A free resource for the central Iowa business community

CITYVIEW'S

BUSINESS JOURNAL

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PROM is big business

Many local businesses cater to prom with products or services that are an investment into one of the most memorable nights of one's life.

By Colson Thayer

Prom season is here. The annual tradition for high school juniors and seniors promises to bring more glitz and glamour each year. For many young people, this may be their most photographed event since birth. Vying for the attention of parents and students are local businesses promising to help prom-goers show up in style — and there are plenty of opportunities to do so. From the dress to the tux, the flowers and the ride, prom ends up costing some pretty pennies. But many local businesses that cater to prom consider their products or services an investment into one of the most memorable nights of one's life. After all, prom is only a once (or twice) in a lifetime event.

Cassidy Marks, owner of Stacey's Bridal, Prom, and Formalwear. Photo by Colson Thayer

Stacey's Bridal, Prom, and Formalwear has hundreds of dresses available for prom.

The dress

"We always hear at the checkout counter… 'My wedding dress cost less than that,' " said Cassidy Marks, owner of Stacey's Bridal, Prom, and Formalwear at 11161 Plum Drive in Urbandale.

Perhaps it's an exaggeration. Perhaps not. According to Marks, their average prom dress costs $500 with their whole selection in the range of $250-$800. Despite the price tag, Stacey's continues to see success for two main reasons.

"There are really big prom shops in Chicago, Kansas City, Omaha. They come here because they want a different experience, and they want to wear something unique that not everybody else is wearing," Marks said.

Each August, Marks places an order for about 1,500 unique prom dresses. Her selections include all of the latest trends like feathers, fringes, sequins, capes and more. Combined with their leftovers from last season, the shop carries close to 2,000 dresses. Shoppers begin making their rounds in December. Prom-goers better hope they have found something by March, because Stacey's has already sold 1,000. In the summer, Marks is already picking out the styles for next season, starting the cycle all over again.

Marks prides herself on the variety of her inventory. She carries sizes 000-30, which she says is rare for formalwear stores. She said Stacey's has enough of a voice to drop some lines and designers who do not have inclusive sizes. When they offer more, she is more willing to purchase from them again.

"I think it's important for everybody to look and feel beautiful at least once in their lives," she said. "So one thing that really separates us apart is that you don't just get stuck in the back corner because of your size. You are in with everybody else… They're all together, and you don't just have one dress to pick from."

Another aspect of the experience at Stacey's is their consultants. For logistical reasons, the store cannot have each shopper, their friend and a parent walking through the aisles. Instead, every three or four dressing rooms has a designated consultant who is their personal shopper. Marks said they are highly trained to listen to customers' needs.

Marks primarily hires young girls who can relate to prom-goers. These seasonal employees earn commissions based on the quantity of dresses sold, not the dollar amount. There is also an option to tip consultants at checkout. Marks said she sees numerous $50, $75 and $100 tips.

"When they get to the register, we just constantly get the most positive feedback without even asking for it," said Marks. " ' Emma was so wonderful today; she knew exactly what would look perfect on her.' Or, 'Sally gave us her phone number and the girls are going to connect about med school.' "

But, of course, the industry does not come without its challenges — most notably, online competition.

"The last thing you want is to be used as a try-on store," said Marks. "Use my staff, my time, my building, and damage my dresses for you to turn around and buy it somewhere else."

Marks described it as a catch-22. Customers will complain about prices rising in stores, but they do not want to see the stores close either. Oftentimes, foreign retailers will steal designer images to turn around and sell a cheaper product online.

"Our consumerism, in general, really needs to look hard in the mirror and determine our priorities," Marks said. "Are we going to pay for American goods… or are we going to continue outsourcing?"

The tux

The offering of men's apparel at Stacey's has undergone a major change. Rather than continue renting tuxes, they have opted to sell them instead. At the tail end of an already busy prom season, it was tricky to get hundreds of boys in the store to try everything on the week of prom. Plus, if something did not fit, it would be difficult to get a replacement. Getting the tuxes back in decent condition was

NPI Limo Service's stretch limousine is a popular choice for prom-goers.

Jane Allbee, Boesen the Florist's wedding and event consultant, at the 3801 Ingersoll Ave. location. Photo by Colson Thayer

another challenge.

"It was really bothering me that these boys and their families and parents had to throw away over $200 to rent a tux or suit for a few hours," said Marks.

