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IOWA HOSPITALITY ADVOCATE

Iowa Hospitality Advocate is the official publication of the: Iowa Restaurant Association, Iowa Restaurant Association Education Foundation, Iowa Hotel & Lodging Association and Iowa Latino Hospitality Council.

It is produced three times a year and is distributed to hospitality industry professionals across the state of Iowa. Editorial features cover business, legislative, and other trends impacting Iowa members & proprietors.

Publisher/Editorial Director

Jessica Dunker jdunker@restaurantiowa.com

Managing Editor

Emilee Zimmerman ezimmerman@restaurantiowa.com

Advertising

Stacy Kluesner <u>skluesner@restaurantiowa.com</u>

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Letter From the Editor

Welcome to the latest issue of Iowa Hospitality Advocate!

As our industry continues to face new challenges and opportunities, this issue is a celebration of the strength and resilience of lowa's hospitality professionals. Whether you run a restaurant, hotel, or both, your work is at the center of what makes this industry so vital to our state.

This edition is not only a chance to honor the hotel industry's top performers but also to remind us all that, together, we are stronger. In addition to recognizing the leaders in hospitality, our Buyers Guide highlights the companies and partners that support both the Iowa Restaurant Association and the Iowa Hotel & Lodging Association—helping us all move forward.

In this issue, you'll find stories that highlight the dedication and leadership behind lowa's vibrant hotel scene. Whether it's a general manager steering a major renovation, employees who've spent decades creating memorable guest experiences, or leaders pushing for positive change at the legislative level, these individuals are the heart of what makes lowa's hospitality industry so special.

We're also bringing you our comprehensive Buyers Guide, filled with valuable resources that will help support your business. Whether you're in the restaurant or hotel sector—or both—this guide is designed to help you find the tools and partnerships that can take your operation to the next level.

As we continue to grow, I'm reminded that this magazine represents the coming together of two industries that help drive lowa's economy. While our associations—the lowa Restaurant Association and lowa Hotel & Lodging Association—remain distinct, we're united in our goal to protect, promote, and advocate for the entire hospitality industry. This issue is a reflection of that shared vision. This past year we further expanded that commitment and helped form the lowa Latino Hospitality Council, a group dedicated to helping Spanish speaking owners do business better.

I hope you enjoy this special edition and are inspired by the stories of lowa's hospitality leaders. Thank you for being part of this community, and here's to many more issues celebrating the best of lowa's restaurants and hotels!

Jessica Dunker | President & CEO

Iowa Restaurant Association | Iowa Hotel & Lodging Association



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Innovator of the Year Atul Patel

Open Door Hospitality, Cedar Falls



Atul Patel's official title at the company he founded is "Chief Door Opener," a reflection of his personal and corporate philosophy of an open-door approach, where everyone—guests, employees, and partners—is welcomed. For Atul, hospitality is about creating memorable experiences, not just offering accommodations.

Atul's journey began in 1990, when he started operating economy hotels in rural communities. He credits his mentor, Bhupen Patel, for helping him get his start in the industry. In 1997, Atul launched Open Door Hospitality, focusing on creating welcoming environments for guests. Today, Atul and his sons work side-by-side to manage a diverse portfolio that includes major brands like Marriott, Wyndham, Choice Hotels, and Best Western.

Open Door Hospitality has earned a reputation for turning underperforming properties into financial successes while embracing hospitality technology. However, Atul's vision may be best reflected in his largest and most ambitious project: the Holiday Inn & Suites and Convention Center in Cedar Falls.

Built on what was once a 40-acre cornfield off Highway 20, the 126-room hotel includes a 15,000-square-foot ballroom that can host more than 1,000 guests. The event space, aptly named Bien VenU, draws inspiration from the French word meaning party, meeting, and festival—capturing everything the space is designed to host. Despite opening just before the COVID-19 pandemic, it quickly became a premier venue in the Cedar Valley. The property's innovative design includes practical features such as garage-style doors for seamless event setups, coat closets that double as pop-up bars, and a vintage red pickup truck for unique event photos.

"When the city asked us to develop a venue, we saw an opportunity to fill a gap in the community while also creating something truly innovative." -Atul Patel

The property's energy-efficient design and thoughtful features reflect his commitment to sustainability and cutting-edge guest experiences. Many other cities have since approached Atul about building similar venues.

Under Atul's leadership, Open Door Hospitality has become known for its people-first culture. Strong relationships with guests, employees, and partners are at the heart of the company, with an open-door policy that encourages communication and collaboration.

For his forward-thinking leadership, commitment to innovation, and dedication to creating unforgettable guest experiences, Atul Patel is being honored as the 2024 lowa Hotel & Lodging Association Innovator of the Year.



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Hoteliers of the Year | Kinseth Family Leslie, Bruce, Gary Kinseth & Linda Skinner

Kinseth Hospitality Company, Coralville



ver the past three decades, Kinseth Hospitality Companies (KHC) has grown from a single location in rural lowa to a diverse portfolio of more than 125 hotels across 15 states, employing over 4,000 people. KHC not only manages hotels but also develops, builds, renovates, and operates a variety of properties, tailoring their approach to the unique needs of each location.

The Kinseth siblings—Leslie, Bruce, Gary, and Linda—attribute much of their success to the values instilled by their parents, who founded the company. They grew up living and working in a hotel in Decorah, lowa, where their parents modeled an unwavering work ethic. "Our father was one of the hardest working people we've ever known," Leslie remarked. "We were raised with that mindset."

