



News Release

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Iowa Business Council Announces 2008 Officers

Des Moines, IOWA (February 7, 2008) – The Iowa Business Council has elected its leadership for 2008. Max A. Phillips, president of Qwest - Iowa, will continue to serve as the Council's chair. Melvin R. Haught, president and CEO of Pella Corporation, was elected vice chair. John K. Sorensen, president of the Iowa Bankers Association, will remain in his position as treasurer. Council members elected the leadership for this year at its 22nd Annual Business Meeting held January 28 in Des Moines.

"Mel, John, and I will continue to focus on the issues the Iowa Business Council believes are fundamental to competing in today's global marketplace," Phillips said. "We are eager to move forward with many important initiatives the Council has developed as priorities."

Iowa Business Council members include the top executives of 18 of Iowa's largest employers, the three Regent university presidents, and Iowa's largest banking association. The purpose of the Council is to focus the personal commitment of its members in active leadership roles on major initiatives that promise to enhance the economic vitality of Iowa.

Key initiatives for the Council in 2008 include:

Workforce Attraction & Development

- Identifying specific skill level needs for workforce attraction and development;
- Coordinating secondary and post-secondary curricula and career counseling with the skill level needs identified;
- Developing meaningful, career-oriented intern, apprentice, and mentor opportunities; and,
- Providing one-stop Web access of detailed job openings for new graduates and those seeking employment who live out-of-state.

Education Excellence & Reform

- Instituting a coordinated, standardized, forward-looking pre-K thru 12 curriculum that ensures equalized delivery and resources;
- Requiring accountability and performance measures along with higher teacher compensation and professional development;
- Encouraging greater administrative efficiencies on a regional and statewide basis; and,
- Producing graduates who have mastered key skills related to reading, writing, problem solving, and math and science.



Health & Wellness

- Encouraging private insurers to compete for customers at all levels, driving efficiency, transparency, and performance results;
- Reducing chronic illness by changing human behavior with incentives provided for good health practices and disincentives for poor ones;
- Enrolling the thousands in Iowa who are uninsured yet eligible for existing government programs such as Medicaid and the State Children's Health Insurance Program; and,
- Increasing participation in innovative employee wellness programs that encourage broad-based participation, like Lighten-Up Iowa and the Wellness Council of Iowa.

Disaster Response

- Through the statewide initiative that is the Safeguard Iowa Partnership, integrating public and private sector resources and expertise to focus on disaster preparedness and management, communications alert and response, and emergency recovery.

Process Efficiency

- Utilizing Lean and Continuous Improvement methods to analyze how human and financial resources are applied to public and private sector administrative systems, regulatory structures, and production methods, eliminating steps or unnecessary "touches" that impact the competitiveness of Iowa business and its workforce.

"Iowa's business community must lead efforts in these critical areas," Phillips said. "The future will belong to those with vision, those who are innovative, and those who are most motivated to action. We must remain bold and aggressive in building a world class education system, pursuing business opportunities where we have comparative advantage, and attracting a diverse workforce that is enthusiastic about health and wellness. If Iowa is to compete and thrive in a global economy, we must energize our collaborative activities and serve as catalysts for growth."

Phillips has served as president of Qwest - Iowa operations since 2000. His 30-year career with the company includes experience in sales, marketing, regulatory affairs, and public policy. In 2005, Phillips was appointed by former Gov. Tom Vilsack to be a member of the state Board of Education. Phillips is also a member of the Wells Fargo Community Board and has worked on numerous economic development and education reform initiatives at the state level. Phillips serves on the boards of the Greater Des Moines Partnership and the Technology Association of Iowa, is co-chair of the Institute for Tomorrow's Workforce, and is a former president of the Woodward-Granger School System Board of Directors.

Haught was named president and CEO of Pella Corporation in 2002. During his 17 years with Pella, he has served as vice president of manufacturing, senior vice president of operations, executive vice president, chief operating officer and board member. He is a graduate of the Advanced Management Program at the Harvard Business School. Haught currently serves on the board of Hollister Incorporated, the Pella Regional Health Center Board, and the Policy Advisory Board of the Harvard Joint Center for Housing Studies. He is a member of the Blank Children's Hospital Wishes Endowment Cabinet and the Henry B. Tippie College of Business Board of Visitors at the University of Iowa.

Sorensen was named president and CEO of Iowa Bankers Association in 1997 after having joined the organization in 1986. He has held many leadership positions with the American



Bankers Association, is the chairman of the Graduate School of Banking in Madison, Wis., serves on the boards of various state economic development programs, and is actively engaged in numerous community activities. The Iowa Bankers Association is the largest state banking association in the country, providing services to more than 400 financial institutions and their customers.

ABOUT THE IOWA BUSINESS COUNCIL

The Iowa Business Council is a non-profit, non-partisan, self-funded organization whose 22 members are the top executives of 18 of the largest businesses in the state, the three Regent university presidents, and Iowa's largest banking association. Founded in 1985, the purpose of the Council is to focus the personal commitment of its members in active leadership roles on major initiatives that offer opportunity to enhance Iowa's economic vitality and improve the lives of Iowans. Council members identify major economic issues, evaluate options, and assist in implementing solutions through collaborative public/private partnerships.

Collectively, IBC companies and institutions employ more than 203,000 Iowans and, in just the last ten years, have invested over \$13 billion of capital in the state. Annually, the Business Council represents more than \$250 million in financial contributions and volunteer hours given to numerous charitable causes around Iowa. Council member companies and institutions are leaders in technology innovation with over \$2.1 billion in spending and procured grants for research and development. For more information, please visit the IBC Web site at www.iowabusinesscouncil.org.

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