So, Marks decided it was time to add menswear to her line in 2024. While still early on, she has found that customers can often buy suits and tuxes for the same, if not cheaper, prices.

The ride

After finding the perfect outfit, the next step might be to book a ride to the dance. NPI Limo Service, based out of Urbandale, offers a black suit and red carpet service for prom-goers. The company has a fleet of nine vehicles that can accommodate groups of almost any size. They rent out their vehicles for a minimum of three hours with an option to increase by 30-minute increments. Pricing is not standardized as it depends on the location of the event, gas usage and length of use.

"A majority of the runs, we pick them up. We usually take them to dinner, and then we drop them off at the dance," said Brady Johnson, owner of NPI Limo Service. "The kids usually have their vehicles there at the dance to get themselves home. Some parents don't want that. They rent through the whole evening, which is great for us."

The company charges a $100 deposit to reserve the vehicle. The rest of the balance is due after the event. Oftentimes, groups split the cost among themselves and pay cash to the driver on the day of.

During the month of April, the company is almost entirely booked up. With proms going on each Saturday, Johnson recommended that groups reserve a vehicle at least 30 days in advance.

For each ride, at least one 18-year-old must be in the vehicle. Otherwise, there is no restriction on riders. For prom groups, there is a strict zero-tolerance policy for alcohol. A partition is typically between the driver and riders; however, during prom rides, the partition is down. If alcohol is found, the ride is immediately suspended.

"[The rides] do cost a lot of money, and the parents are usually responsible for the kids, and we've had nothing but great outcomes from proms," said Johnson. "We have very respectful kids that do decide to get in our vehicles."

The flowers

About a week before the dance is the best time to order corsages and boutonnieres. Boesen the Florist, in Beaverdale or on Ingersoll, offers a wide variety of options to perfectly match the color of a girl's dress. About 25% of corsage and boutonniere orders are placed online. The rest are typically an even split between moms and boys placing an order in-store.

"If the guys are the one coming in, I'm pretty much the one that is deciding what color," said Jane Allbee, Boesen the Florist's wedding and event consultant at their Ingersoll location at 3801 Ingersoll Ave. "There's a big difference if the mom will handle it… They will think they're the one that is going to the prom."

The typical price for a corsage is $35 but can increase depending on the number of flowers, its size and add-ons like ribbons. Most of the time, whoever is ordering the corsage will also order the boutonnieres so they match. If a girl were to go to another shop, they might have slight differences.

Only 1% of prom orders are requested to be delivered because most want to see the final product in person. Plus, if there are any issues, staff can fix it in-store.

For each Saturday in April, Boesen typically sells 100 corsages and almost the same number of boutonnieres. This number remains about the same year to year; records from previous years help them predict how to order inventory. Allbee suggests orders are picked up on the day of the event; however, they can last in the refrigerator for a month.

Prom is not just a night to remember; it supports a sector of the economy that continues to thrive and grow. Since annual prom traditions do not change much year to year, businesses can easily predict the needs. Word-of-mouth and social media also play key roles, as prom's best moments are often talked about and posted. A prom business' best marketing and advertising are students telling each other about how great their night was or how good they looked, recommending a local shop for next year. While the trends of each dance continue to change, one thing remains clear: the business of prom will do its best to stay on trend and create one of life's most memorable nights. ■

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COMMERCIAL REAL ESTATE TRANSACTIONS IN POLK COUNTY FROM JAN. 15, 2024, TO FEB. 12, 2024.

2249 N.W. 86TH ST., CLIVE
SALE DATE: 2024-01-15
SALE PRICE: $1,800,000
SELLER: THE RACK BILLIARDS CLUB LLC
BUYER: TASTY TACOS INC
ACRES: 1.053
SQUARE FEET: 5,774

915 S.E. 14TH COURT, DES MOINES
SALE DATE: 2024-01-15
SALE PRICE: $550,000
SELLER: CAPITOL HOLDINGS LLC
BUYER: CIT HOLDINGS-DES MOINES LLC
ACRES: 0.485
SQUARE FEET: 6,080

974 73RD ST., UNIT 35, WINDSOR HEIGHTS
SALE DATE: 2024-01-16
SALE PRICE: $230,000
SELLER: SAYEED PROPERTIES LLC
BUYER: HARMONY SALON LLC
ACRES: 0.215
SQUARE FEET: 2,500

