



Iowa Business Council

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# News Release

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## ***Wells of Wells' Dairy Joins the Iowa Business Council***

**DES MOINES, IOWA (July 21, 2010)** – Michael C. Wells, president and CEO of Wells' Dairy, Inc., has joined the Iowa Business Council (IBC). Membership in the Council is by invitation and includes 24 members, consisting of the top executives of 20 of Iowa's largest employers, the three Regent universities, and Iowa's largest banking association.

Tom Aller, Iowa Business Council chair and president of Alliant Energy-Interstate Power in Cedar Rapids, said, "It is gratifying to see Wells' Dairy represented on the IBC again after a brief absence. This vibrant company is a recognized leader in its industry and a strong corporate citizen of the state. Mike brings a wealth of business experience and leadership skills to the Council's policy development efforts, which most certainly will benefit the work we do on behalf of all Iowans."

Mike Wells began his career with Wells' Dairy as a route driver in 1977 while working his way through college. He joined the Blue Bunny sales force after graduating from Morningside College in Sioux City in 1981 with a degree in Business Administration. Mike held numerous positions early in his management career, rising through the ranks of the family business to eventually become Executive Vice President of Sales, Marketing, and Transportation. He was elected Co-President of Demand, Supply, and Logistics in 2006, and then became Chief Operating Officer the following year. Mike assumed his current position as President and CEO of Wells' on November 13, 2007. In this role he has instituted a strategic transformation of the company that accelerated top-line growth and improved profitability. Mike is the past President and a current board member of the Iowa Dairy Foods Association. He also serves on the board of the International Dairy Foods Association. Mike is a member of the Retail Owned Food Dealers Association, the Iowa Grocers Association, and the International Association of Ice Cream Vendors.

Wells' Dairy, Inc., was founded in Le Mars, Iowa, in 1913. The BLUE BUNNY® label carries a variety of frozen dairy products including ice cream, frozen yogurt, sherbet, and frozen novelties. BLUE BUNNY® products are available in supermarkets, food service establishments, convenience stores, vending outlets, and military commissaries in the United States and throughout the world. Le Mars was officially designated the Ice Cream Capital of the World® by the Iowa State Legislature in 1994. More ice cream is produced in Le Mars by Wells' Dairy, Inc., than in any other city in the world. More information about Wells' Dairy is available online at [www.wellsdairy.com](http://www.wellsdairy.com).

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### **ABOUT THE IOWA BUSINESS COUNCIL**

The Iowa Business Council is a non-partisan, self-funded organization. Founded in 1985, the Council's purpose is to focus the personal commitment of its members in active leadership roles on initiatives that offer opportunity to enhance Iowa's economic vitality and improve the lives of Iowans. Council members identify key economic issues, evaluate options, and assist in implementing solutions through collaborative public/private partnerships. **Collectively**, IBC companies and institutions employ nearly a quarter million Iowans and have committed billions of dollars of capital investment in the state. Annually, they account for several hundred million dollars in financial contributions and volunteer hours donated to numerous charitable causes, and lead in technology innovation by investing their own resources and procuring millions in grants for research and development. More information is available on the Web by visiting [www.iowabusinesscouncil.org](http://www.iowabusinesscouncil.org).

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