



# NETWORK NEWS

JANUARY-FEBRUARY 2010

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225-7000

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Merit Resources  
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Baker Electric Inc.  
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**LEADERSHIP NETWORK**  
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## FEBRUARY BUSINESS LUNCHEON

### **NON STOP FUN!**

### **A PREVIEW OF THE 2010 IOWA STATE FAIR**



What better time than now to welcome guest speaker **Gary Slater, CEO and Manager of the Iowa State Fair**, who will transport our thoughts into summer and one of the largest and most recognized events. Are you one of the *million* visitors to the Iowa State Fair each year? Whether you're a Fair devotee or have never had the pleasure, please join our slightly smaller noontime crowd as we enjoy a presentation about the August 2010 line-up.



**THURSDAY, FEBRUARY 18, 2010**

11:45 A.M. TO 1:00 P.M.

**THE DES MOINES EMBASSY CLUB**  
801 GRAND AVENUE, 40<sup>TH</sup> FLOOR

\$20.00 cash or check payable to  
**Leadership Network**  
*Exact amount appreciated!*

**RESERVATIONS** (or cancellations) accepted through Noon  
on Tuesday, February 16

E-mail to [desmoinesleaders@yahoo.com](mailto:desmoinesleaders@yahoo.com)  
or phone Marlena at 286-4953

**Contact Us** Page -- [www.dmleadershipnetwork.org](http://www.dmleadershipnetwork.org)

SPEAKER BIO ON PAGE 2

## SPEAKER BIO

Gary D. Slater hails from the small Missouri town of Eolia, where he was raised on a 600-acre crop and livestock farm. After graduating from the University of Missouri, Slater began his career as a livestock field man. He then joined the Missouri State Fair as a livestock supervisor. Five years later, he joined the Iowa State Fair. He was charged with planning the special events, free entertainment, and booking the facilities for off-season use.

After five years, Slater went on to join the National Pork Producers Council as Manager of the World Pork Expo. Slater managed World Pork for six years, holding the event in both Des Moines at the Iowa State Fairgrounds and in Indianapolis at the Indiana State Fairgrounds. Knowing that his first love was fairs, Slater received the opportunity to return to Missouri in 1997. He began managing the Missouri State Fair. He spent four years in a rebuilding mode, helping to restore the Missouri State Fair to physical and financial success.

In April of 2001, Slater accepted the position of Manager of the Iowa State Fair. He states that ever since leaving the Iowa State Fair in 1991, his passion had been to return as Manager. After one year as Manager, Slater accepted the position of CEO and Manager of the Iowa State Fair in February 2002.

Gary and his wife Mary have three children. They are Madeline, fourteen years, Ali, twelve years, and Andrew, ten years.



## CAMPUS CORNER WITH BMA

A little late but Happy New Year! Hopefully everyone has been bearing the winter weather the past few months. It certainly has affected the class schedule here at AIB and unfortunately timing isn't on our side as we quickly approach finals. As members cram in final projects, they can look forward to our annual trip. The destination has finally been decided...we will be spending 6 days in beautiful Costa Rica this May; this doesn't however come without cost, and we look to surpass our fundraising goal of \$30,000 in the next few months.

As we dream about beaches and palm trees, just a quick glance outside brings us back to reality. With snow on the ground, January was the perfect opportunity for BMA to catch a Des Moines Bucs hockey game. While they did end up losing, a great time was had by all as we saw a few fights and had the opportunity to meet with the Vice President of Sales and Marketing. We also had the chance in January to sponsor an AIB Eagles women's basketball game. What better theme to have during these cold Iowa months than Hawaiian Nights. Free leis were given out, two students got the VIP Hawaiian style treatment, beach balls were thrown into the crowd redeemable for prizes, and the halftime relay found contestants sporting their grass skirts, hula hooping, crab walking, and much more. The night was definitely full of fun.

This year is one of giving too and focus will be placed on helping the community. Kicking off our 2010 year, we teamed up with the Animal Rescue League for a weekend and donated our time to help meet varying

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**CAMPUS CORNER CONTINUED**

needs they had. It is our hope to continue to offer our assistance there every few months. We also look forward to time spent at Youth Emergency Services and Shelter where we have the opportunity to spend time with local kids playing games, reading books, and so much more. February found us volunteering with the Downtown Events Group for their annual Skywalk Golf event. While it was a very early morning, we showed up ready to go, and set-up was completed in less than 2 hours. Also in the spirit giving, especially in the aftermath of the earthquake in Haiti, we challenged our members this month to donate shoes to the Souls to Souls campaign. This organization collects new or used footwear to donate to those in need across the world. If you find an extra or unwanted pair in your closet, please consider making the donation.