102 BROWN ST., RUNNELLS
SALE DATE: 2024-01-16
SALE PRICE: $6,000
SELLER: AYERS, MARK A
BUYER: LJD PROPERTIES LLC
ACRES: 0.029
SQUARE FEET: 540

207 FOURTH ST., DES MOINES
SALE DATE: 2024-01-16
SALE PRICE: $1,600,000
SELLER: #16 LLC
BUYER: HAWKEYE DSM LLC
ACRES: 0.134
SQUARE FEET: 13,010

2940 104TH ST., URBANDALE
SALE DATE: 2024-01-16
SALE PRICE: $570,000
SELLER: FAZNELL PROPERTIES LC
BUYER: MLRA PROPERTIES LLC
ACRES: 0.648
SQUARE FEET: 4,940

7177 HICKMAN ROAD, UNIT 7, URBANDALE
SALE DATE: 2024-01-17
SALE PRICE: $315,000
SELLER: 7177 HICKMAN VENTURES LLC
BUYER: SIDERIS HOLDINGS LLC
ACRES: 0.872
SQUARE FEET: 7,446

1416 BEAVER AVE., DES MOINES
SALE DATE: 2024-01-17
SALE PRICE: $300,000
SELLER: CRUMP, ROSS B.
BUYER: HILLSMAN, SHAWN ALAN
ACRES: 0.190
SQUARE FEET: 2,660

1501 OHIO ST., DES MOINES
SALE DATE: 2024-01-18
SALE PRICE: $370,000
SELLER: KEITH PROPERTIES LLC
BUYER: RUBBER ROOFING SYSTEMS INC
ACRES: 0.298
SQUARE FEET: 3,528

12107 STRATFORD DRIVE, CLIVE
SALE DATE: 2024-01-18
SALE PRICE: $1,600,000
SELLER: SUN ANGELS LLC
BUYER: 7C'S LLC
ACRES: 1.672
SQUARE FEET: 8,113

4880 N.W. URBANDALE DRIVE, URBANDALE
SALE DATE: 2024-01-19
SALE PRICE: $1,942,780
SELLER: URBANDALE DMD LLC
BUYER: AMERCO REAL ESTATE COMPANY
ACRES: 4.466
SQUARE FEET: 0

11001 MEREDITH DRIVE, URBANDALE
SALE DATE: 2024-01-19
SALE PRICE: $1,087,260
SELLER: URBANDALE DMD LLC
BUYER: AMERCO REAL ESTATE COMPANY
ACRES: 2.496
SQUARE FEET: 0

403 S.E. EWING ST., GRIMES
SALE DATE: 2024-01-20
SALE PRICE: $310,000
SELLER: ROSENBERG, RONALD D ESTATE
BUYER: INTEGRITY BUILDERS OF IOWA LLC
ACRES: 0.807
SQUARE FEET: 2,814

317 S.E. JACOB ST., GRIMES
SALE DATE: 2024-01-22
SALE PRICE: $2,100,000
SELLER: BROOKSIDE APARTMENTS INC
BUYER: BROOKSIDE CAPITAL PARTNERS LLC
ACRES: 4.233
SQUARE FEET: 26,840

1250 73RD ST., WINDSOR HEIGHTS
SALE DATE: 2024-01-22
SALE PRICE: $2,510,000
SELLER: WINDSOR CHATEAU APARTMENTS LLC
BUYER: WINDSOR CAPITAL PARTNERS LLC
ACRES: 2.182
SQUARE FEET: 37,449

NO ADDRESS LISTED
SALE DATE: 2024-01-23
SALE PRICE: $277,750
SELLER: RUAN CAR SALES INC
BUYER: DEHNER, JOE
ACRES: 0.981
SQUARE FEET: 0

NO ADDRESS LISTED
SALE DATE: 2024-01-23
SALE PRICE: $277,750
SELLER: RUAN INC
BUYER: DEHNER, JOE
ACRES: 0.981
SQUARE FEET: 0

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Jason Rieper, Attorney
RIEPER LAW, P.C.
515.471.5057
4515 Fleur Dr.
Suite 305, Des Moines
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COMMERCIAL REAL ESTATE

