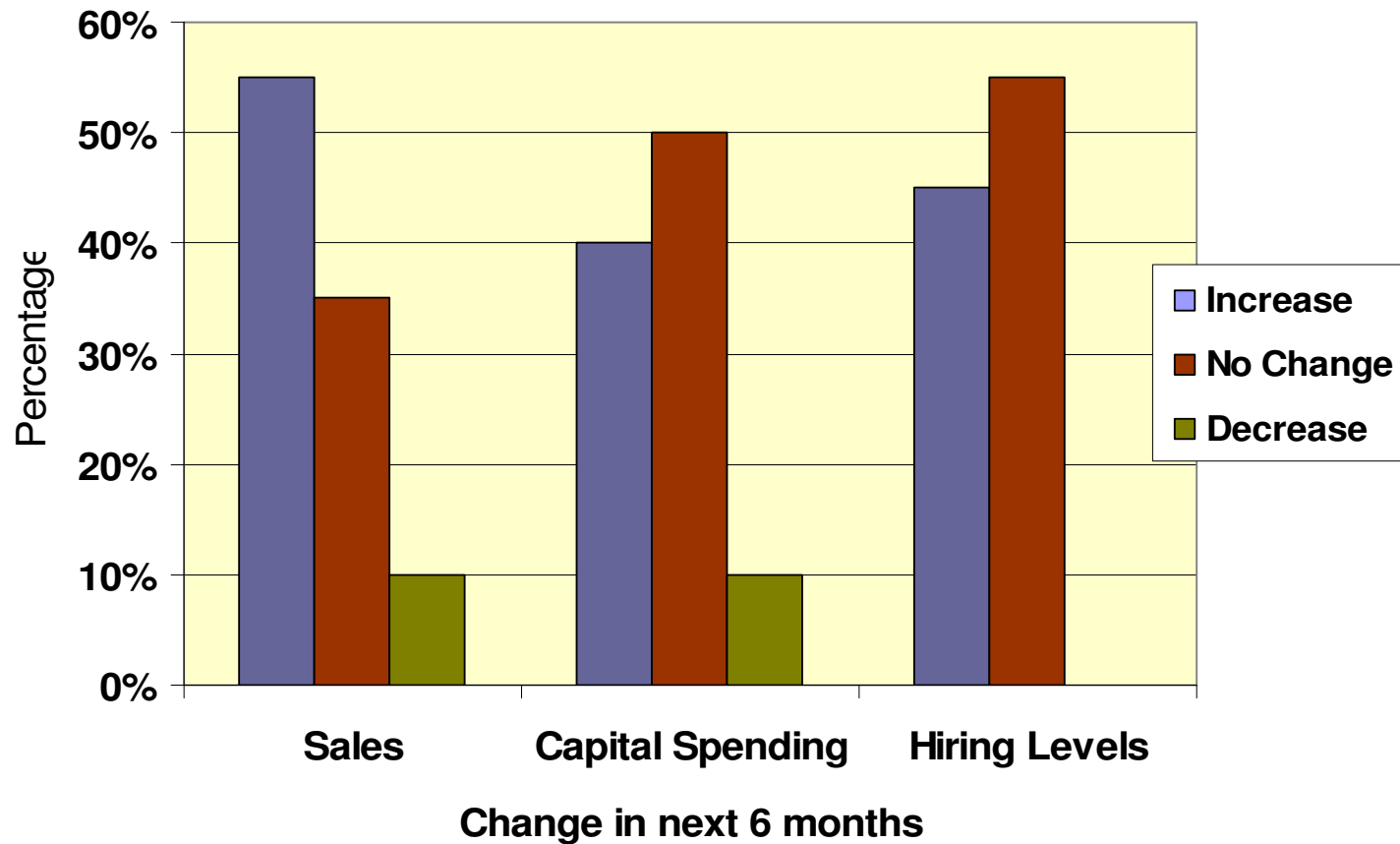


An Independent Licensee of the Blue Cross and Blue Shield Association



Iowa Business Council

2006 Fourth Quarter IBC Economic Outlook Survey



Iowa Coalition for Innovation and Growth



2007 Iowa Competitiveness Bluebook



Active IBC Issue Areas

- **Lean Enterprise**
 - *Healthcare & State Government*
- **Entrepreneurial Formation**
- **Advanced Manufacturing**
 - *Research, Commercialization & Biomass*
- **Education**
 - *STEM & Early Childhood Education*
- **Diversity**
- **Healthcare**
 - *Employee Wellness & Healthcare Costs*