Until next month,

BMA

**PRESIDENT'S LETTER**

Greetings! I hope those warm holiday memories are helping to carry you through the latest round of questionable weather, school closings and event postponements. In spite of the weather, Leadership Network had a great turnout for the January luncheon where attendees learned all about Wind Energy.

Our “semi-annual” meeting in December was a first for our group and I thought it was extremely valuable. I think we could have had another couple of hours and still not gotten through everything we wanted to cover. The Board would like to thank everyone for all of the new ideas that came out of that meeting. Just a few of the items that were discussed are as follows:

- Contact Information Sheet – sheet of paper available for all luncheon attendees with names of those who reserved seats for that specific meeting
- Different membership payment options, such as prorated dues and included lunch payments
- More networking events after hours
- Recording speeches and post on our website
- Recruiting new members in industries that are not currently represented to look at making our group more diverse
- Making the Network more of an exclusive club

The first item was implemented at the January meeting and a new dues schedule is nearly ready for release. The Board continues to cover other items at our meetings to decide which ideas we want to implement and how we are going to best make that happen. In regards to one of the points above about exclusivity, as stated in the meeting, I will work with the board to put more language and terms to this. There are those for and against this subject and I want to put some things in writing on how this might work if it is decided by a majority of membership that we want to move in this direction. We want to give the entire membership the

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**PRESIDENT'S LETTER CONTINUED**

opportunity to share their views based upon the Board's guidelines and, as always, we welcome suggestions. The goal of this talk is to simply grow our membership, so please continue to think of ways for us to do this. Stay tuned for more information over the course of the next month or so.

Any time you have ideas that you would like to share, as always, please feel to reach out to me directly or any of the board members. I look forward to seeing all of you at the next lunch meeting with guest speaker Gary Slater of the Iowa State Fair. Stay warm!

Sincerely,

*David Leto*

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Cell: 515-771-4808


[dleto@thepalmergroup.com](mailto:dleto@thepalmergroup.com)

## WHAT'S NEXT?

**Month of March** Marlena is currently contacting our 8 or so volunteers to select a date for Festival 2010, Iowa Public Television's annual fundraising effort. Leadership Network members will be spotted on TV during their shift as they take donor pledges by phone. It should be a fun way to get publicity for our group.

**All the time** Leadership Network has a dual membership in the West Des Moines Chamber of Commerce and the Greater Des Moines Partnership. Their websites invite us all to regional networking events – take a look! We have plenty of “meeting cards” for you to distribute while you are there. Several members have learned of our group at one of these events and joined soon after.





**DES MOINES LEADERSHIP NETWORK**

Preparing tomorrow's leadership team today

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Meets 3rd Thursday of the month -- September to May  
11:45 a.m. to 1:00 p.m.  
**Des Moines Embassy Club**  
801 Grand Avenue, 40th Floor

[dmLeadershipNetwork.org](http://dmLeadershipNetwork.org)  
desmoinesleaders@yahoo.com  
515-286-4953

## The Des Moines Leadership Network is an established networking group for professionals in Greater Des Moines.

### Our Mission

To enhance the leadership experience, knowledge, growth, and commitment to ethical practices and professionalism of our members through program meetings and networking with one another.

CLIP AND SAVE MEETING REMINDER

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## New Member Application

**Regular Member Annual Dues: \$95.00**

Retirees may join for half price

Name \_\_\_\_\_

Title \_\_\_\_\_

Company or employer \_\_\_\_\_

Street address or postal address \_\_\_\_\_

City \_\_\_\_\_ ZIP Code \_\_\_\_\_

Email address \_\_\_\_\_

Phone \_\_\_\_\_ Mobile # \_\_\_\_\_

Professional certification \_\_\_\_\_

Company/employer Web address (for Leadership Network Web links)

\_\_\_\_\_

**MAIL WITH PAYMENT TO:** Leadership Network      P.O. Box 30128      Des Moines, IA 50310