5550 N.W. JOHNSTON DRIVE, JOHNSTON
SALE DATE: 2024-01-24
SALE PRICE: $3,000,000
SELLER: GAGE INDUSTRIAL LLC
BUYER: RCJH LLC
ACRES: 2.346
SQUARE FEET: 17,700

2675 N. ANKENY BLVD., UNIT 107 BLDG 4, ANKENY
SALE DATE: 2024-01-26
SALE PRICE: $260,000
SELLER: IDC ANKENY LLC
BUYER: IOWACOMPUTERGURUS INC
ACRES: 0.134
SQUARE FEET: 1,275

2808 BRATTLEBORO AVE., DES MOINES
SALE DATE: 2024-01-26
SALE PRICE: $190,000
SELLER: ROTTLER, STEVE
BUYER: NEGRETE, TYNE
ACRES: 0.152
SQUARE FEET: 3,298

8515 DOUGLAS AVE., UNIT 21, URBANDALE
SALE DATE: 2024-01-30
SALE PRICE: $74,000
SELLER: CRAM, KAREN S
BUYER: JONES, MICHAEL T
ACRES: 0.100
SQUARE FEET: 1,225

8325 N.W. 62ND AVE., JOHNSTON
SALE DATE: 2024-01-31
SALE PRICE: $30,000,000
SELLER: ARCP OFC JOHNSTON IA PHASE II LLC
BUYER: PIONEER HI-BRED INTERNATIONAL INC
ACRES: 14.614
SQUARE FEET: 184,658

101 S.E. MAIN ST.,GRIMES
SALE DATE: 2024-01-31
SALE PRICE: $675,000
SELLER: 101 SE MAIN GRIMES LLC
BUYER: KAS GRIMES LLC
ACRES: 0.199
SQUARE FEET: 2,204

103 E. FIRST ST., ANKENY
SALE DATE: 2024-01-31
SALE PRICE: $290,000
SELLER: RT DEVELOPMENT CORP LLC
BUYER: YELLOW TURTLE LLC
ACRES: 0.157
SQUARE FEET: 2,448

105 E. FIRST ST., ANKENY
SALE DATE: 2024-01-31
SALE PRICE: $495,000
SELLER: RT DEVELOPMENT CORP LLC
BUYER: THE ANKENY KLOTHING EXCHANGE INC
ACRES: 0.389
SQUARE FEET: 4,268

1454 30TH ST., SUITE 107, WEST DES MOINES
SALE DATE: 2024-02-02
SALE PRICE: $240,000
SELLER: MLRA PROPERTIES LLC
BUEYR: D&M HOMES LLC
ACRES: 0.496
SQUARE FEET: 5,866

4200 GRAND AVE., DES MOINES
SALE DATE: 2024-02-05
SALE PRICE: $3,775,000
SELLER: HAMPTON HOUSE LC
BUYER: ACADIAN-INGERSOLL LLC
ACRES: 1.928
SQUARE FEET: 41,850

2825 EASTON BLVD., DES MOINES
SALE DATE: 2024-02-05
SALE PRICE: $375,000
SELLER: ARSHI LLC
BUYER: GORKHA BROTHERS INC
ACRES: 0.705
SQUARE FEET: 4,800

5609 DOUGLAS AVE., DES MOINES
SALE DATE: 2024-02-06
SALE PRICE: $210,000
SELLER: IOWA CONFERENCE OF UNITED CHURCH OF CHRIST
BUYER: WOOD-CLARK, BRENDA
ACRES: 0.176
SQUARE FEET: 1,968

1320 E. EUCLID AVE., DES MOINES
SALE DATE: 2024-02-08
SALE PRICE: $750,000
SELLER: DGS-RE LLC
BUYER: B&R STORES INC
ACRES: 5.074
SQUARE FEET: 47,019

7600 S.W. 22ND ST., SUITE 106, DES MOINES
SALE DATE: 2024-02-08
SALE PRICE: $199,000
SELLER: 7600 SW 22ND STREET LLC
BUYER: MOSAIC PROPERTY GROUP LLC
ACRES: 0.110
SQUARE FEET: 1,500

2600 COTTAGE GROVE AVE., DES MOINES
SALE DATE: 2024-02-09
SALE PRICE: $451,000
SELLER: MK CAPITAL LLC
BUYER: FITZGERALD, ERIC S
ACRES: 0.166
SQUARE FEET: 4,320