In addition to a strong work ethic, their parents taught them the importance of working together as a family. "Mom and Dad always stressed that we're stronger together," explains Gary. Today, the siblings live in different parts of lowa, allowing them to collaborate effectively while focusing on their respective areas of expertise.

The siblings take seriously their role in keeping their parents legacy at the center of the family business they've grown together.

Says Linda, "Today we are passing these values to a third generation and guiding each family member in a positive direction so we can grow business and maintain harmonious relationships with each other."

One unique stated core value of the company is candidness. "Candidness has always been essential to how we operate," notes Gary. "It allows us to stay honest, accountable, and connected with our entire team." Over the past three decades, Kinseth Hospitality has weathered economic downturns, changing consumer expectations, and the challenges of the pandemic.

"We've had to reinvent ourselves constantly to keep moving forward, but each time we've come out stronger."

-Bruce Kinseth

In 1997, the family reached a significant milestone by building their first new hotel instead of buying and renovating an existing one. "That was a turning point for us," said Leslie, who often focuses on construction. Since then, KHC has built, renovated, and managed properties under some of the most recognized brands in the industry, including Marriott, Hilton, and IHG. Along the way, they've earned numerous awards, including Hilton's Legacy Award and Marriott's Partnership Circle.

In the early days, the family also brought branded restaurants like Bennigan's into their refurbished hotels. "It was an innovative idea at the time," Bruce recalled, "and it worked really well for us."

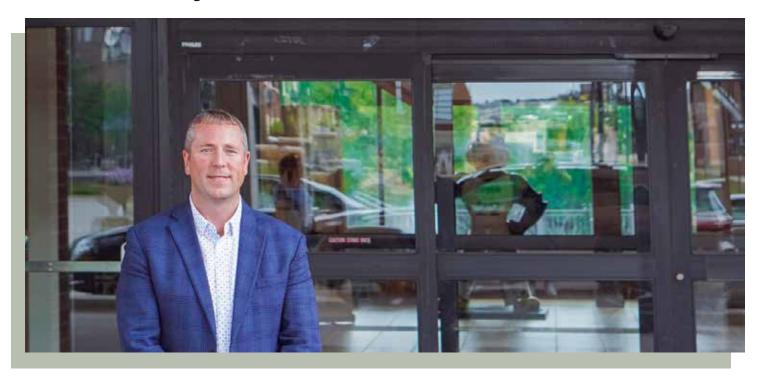
The siblings have always embraced innovation, so much so that Les took out a personal loan against his home to purchase their first personal computer. It was one of the few times he and his father had disagreed about how to grow the business, "He didn't initially agree that computers would help us serve customers better," smiles Leslie. However, KHC soon became technology trailblazers. When smartphones became widespread, Gary noted that they knew the impact on the business was immediate, saying, "We quickly canceled our billboard contracts. Mobile technology changed everything-how we market, how we manage revenue, how guests interact with us."

The Kinseths deeply respect the legacy left by their parents. "They built something amazing, and we've worked hard to grow it even more," concludes Leslie. "Now we hope the next generation will take it further."

This dedication to their craft and ability to evolve is why the lowa Hotel & Lodging Association has named the Kinseth siblings the 2024 Hoteliers of the Year.

General Manager of the Year | Matt Tractow

Hyatt Regency Coralville Hotel & Conference Center, Coralville



att Traetow, General Manager of the Hyatt Regency
Coralville Hotel & Conference Center, discovered his passion
for hospitality at an early age. Growing up in Denver, lowa, he
often accompanied his father, an elevator technician, on hotel
service calls. These experiences sparked his interest in the industry,
leading him to his first job at the University Inn in Cedar Falls while
attending the University of Northern Iowa.

With more than 25 years of experience, Matt now leads the 288-room Hyatt Regency Coralville, Iowa's first Hyatt Regency. Under his leadership, the hotel has undergone a significant renovation, including updated guest rooms, a new restaurant and bar concept, and a state-of-the-art fitness center. He successfully guided his team through the brand transition and renovation with minimal disruptions. "This hotel has always been an anchor for the Iowa River Landing. I am honored to work at this beautifully refreshed facility with some amazing individuals," says Matt.

The property's 80,000+ square feet of event space has solidified its role as a draw for corporate and leisure travelers alike. What's more, Matt and his team have partnered with local tourism officials to make the hotel a prime destination for major events.

"Matt Traetow is one of the most impactful leaders in our

community," said Josh Schamberger, President of Think Iowa City, pointing to Matt's work for organizations like the Ronald McDonald House as well as the Think Iowa City Board of Directors. "He has been a passionate contributor to community betterment through his decades of service. We're incredibly fortunate that Matt and his family decided to call our community home."

Matt's appreciation for his 135 person team is what stands out most. Under his leadership, the hotel ranks #1 in guest service and #2 in food and beverage among all Hyatt Regency hotels in North and South America. What's more, they anticipate finishing the year 23% ahead of 2023 and 49% ahead of 2019 in group room production.

"We focused on building a great team of hospitality champions and we're proud of everything we've accomplished together over the past three years. Their passion for taking care of our guests as well as each other is key to our success." -Matt Traetow

For his exceptional leadership and contributions to Coralville, Matt Traetow is the 2024 Iowa Hotel & Lodging Association General Manager of the Year.