Lean Enterprise

- **Leads to a better trained & utilized workforce**
- **Repositions human resources**
- **Streamlines job descriptions**
- **Reduces costs**
- **Increases product quality**

Lean Healthcare Team Membership

Vince Newendorp, Chair

Ann Madden Rice

Sabi Singh

Dale Andringa

Kirk Norris

Andrew Kusiak

Dave Roederer

Dean Bliss

John Gelbling

Marshall Beard

Mike Steenhoek

Myron Linn

Paul Pietzsch

Tom Hammer

Tom Hobson

Elliott Smith

Vermeer Mfg. Co.

University of Iowa Hospitals & Clinics

University of Iowa Hospitals & Clinics

Wellmark – Blue Cross Blue Shield

Iowa Hospital Association

University of Iowa

Iowa Chamber Alliance

St. Lukes – Cedar Rapids

Alliant Energy

Rockwell Collins

Senator Grassley's Office

Pella Corporation

Health Policy Corporation of Iowa

HNI Corporation

Rockwell Collins

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Lean Healthcare Team Objectives

- **Introduce the concept of Lean Enterprise to the healthcare industry across Iowa**
- **Increase the use of Lean as a methodology to improve administrative operations and the quality of patient care**





2006 Iowa Healthcare Collaborative Accomplishments

- **Sponsored a 'Lean in Healthcare' Conference**
- **Held quarterly regional meetings in Iowa to reach rural hospitals**
- **Contacted all hospitals in communities with more than one institution**
- **Provided opportunities for networking within the Lean Healthcare community**
- **Touched all 116 hospitals in Iowa with some level of Lean training or awareness**
- **Conducted a meeting with the IBC Lean Healthcare Team to share progress**

Business Development Processes & State Government Lean

Core Team Members:

Karin Peterson

Pella Corporation

Mike Ralston

ABI

Mark Huddleston

HON Industries

Sherry Timmins

IDED Regulatory Assistance Team

Mike Tramontina

Director Department of Management

Jim Chrisinger

Department of Management

Tom Hobson

Rockwell Collins

Teresa Hay McMahon

DNR

Rhonda Showman

Pella Corporation

John Helbling

Alliant Energy

Elliott Smith

Iowa Business Council

David Roederer

Iowa Coalition for Innovation & Growth

2006 Team Focus

- Secured funding to establish an Office of Lean Advocacy within the Dept. of Management
- Identified training resources and provided support for those new to Lean in government
- Sponsored a Lean kick-off function for agency leadership
- Continued mentoring and support roles
- Provided ongoing support as the Executive Branch administration changed at the end of 2006, and will continue to do so into 2007



26 Lean events completed!



Together we are continuing to drive efficiency throughout State Government!

Entrepreneurial Formation Team

Kurt Heiar, Chair

John Sorensen, IBC Champion

Elliott Smith, IBC Liaison

Dave Roederer, ICA Liaison

David Hensley

Steve Schneckloth

Curt Nelson

Mike Upah

Randy Pilkington

Steve Ringlee

Jan Owens Bruene

Mark Yontz

Kent Zimmerman

Lisa Spellman

Jon Ryan

Gregg Barcus

Lynn Jahn

Dee Vandeventer

Jamie Zanios

Chad Stamper

Tim Putnam

Bill Adamowski

Cali Beals



2006 Accomplishments

- **Developed and implemented an interactive statewide Web business service**
- **Recruited a team of Internet experts**
- **Identified key needs of entrepreneurial users**
- **Conducted multiple radio and print public relations efforts**
- **34,000 website hits in 2006**



2007 Team Objectives

- **Marketing and public relations initiative for the Web services**
- **Increase usage of Web site**
- **Deliver efficient, critical, real-time business advice to all 99 Iowa counties**
- **Constitute an important component of the entrepreneurial ecosystem**
- **For more information, please go to www.iowaentrepreneur.com**



AMRCC

Advanced Manufacturing Research & Collaboration Cluster

Working Groups

- **Joint Product Development**
- **Workshops & Seminars**
- **Biomass**





Joint Product Development

IBC Champions – Rockwell Collins, Pella Corporation

Share best practices in advanced research and product development, in areas such as:

