

## Iowa Business Council to launch “Vision to Vitality” community forums July 17 in Boone

*Quarterly forums will feature a panel with IBC member CEOs and a discussion on how local communities approach business and growth challenges*

(DES MOINES) – The Iowa Business Council (IBC) announced a new series of community forums titled “Vision to Vitality.” The Vision to Vitality forums, which will be held quarterly across the state, will feature the IBC’s executive director Georgia Van Gundy and select IBC member CEOs. The Vision to Vitality forum series will launch July 17, 2018, in Boone, Iowa. The event will take place at DMACC Boone Campus Theatre from 4:00 – 5:30 p.m.

The forums will include a candid discussion with CEOs from some of Iowa’s largest employers about the state of Iowa’s economy, provide insight into the regional, state and local business climates, and examine how their local communities and industries are approaching today’s business challenges. The event will also offer an opportunity for the IBC to hear from attendees about what policies could help communities grow and thrive. The events will be free to attend and open to both the public and the media.

“The mission of the IBC is to develop policies and initiatives that serve as a catalyst for economic growth in Iowa. Our member CEOs’ expertise, along with our unique research and data, is what positions our organization to elevate Iowa’s long-term economic vitality,” said Ruan Transportation Management Systems CEO Benjamin J. McLean, who serves as the Iowa Business Council chairman. “For Iowa to continue its economic growth, Iowa Business Council members understand that we need to foster local collaboration and share best-practices within local communities. Our new ‘Vision to Vitality’ forums will be community conversations that allow all of us to work together and discuss how to transform a vision of growth into reality.”

The first Vision to Vitality forum will be hosted by Fareway Stores in Boone, where the company is headquartered. Fareway Stores CEO Reynolds Cramer will be the event’s featured chief executive. The forum will include a panel discussion on current workforce development efforts, like Boone EDGE, and discuss challenges to growth that the Boone area must address as a community. The panel will be followed by an open discussion period where the IBC will gather feedback from the attending community members regarding their workforce challenges and their best practices.

“The Iowa Business Council and our members have made it a priority to advocate for policies that will achieve continued growth for all business, regardless of their size,” said IBC executive director Georgia Van Gundy. “The Iowa Business Council understands that listening to challenges faced by local leaders will be critical to achieve our organization’s goal of developing solutions that encourage economic prosperity in all corners of Iowa.”

The following Vision to Vitality forums have been scheduled, with details for the September and October forums to be announced at a later date.

**July 17, 2018:** Boone Vision to Vitality forum hosted by Fareway Stores, Inc.

**September 11, 2018:** Muscatine Vision to Vitality forum hosted by HNI Corporation and Kent Corporation

**October 9, 2018:** Le Mars Vision to Vitality forum hosted by Wells Enterprises, Inc.

For more information on the IBC and to access its research and data, please visit [www.IowaBusinessCouncil.org](http://www.IowaBusinessCouncil.org).

## **About the Iowa Business Council**

The Iowa Business Council (IBC) is a nonpartisan, nonprofit organization whose members are the chief decision makers of major Iowa employers. One in six jobs in Iowa are tied to an IBC company. IBC member companies have invested billions of dollars of capital in Iowa's commercial infrastructure; lead the way in technology innovation, R&D, and grants procured; and are often the driving financial and volunteer forces behind philanthropic efforts all over the state.

IBC member companies include: Ruan Transportation Management Systems; Vermeer Corporation; Iowa Bankers Association; Alliant Energy; Casey's General Stores, Inc.; Corteva Agriscience; Deere & Company; Fareway; FBL Financial Group, Inc.; HNI Corporation; Hy-Vee, Inc., Kent Corporation; Mercy Health Network; Meredith Corporation; Pella Corporation; Principal; Rockwell Collins; The Weitz Company; The University of Iowa Health Care; UnityPoint Health; Wellmark Blue Cross Blue Shield of Iowa; and Wells Enterprises, Inc.