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Employees of the Year | Jill Locke & Janice Brooner

Airport Holiday Inn & Conference Center, Des Moines



Janice Brooner and Jill Locke, sisters who have worked at the Des Moines Airport Holiday Inn and Conference Center for 49 and 47 years, respectively, represent the heart and soul of hospitality. Their long careers demonstrate a deep personal connection to the hotel, the family who owns it, the teams they lead, and the guests they serve. Their journey began with their mother, Joan Stanley, who worked for the same family at this hotel and a previous one. Joan, honored decades ago as the industry's Employee of the Year herself, passed her love for hospitality on to her daughters, who have proudly continued her legacy.

Janice started at the hotel in 1975, working in accounting and payroll before moving to the front desk. Over the years, she has worked nearly every position at the hotel, becoming front desk manager in 1993. Jill joined in 1977, working alongside their mother in catering before becoming the catering and restaurant manager.

Along the way, Jill met her husband, John Locke, while they both worked at the hotel. The family connection continued as both sister's children have worked at the hotel at different points in time.

Together, the sisters have made the Airport Holiday Inn more than just a place to stay—it's a place where guests feel like family. Beyond their roles, Jill and Janice have helped launch hundreds of careers in hospitality, mentoring and guiding young employees who have gone on to succeed in the industry.

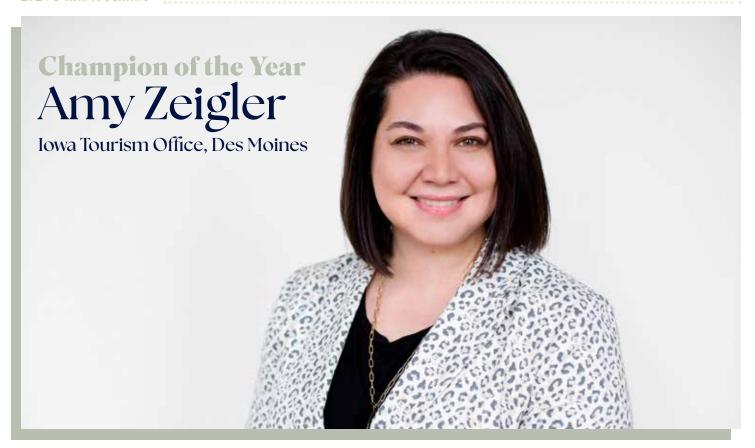
In a time when employee turnover is common, Jill and Janice are a rare exception. Their loyalty and dedication over nearly half a century have earned them a special place in the hearts of many guests, who return year after year just to see them.

"We've seen generations of guests return. It's like welcoming family back into our home." -Jill Locke

The sisters have shared in their guests' lives, from weddings and conventions to family holidays.

Their bond with the Scott family, who owns the hotel, has only deepened over the years. "They've always treated us like family," Janice shared. "That's why it's been such a joy to come to work every day."

For their decades of dedication, exceptional service, and the personal connection they bring to the Des Moines Airport Holiday Inn, Jill Locke and Janice Brooner are being recognized as the 2024 Iowa Hotel & Lodging Association Employees of the Year.



hen 10-year-old Amy Zeigler, an lowa farm girl from St. Lucas (pop. 167), came across her first copy of the lowa Travel Guide she was instantly enthralled. She knew immediately she wanted to "do all those things." Little did she know that years later, as lowa Tourism Manager, she would help thousands of lowans and visitors discover and enjoy our state.

Today, Amy leads the state's efforts to promote lowa communities, attractions, restaurants and lodging businesses to visitors both from within our borders, and across the country and world. She started as the Tourism Office's first ever digital marketing manager, revamping, expanding and creating new channels for the state's online presence. She now leads a team of five, dedicated to showcasing the beautiful, unique, and often quirky places only found on lowa's byways and backroads.

"Iowans as a rule are very humble. Sometimes the hardest part of my job is convincing them they have something people will travel for." -Amy Zeigler

Amy spends at least 25% of her time visiting the four corners of the state and is still mesmerized by the variety of landscapes. She won't tell you if she prefers the limestone cliffs that define northeast lowa or the rolling Loess Hills of the West. "I love it all," says Amy.

However, the true super-power of this hospitality industry champion may well be in her steadfast commitment to innovation, measurement, refining and trying again. She led the effort to gather input from 800 stakeholders and develop the state's first ever statewide tourism plan. Her work evolved the Travel lowa website from a simple directory to a content-driven storytelling site—increasing visitor interactions by five times.

Post-Covid Amy oversaw the Meet in Iowa Program which incentivized groups to meet "in person again" increasing overnight stays by 5,000+ rooms. The program continues to be a tool for meeting planners to extend business stays. She spearheads the office's co-op marketing and other partner programs.

Amy even leaned into the notion of lowa being a "fly over state" and launched the national award winning "Soul of lowa" campaign which features drone footage "flying through" some of lowa's most notable tourism communities. "We know that every travel party to lowa spends \$457 per day," says Amy. "Let's get them to stay one more day."

It is that blend of business acumen and creative spirit that drives Amy daily and is the reason she is the 2024 Iowa Hotel & Lodging Association Champion.