- **Finite element analysis**
- **Nanotechnology**
- **Thermal modeling**
- **Accelerated testing**

Workshops & Seminars

IBC Champions – Deere & Company, U of I, ISU, UNI

- **On-line database to warehouse advanced mfg & bio-product research and commercialization activity**
- **Support industry events that help transfer knowledge**

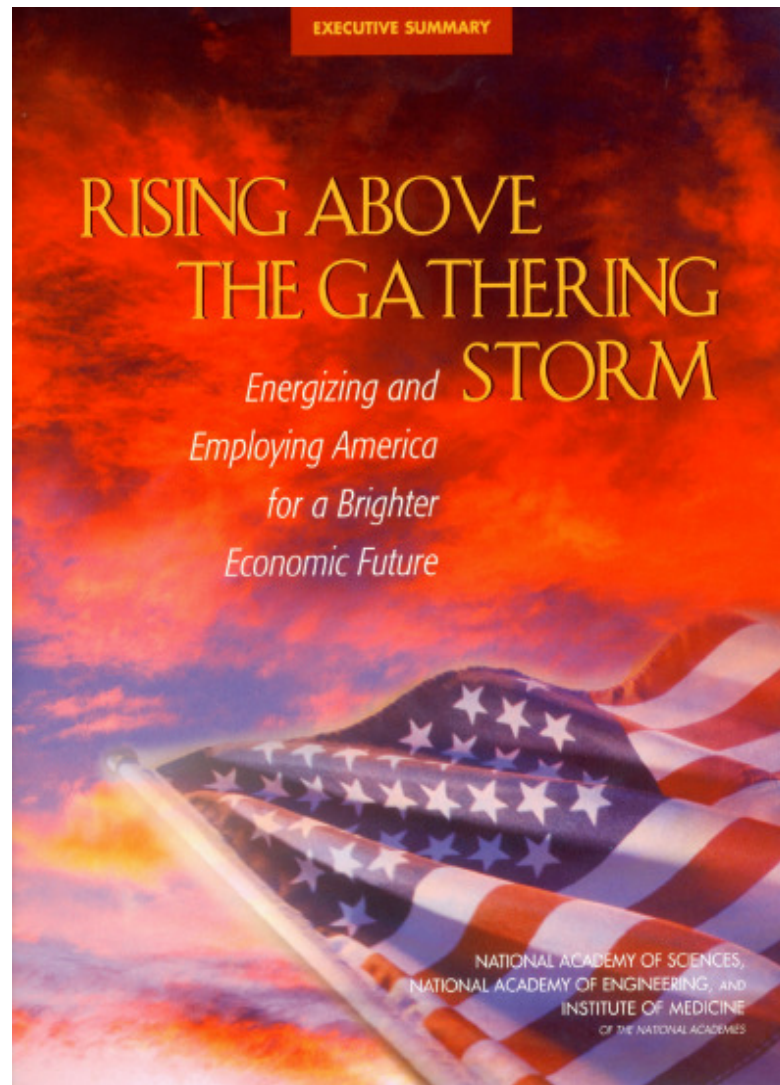
Biomass

IBC Champion – Vermeer Manufacturing

Establish Iowa as the:

- **Recognized leader in bio-related research, engineering, and product development**
- **Preferred location for bio-related business**
- **Epicenter for renewable resources that are viable substitutes for petroleum-based commercial products**

Rising Above the Gathering Storm



Core STEM Team Members

Tom Hobson

Cindy Dietz

Susan McDermott

Karen Merrick

Diane Ramsey

Myron Lynn

Meredith Hay

Barry Butler

Lisa Lorenza

Joel Haack

Ed Rathmell

Ann Cannon

Steve Ovel

Sherry Brown

Roger Wendt

David Roederer

Elliott Smith

Rockwell Collins

Rockwell Collins

Iowa Association of School Boards

IDED

Alliant Energy

Pella Corp.