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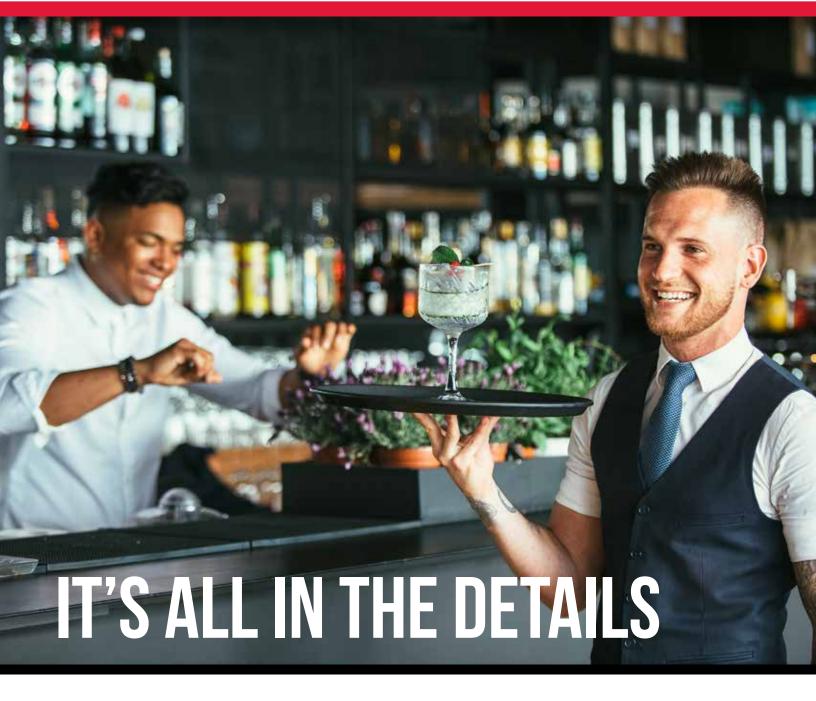
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Philanthropist of the Year | Hotel Pattee

Perry Hospitality, Inc, Perry



Since 1913, the Hotel Pattee has been a cornerstone of downtown Perry—a lodging and dining destination for guests from around the world. The historic boutique hotel has also been a cultural hub for the town's 8,000 residents, hosting community projects, showcasing artists, celebrating local leaders, and helping the Art on the Prairie festival gain national recognition. Whenever there's a community event or cause, the Hotel Pattee is always there to support it.

But the hotel's most important role may be in times of crisis. Under the compassionate leadership of General Manager Jenny Eklund and Perry Hospitality, Inc, the hotel has become a place where the community comes together to heal and support one another.

In March 2023, after a tragic car accident took the lives of siblings Walter and Daisy Gavidia, ages 13 and 15, and critically injured their 17-year-old sister Edlyn, the hotel led a fundraiser that raised over \$12,700 in just two days. What started with a simple taco salad fundraiser quickly grew as local businesses bought hundreds of salads for their employees, bringing the community together to support the family.

Less than a year later, Perry faced another tragedy—a school shooting at the high school. Once again, Hotel Pattee opened its doors, offering space for press conferences and helping the community navigate the flood of national media attention. The hotel became a refuge for both the town and those covering the event, providing a place to gather and begin healing.

Even in the darkest moments, Hotel Pattee continues to be a destination for visitors while playing an irreplaceable role in the life of the community.

"The Hotel Pattee isn't just about offering a place to stay; it's about being here for Perry, no matter what. We're proud to be part of a community that comes together in both joyful and difficult times. This hotel will always be a space where people can connect, find comfort, and support one another." -Jenny Eklund

It is the Hotel Pattee's strong support of the community, along with Perry Hospitality, Inc's caring leadership, that have earned them the 2024 lowa Hotel & Lodging Association Philanthropy Award.

Sustainability Award | Hotel Millwright

Amana Society, Amana Colonies



otel Millwright, located in the historic Amana Colonies, is a prime example of how sustainability and preservation can work hand-in-hand. For decades, much of the 13-building complex that once made up the Amana Woolen Mill sat mostly empty, used mainly for storage. Although the mill had been a key part of the community since 1855, producing textiles for generations, changes in the industry left the site underused and at risk.

Recognizing the need to save this historic site, the Amana Society made the bold decision to transform the mill complex into a boutique hotel. The project began in 2018 and led to the opening of Hotel Millwright in the fall of 2020. Despite opening during the COVID-19 pandemic, this revitalization brought new life to the property while preserving its historic character. It also focused on forward-thinking sustainability practices.

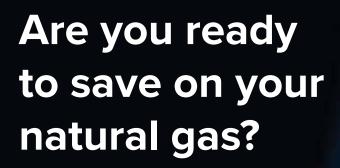
As part of the Hotel Millwright Campus Urban Conservation Project, the hotel worked with partners like Iowa Valley Resource Conservation & Development and Trees Forever to install eco-friendly features. Permeable pavers, native landscaping, and a bioretention cell were added to manage stormwater runoff and protect the local watershed, especially Price Creek and the Iowa River. These features also educate visitors on sustainable practices they can use elsewhere.

The hotel is powered partly by green electricity from the Amana Farms methane digester, which turns methane from cattle manure into renewable energy. This system reduces the hotel's carbon footprint and supports local renewable energy efforts.

"This project has been a win-win for our community. We've combined conservation with beauty and heritage, and it's made a real impact." -Jeff Popenhagen, Amana Society

By blending the past with the future, Hotel Millwright has created a sustainable hospitality experience that honors the heritage of the Amana Colonies and promotes environmental responsibility. For these efforts, the hotel is being honored by the lowa Hotel & Lodging Association and award sponsor WoodRiver Energy with the Association's 2024 Sustainability Award.







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Legislator of the Year | Rep. Carter Nordman

District 47



Representative Carter Nordman, District 47, has already made his mark on lowa's political landscape. Elected to the lowa House in 2020 at the age of 22, he was not only the youngest member of the State Chamber but one of the youngest legislators in the country. The pro-business Republican quickly emerged as a leading voice for the next generation of leaders in the state.

Nordman's passion for politics was ignited at age 11 when he met Senator Chuck Grassley at his local church. That same summer, his grandmother would take Carter to Sen. Grassley's local campaign headquarters every week to help assemble thousands of yard signs. At 19, Nordman ran for mayor of his rural lowa community, narrowly losing but gaining the attention of local leaders. This experience set the stage for his successful bid for an open House seat in 2020.

Nordman completed his business management degree at the University of Northern Iowa while a sitting legislator. Today, the financial advisor and entrepreneur focuses his legislative efforts on supporting Iowa's small businesses through fiscal responsibility and economic growth. His work on the House Ways and Means, Appropriations, and Commerce Committees have also included strong advocacy on behalf of Iowa's hospitality industry.

"Hotels and lodging businesses play a huge role in Iowa's economy. It's critical that the state implement policies that allow them to grow and stay competitive. When hospitality thrives, it strengthens our communities and showcases Iowa as a great place to visit, work and live." -Representative Carter Nordman

That belief has driven Nordman to champion tax cuts, simplify tax code, and cut red tape. His efforts have consistently focused on ensuring the state's budget practices don't burden future generations but instead promote long-term economic growth and attract a qualified workforce.

Representative Carter Nordman's consistent support for Iowa's hospitality industry and his dedication to a business-friendly state make him a leader to recognize today and watch closely in the future. He will continue to drive policies that foster growth in Iowa's hospitality industry, which is why he is being honored as the 2024 Iowa Hotel & Lodging Association Legislator of the Year.



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Find this issue of the magazine at restaurantiowa.com



IRA & IHLA Corporate Partners

As you review the Buyer's Guide you will notice that IRA Corporate Partners listings are denoted in RED and IHLA Corporate Partners are denoted in PINK and partners of both are listed in ORANGE.

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Bolton and Hay	800-747-1234www.performancefoodservice.com
515-265-2554www.boltonhay.com	Performance FoodService, Cedar Rapids 319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Gasket Guy of Central Iowa 515-314-6990www.gasketguy.com/central-iowa	Sysco lowa, Inc.
515-314-6990www.gasketguy.com/central-iowa Martin Brothers Distributing Co., Inc.	515-289-5300www.sysco.com
319-266-1775www.martinbros.com	The Soyfoods Council/Iowa Soybean Association 515-491-8636www.iasoybeans.comwww.thesoyfoodscouncil.com
Performance Foodservice Quad Cities	US Foods
800-747-1234www.performancefoodservice.com Rapids Wholesale Equipment	319-645-2193www.usfoods.com
319-447-1670www.rapidswholesale.com	Staffing Colutions
Performance FoodService, Cedar Rapids	Staffing Solutions Workstream
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com	801-376-7620www.workstream.us
Sysco lowa, Inc. 515-289-5300www.sysco.com	
TriMark Hockenbergs	Technology
515-282-0033www.hockenbergs.com	Cashlynk, Inc
319-645-2193www.usfoods.com	319-892-0136www.cashlynk.net
Sales Tax Exemption	319-266-1775www.martinbros.com
D & J Consulting	Workstream 801-376-7620www.workstream.us
515-556-7641	801-376-7620www.workstream.us
Sanitation Supplies/Cleaning Services	<u>Telecommunications</u>
Affinity Group	CPI Telecom
515-255-1285www.affinitysales.com	515-331-7560www.cpitelecom.net
Bolton and Hay 515-265-2554www.boltonhay.com	Tourism
Ecolab Inc.	CATCH Des Moines
605-209-4755www.ecolab.com	515-286-4960www.catchdesmoines.co
lowa Des Moines Supply Inc. 515-263-1200www.iowadesmoinessupply.com	Visit Quad Cities
Martin Brothers Distributing Co., Inc.	309-736-6820www.visitquadcities.com
319-266-1775www.martinbros.com	<u>Uniforms</u>
MidStates Marketing 515-246-8829www.midstates-marketing.com	Bolton and Hay
Performance Foodservice Quad Cities	515-265-2554www.boltonhay.com Fully Promoted Urbandale
800-747-1234 www.performancefoodservice.com Performance	515-443-2808www.fullypromoted.com/urbandale-ia
FoodService, Cedar Rapids	Genesis Linen Services
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com Sysco lowa, Inc.	515-526-5598www.genlaundry.com Rapids Wholesale Equipment
515-289-5300www.sysco.com	800-472-7431www.rapidswholesale.com
TriMark Hockenbergs 515-282-0033www.hockenbergs.com	TriMark Hockenbergs 515-282-0033www.hockenbergs.com
US Foods	313-202-0033www.nockenbergs.com
319-645-2193www.usfoods.com	<u>Utilities</u>
Sanfood	D & J Consulting
<u>Seafood</u> Affinity Group	515-556-7641 MidAmerican Energy Company
515-255-1285www.affinitysales.com	515-252-6762www.midamericanenergy.com
The Fish Guys, Inc	WoodRiver Energy LLC
612-238-9815www.thefishguysinc.com Martin Brothers Distributing Co., Inc.	515-608-3096www.woodriverenergy.com
319-266-1775www.martinbros.com	Website Design
MidStates Marketing	Cyberweb Hotels, LLC
515-246-8829www.midstates-marketing.com Performance Foodservice Quad Cities	949-331-7560www.cyberwebhotels.com
800-747-1234www.performancefoodservice.com	HTML Marketing
Performance FoodService, Cedar Rapids	(515) 570-3290www.htmlmarketing.com
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com Sysco lowa, Inc.	Wines/Spirits Distributor
515-289-5300www.sysco.com	Beverage Distributors of Iowa
	515-280-6036www.bdi-wholesale.com
US Foods '	Iowa Alcoholic Beverages Division
US Foods 319-645-2193www.usfoods.com	
US Foods 319-645-2193www.usfoods.com Signage Lashier Graphics & Signs	866-lowaABD 469-2223www.abd.iowa.gov Johnson Brothers Liquor Co of Iowa 515-262-1199www.johnsonbrothers.com
US Foods 319-645-2193www.usfoods.com	866-lowaABD 469-2223www.abd.iowa.gov Johnson Brothers Liquor Co of Iowa 515-262-1199www.johnsonbrothers.com Liquor Lovers
US Foods 319-645-2193www.usfoods.com Signage Lashier Graphics & Signs	866-lowaABD 469-2223
US Foods 319-645-2193www.usfoods.com Signage Lashier Graphics & Signs	866-lowaABD 469-2223