University of Iowa

University of Iowa

Iowa State University

Univ of Northern Iowa

Univ of Northern Iowa

Cornell College

Kirkwood Community College

Iowa PTA

Iowa Legislature

Iowa Coalition for Innovation & Growth

Iowa Business Council

STEM Team Goal

- **Engage Iowans to shift the culture and mindset around Science, Technology, Engineering, & Mathematics so that Iowa is recognized as the premier state in valuing and delivering STEM education**



STEM Team Actions

- **Elevate awareness and recognition of the need for quality STEM education for all learners in Iowa**
- **Increase learners' proficiency in STEM subject matters and their interest in related career opportunities**
- **Cultivate quantity and quality of STEM teachers and teaching in Iowa**



Early Childhood Education

- **Key economic development issue**
- **Impacts short-term workforce needs**
 - *Young worker recruitment tool*
- **Impacts long-term workforce needs**
 - *16:1 ROI for every pre-K dollar invested*
 - *Reduction in special education costs*
 - *Fewer government assistance pay-outs*
 - *Hard working taxpayer vs. corrections system candidate*



Early Childhood Education

- **Research confirms the need for high-quality child care**
 - 85% of brain development occurs before age 6
 - When children begin school already behind they tend to continue falling further behind
- **Iowa historically spends 1/10th as much on a child's education ages 0-6 as is spent on children ages 7-18**

Early Childhood Education

- **Effect of quality early childhood education on employees**
 - Greater productivity in the workplace
 - Lower rate of absenteeism
 - Lower job turnover rate
 - Better overall citizen



ECE Funding

- **2005 Legislature**

- *For FY2006 \$21.1 million*

- **2006 Legislature**

- *For FY2007 \$1 million*
- *For FY2008 possible \$5 million*
- *For FY2009 possible \$5 million*

- **2007 Legislature – build on previous initiatives to create a world-class ECE system in Iowa**



Teacher Education Loan Forgiveness

Proposed collaboration with

Iowa Student Loan Liquidity Corp.

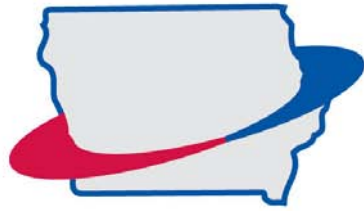
- **New Iowa college/university grads with education degrees and certification in STEM or ECE**
 - Teach for specified time in district/school where need is identified while loan is gradually forgiven

Diversity & Workforce Attraction



The Future?





SAFEGUARD IOWA PARTNERSHIP

Founding Partners

- Alliant Energy
- Deere & Company
- Hy-Vee
- Iowa Health System
- Iowa State University
- MidAmerican Energy
- Pella Corporation
- Pioneer Hi-Bred Intl.
- Principal Financial Group
- Rockwell Collins
- Ruan Transportation
- University of Iowa
- Univ. of Iowa Hospitals & Clinics
- University of Northern Iowa
- Vermeer Manufacturing
- Wellmark BC/BS
- Iowa Dept. of Public Health
- Iowa Dept. of Public Safety
- IA Homeland Security & Emrgy Mgmt
- U.S. Dept. of Homeland Security

The **Iowa Business Council** Welcomes
General Charles G. Boyd (USAF, ret.)

President & CEO

Business Executives for National Security





The **Iowa** Business **Council** Welcomes

**The Honorable
Chester J. Culver
Governor of Iowa**



Healthcare Issues

Iowans have access to one of the finest healthcare delivery systems in the US; however, the state does face healthcare challenges...

- **Employer sponsored healthcare**
 - Increased costs & global competition threaten competitiveness
- **Stability and effectiveness in healthcare industry infrastructure**



Healthcare Issues (cont'd)

- **Encouraging active involvement in individual health**
 - Wellness and health programs
 - Education on personal health
 - Management of individual and family care
 - Disease and chronic care management
- **Reform of insurance laws and regulations**
 - Small group access to lower cost health benefits
 - Current inability to provide desired level of service

Moving Forward

- **Important for no single constituency to bear the expense of providing care**
- **Multiple factors determine how the healthcare delivery system is effected**



Moving Forward (Cont'd)

- **The Council supports collaborative work to reduce the cost of healthcare for all Iowa residents:**
 - Medicare equity
 - Malpractice insurance reform
 - Increased reporting of outcomes



Thank you

- **The Iowa Business Council would like to thank the following individuals for their participation in tonight's program:**
 - Governor Chet Culver
 - General Charles G. Boyd



Thank You

Please join us for:

- **Business Leader Social Hour
(State Ballroom – across the hall)**
- **The 2008 Iowa Business Council
Annual Partnership Meeting
(January 28, 2008)**