2024 Iowa Restaurant Resources Directory

7G Distributing, LLC 9925 6th Street SW Cedar Rapids, IA 52404 563-213-0952 | 7gdistributing.com

Asian American Hotel Owners Association

1100 Abernathy Rd NE Suite 725 Atlanta, GA 30328 404-816-5759 | www.aahoa.com

Adesso Capital

8434 E. Shea Blvd, Ste 100 Scottsdale, AZ 85260 206-931-3547 | adessocapital.com

Affinity Group 4150 114th St.Urbandale, IA 50322 515-255-1285 | affinitysales.com

Atlantic Bottling Company

3600 Army Post Rd. Des Moines IA 50321 515-987-1931 | atlanticbottling.com

Backes Commercial Auctioneers 6605 Dubuque Road Raymond, IA 50667 319-226-5830 | backes-auction.com

Bix Produce Company 3060 Centerville Rd, Little Canada, MN 55117 651-487-8000 | bixproduce.com

BMI

10 Music Square Nashville TN 37203 615-401-2873 | bmi.org

Bolton and Hay 433 Park Ave Des Moines IA 50321 515-265-2554 | boltonhay.com

Brummel Madsen Hotel Insurance 318 Main Street, Cedar Falls, IA50613 319-266-2644 | brummelmadsen.com/hotelinsurance

Buenzow Insurance Group 3273 100th St. Urbandale, IA 50322 515-270-8870 | www.buenzowinsurance.com

Capitol Benefits Group 6165 NW 86th St. PO Box 63 Johnston, IA 50131 515-514-1200 | capitol-benefits.com

Cashlynk, Inc 234 33rd Street Cedar Rapids, IA 52403 319-892-0136 | cashlynk.net

CATCH Des Moines

400 Locust Street Suite 265 Des Moines IA 50309 515-286-4960 | catchdesmoines.com

Century Farms Distillery 2304 Highway Blvd Spencer, IA 51301 712-580-3530 | cfdistillery.com

Compensation Designs, LLC 1603 22nd St, Ste 104 West Des Moines, IA 50266 515-280-4743 | cdsplans.com

Contractors Choice Iowa 1322 NW Bayview C Ankeny, IA 50023 515-964-5555 | contractorschoiceiowa.com

CPI Telecom 6949 Vista Dr. West Des Moines, IA 50266 515-331-7560 | cpitelecom.net Cyberweb Hotels, LLC 28210 Paseo Dr, Ste 190321 Wesley Chapel, FL 33543 949-331-4925 | cyberwebhotels.com

D & J Consulting, L.C.

729 NE Brookhaven Drive Ankeny IA 50021 515-556-7641

Delta Dental

9000 Northpark Dr Johnston, IA 50131 515-261-5500 | deltadentalia.com

Distilled Spirits Council 1250 Eye Street Northwest, St 400 Washington DC 20005 202-628-3544 | discus.com

E & J Gallo Winery

6600 Merle Hay Rd. Johnston IA 50131 515-262-119 | gallo.com

Ecolab Inc.

2750 Blue Water Rd. Suite 225 Eagan MN 55121 952-852-0920 | ecolab.com

Electronic Office, LLC 8345 University Blvd Clive, IA 50325 515-612-4190 | electronicbiz.com

Enviromatic Corporation of America, Inc. 27929 Fairground Rd. Ste J Adel IA 50003 800-325-8476 | enviromatic.com

Fahr Beverage Inc 1369 Martin Road Waterloo IA 50701 319-234-2605 | fahrbeverage.com

Food and Beverage Iowa Business

1501 42nd St., Suite 294 West Des Moines IA 50266 515-822-8377 | restaurantiowa.com

Fully Promoted Urbandale 2960 99th St. Urbandale, IA 50322 515-443-2808 |fullypromoted.com/urbandale-ia

FuseDSM

130 E 3rd St Suite 301 Des Moines IA 50309 515-829-4189 | fusedsm.org

Gasket Guy of Central Iowa, Inc.

PO Box 1027 Waukee IA 50263 515-314-6990 | gasketguy.com/central-iowa

Genesis Linen Services 1805 W 2nd Ave. Indianola, IA 50125 515-526-55981 | www.genlaundry.com

Grinnell College

1115 Eighth Avenue Grinnell IA 50112 (641) 269-3661 | www.grinnell.edu

Grinnell Mutual Reinsurance Company 4215 Hwy 146 South Grinnell IA 50112 800-362-2041 | grinnellmutual.com

Heartland Payment Systems

3932 S. Blvd. Edmond, OK 73013 402-314-8431 | heartland.us

Heartland Payroll Services

3932 S. Blvd. Edmond, OK 73013 605-940-986| heartland.us Heikens Family Foods 405 Sherman Ave Ackley, IA 50601 641-847-8116| heikensff.com

HTML Marketing

3616 SE 18th Court, Ankeny IA 50021 515-570-3290 | htmlmarketing.com

Indian Hills Community College

525 Grandview Ave, Bldg 7 Ottumwa IA 52501 (641) 683-5196 | www.indianhills.edu

Iowa Alcoholic Beverages Division 1918 SE Hulsizer Dr Ankeny IA 50021 866-IowaABD 469-2223 | abd.iowa.gov

Iowa Beef Industry Council

2055 Ironwood Court Ames IA 50014 515-296-2305 | iabeef.org

Iowa Central Community College One Triton Circle Fort Dodge IA 50501 515-574-1284 | www.iowacentral.edu

Iowa City Chamber of Commerce 325 E Washington St, Suite 100 Iowa City IA 52240 319-337-9637 | iowacityarea.com

Iowa Culinary Institue at DMACC

2006 South Ankeny, Blvd #7 Ankeny IA 50023 515-964-6532 | www.dmacc.edu

Iowa Des Moines Supply 1680 Guthrie Avenue Des Moines IA 50316 515-263-1200 | iowadesmoinessupply.com

Iowa Distilling Company 4349 Cumming Ave., Cumming IA 50061 515-981-4216 | iowadistilling.com

Iowa Egg Council 8515 Douglas Ave #9, Des Moines, IA 50322 515-727-4701 | iowaegg.org

Iowa Gaming Association 13350 Cedarwood Ave, Clive, IA 50325 515-267-9200 | iowagaming.org

Iowa Wine Growers Association 6919 Vista Drive West Des Moines IA 50266 515-664-7754 | iowawinegrowers.org

Iron Horse Wealth Management 8711 Windsor Parkway, Unit 4 Johnston IA 50131 866-201-8305 | ironhorsewm.com

Johnson Brothers Liquor Co of Iowa 6600 Merle Hay Rd. Johnston IA 50131 515-262-1199 | www.johnsonbrothers.com

Kirkwood Community College

Hospitality Arts Dept 7725 Kirkwood Blvd SW Cedar Rapids IA 52404 (319) 848-8772 | www.kirkwood.edu

KREATE Business Brokers 6600 University Ave. Windsor Heights, IA 50324 515-224-0101 | krbb.com Lashier Graphics & Signs 1601 SE Gateway Dr, Ste 130 Grimes, IA 50111 515-556-6644 | lashier.com

Liberty Fruit Company Inc. 1247 Argentine Blvd. Kansas City KS 66105 800-445-4782 | libertyfruit.com

Liquor Lover's 1510 S. Ankeny Blvd, Ste 108 Ankeny, IA 50013 515-783-8084 | liquor loversia.com

Loffredo Fresh Produce Co. Inc. 4001 SW 63rd Street Des Moines IA 50321 515-285-3367 | loffredo.com

Lola's Fine Hot Sauce

2041 Grand Avenue West Des Moines, IA 50265 515-776-0086 | Iolasfinehotsauce.com

Ludovissy & Associates 787 West Locust Street Dubuque IA 52001 563-556-6661 | Iudovissyandassociates.com

lowa Hotel & Lodging Association 1501 42nd St, Ste 294 West Des Moines, IA 50266 515-276-1454 | www.hotellodgingiowa.com

Iowa Lakes Community College/Hotel & Rest Mgmt 3200 College Drive Emmetsburg IA 50536 (712) 852-5256 | www.iowalakes.edu

Iowa Pork Producers Association

1636 NW 114th Street Clive IA 50325 515-225-7675 | iowapork.org

Iowa Restaurant Association 1501 42nd St. Suite 294 West Des Moines IA 50266 515-276-1454 | restaurantiowa.com

Iowa Restaurant Association Education Foundation 1501 42nd St. Suite 294 West Des Moines IA 50266 515-276-1454 | iraef.org

Iowa State University 31 MacKay Hall Ames IA 50011-1121 515-294-7474 | www.iastate.edu

Martin Brothers Distributing Co., Inc.

6623 Chancellor Drive Cedar Falls IA 50613 319-266-1775 | martinbros.com

Matt Shaw Real Estate 9504 Aurora Avenue Urbandale, IA 50322 515-360-2247

McCormack Distributing Co. 1755 24th Street SW LeMars IA 51031 712-546-5133 | mccormackdistributing.com

MidAmerican Energy Company 666 Grand Avenue Ste 500 Des Moines IA 50309 515-252-6762 | midamericanenergy.com

MidStates Marketing 2771 104th Street Urbandale, IA 50322 515-246-8829 | midstates-marketing.com

New Eagle Insurance 3250 Kennedy Cir. Suite #1 Dubuque, IA 52002 563-582-5834 | neweagleinsurance.com Parking Management Company, LLC 3713 Charlotte Ave Nashville, TN 37209 402-881-6865 | parkingmgt.com

Pavchex HR

7600 Office Plaza Dr. S Ste 100 West Des Moines, IA www.paychex.com/locations/iowa/desmoines?utm_source=GMBlisting&utm_medium=organic

Payteva

2960 99th, Suite 1 Street Urbandale, IA 50322 515-202-0398 | payteva.com

Performance Foodservice

8001 TPC Road Rock Island IL 61204 800-747-1234 | performancefoodservice.com

Performance FoodService, Cedar Rapids

4100 44th Avenue SW Cedar Rapids IA 52404 319-396-1300 | www.performancefoodservice.com/ Our-Locations/Cedar-Rapids.com

Pepsi Beverages Company

3825 106th St, Urbandale, IA 50322 515-254-3110 | pepsico.com

Plumbing & Heating Wholesale, Inc 1410 N Main Ave Sioux Center, IA 51250 712-722-4628 | pandhwholesale.com

Rapids Wholesale Equipment 6201 S Gateway Drive Marion IA 52302 800-472-7431 | rapidswholesale.com

Sazerac Co.

3401 Southern Woods Dr Des Moines IA 50321 866-751-8118 | sazerac.com

ServPro

14690 E Pine Street Tulsa, OK 74116 918-345-3827 | servpro.com

SFM Mutual Insurance 12100 Meredith Dr, Ste 104E Urbandale IA 50322 952-838-4200 | sfmic.com

Skogman Carlson Insurance 1110 Dina Ct. STE B, Hiawatha IA 52233 319-366-6288 | skogmanins.com

Society Insurance

PO Box 1029 Fond du Lac WI 54836 888-576-2438 | societyinsurance.com

Southern Glazer's Wine & Spirits 4377 112th St., Urbandale IA 50322 515-252-7173 | southernglazers.com

Southern Wine & Spirits 3100 SE Grimes Blvd Suite 100 Grimes IA 50111 515-986-0060 | southernglazers.com

Strategic Tax Planning 839 Bestgate Road, Ste 400A Annapolis, MD 21401 515-291-0998| strategictaxplanning.net

Sysco Iowa, Inc.

One Sysco Place Ankeny IA 50021 515-289-5300 | sysco.com

Templeton Rye Spirits LLC 209 E 3rd Street Templeton IA 51463 712-669-8793 | templetonrye.com The Fish Guys 5320 W. 23rd St, Ste 160 Minneapolis MN 55416 612-238-9815 | thefishguysinc.com

The Dana Company 12345 Unviersity Ave. # 300 Clive IA 50325 515-244-4391 | thedanaco.com

The Soyfoods Council/ lowa Soybean Association 1255 SW Prairie Trail Pkwy Ankeny IA 50023 515-491-8636 thesoyfoodscouncil.com / iasoybeans.com

TriMark Hockenbergs 6000 Aurora Avenue Urbandale IA 50322 515-282-0033 | hockenbergs.com

US Bank

520 Walnut St Des Moines, IA 50309 515-557-9049 | usbank.com

US Foods- Iowa City (6F)

3550 2nd St Coralville, IA 52241 319-645-2193 | usfoods.com

Urbandale Chamber of Commerce 2900 Justin Dr Urbandale IA 50322 515-331-6855 | uniquelyurbandale.org

Visit Quad Cities 1601 River Dr, Suite 110 Moline, IA 61265 309-736-6820 | visitquadcities.com

Voss Distributing/ Red Bull LLC 5109 NE 17th Street Des Moines IA 50313 515-263-1777 | vossdist.com

Waste Solutions of Iowa 2142 E Market St. Des Moines IA 50317 515-288-0924 | jimsjohns.com

Weiner's LTD 3205 Kingsley Way Madison, WI 53713 1-800-788-8601 | weinersltd.com

West Bank

1601 22nd Street West Des Moines, IA 50266 515-222-2350 | westbankstrong.com

West Des Moines Chamber of Commerce 4200 Mills Civic Pkwy #E-200 West Des Moines IA 50265 515-225-6009 | wdmchamber.org

Western Iowa Tech Community College 4647 Stone Avenue Sioux City IA 51106 712-274-8733 | www.witcc.edu

WoodRiver Energy LLC

5550 Wild Rose Lane, #400 West Des Moines IA 50266 515-608-3096 | woodriverenergy.com

World Insurance Associates, LLC 4500 Westown Pkwy, Ste 150 West Des Moines, IA 50266 515-327-2026 | www.worldinsurance.com

Workstream 521 7th Street San Francisco, CA 94103 801-376-7620 | www.worksteam.us



Iowa Restaurant Association 1501 42nd St., Ste 294 West Des Moines, IA 50266

www.restaurantiowa.com