320 S.E. GATEWAY CIRCLE, GRIMES
SALE DATE: 2024-02-09
SALE PRICE: $664,905
SELLER: 49TH ST INVESTORS LLC
BUYER: FAREWAY STORES INC
ACRES: 2.828
SQUARE FEET: 0

8801 UNIVERSITY AVE., CLIVE
SALE DATE: 2024-02-09
SALE PRICE: $2,000,000
SELLER: UNIVERSITY PARK PROPERTIES LLC
BUYER: THE RACK BILLIARDS CLUB LLC
ACRES: 9.058
SQUARE FEET: 30,600

2312 FOREST AVE., DES MOINES
SALE DATE: 2024-02-09
SALE PRICE: $170,000
SELLER: OEHLERKING INVESTMENTS LLC
BUYER: GARFIELD REALTY GROUP
ACRES: 0.260
SQUARE FEET: 6,527 ■

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Garlic Potato Mash
Sweet Iowa Corn Bake

DESSERT
Baklava & Petit Fours

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SMALL BUSINESS ADMINISTRATION LOANS

Borrower Name	City	County	Cong. District	$ Amount	Jobs Created	Jobs Retained	Existing Jobs	New Vs. Existing	Business Type
Glenmen Hudson LLC	HUDSON	BLACK HAWK	02	$1,115,000	0	15	15	NEW	N/A
Panache Tea Boutique, LLC	Waterloo	BLACK HAWK	02	$70,000	1	6	1	NEW	Limited-Service Restaurants
Schmidt Financial Group, LLC	BOONE	BOONE	04	$50,000	1	0	0	NEW	Insurance Agencies and Brokerages
Cedar River Construction, LLC	WAVERLY	BREMER	02	$140,000	0	2	2	EXISTING	Residential Remodelers
Cedar River Construction, LLC	WAVERLY	BREMER	02	$20,000	0	2	2	EXISTING	Residential Remodelers
SEDENKA EXCAVATING AND HABITATT L.L.C.	LISBON	CEDAR	01	$70,000	0	0	1	EXISTING	All Other Specialty Trade Contractors
Advance Fire Equipment LLC	MASON CITY	CERRO GORDO	02	$399,000	1	1	7	EXISTING	Electrical Contractors
Advance Fire Equipment LLC	MASON CITY	CERRO GORDO	02	$100,000	1	1	7	EXISTING	Electrical Contractors
Mighty Dog Roofing of Greater Des Moines	WAUKEE	DALLAS	03	$375,000	16	1	1	NEW	Roofing Contractors
SUMMIT STRATEGIC PARTNERS LLC	WEST DES MOINES	DALLAS	03	$1,053,000	2	14	14	NEW	All Other Specialty Trade Contractors
SUMMIT STRATEGIC PARTNERS LLC	WEST DES MOINES	DALLAS	03	$100,000	2	14	14	NEW	All Other Specialty Trade Contractors
W&L Storage, LLC	WEST BURLINGTON	DES MOINES	01	$510,000	0	2	2	NEW	Lessors of Miniwarehouses and Self-Storage Units
Merkes Real Estate, LLC	Dubuque	DUBUQUE	02	$441,000	3	0	4	EXISTING	Veterinary Services
DAYDREAMS COMICS, LLC	IOWA CITY	JOHNSON	03	$159,000	0	3	3	NEW	N/A
GRANDIOSE LLC	IOWA CITY	JOHNSON	01	$25,000	0	1	1	NEW	N/A
CORRIDOR EQUIPMENT RENTAL LLC	NORTH LIBERTY	JOHNSON	01	$50,000	0	0	0	EXISTING	Other Commercial and Industrial Machinery and Equipment Rental and Leasing
Apex Structural LLC	Cedar Rapids	LINN	02	$288,000	1	8	8	EXISTING	Engineering Services
Artistic Strands Hair Salon LLC	CEDAR RAPIDS	LINN	02	$63,200	5	5	0	NEW	Beauty Salons
WSA Promotions LLC	CENTER POINT	LINN	02	$366,000	0	4	4	EXISTING	N/A
WSA Promotions LLC	CENTER POINT	LINN	02	$230,000	0	4	4	EXISTING	N/A
Sandra A Christensen, LLC	FAIRFAX	LINN	02	$100,000	0	4	4	NEW	Industrial Supplies Merchant Wholesalers
Dimond Investments LLC	Ankeny	POLK	03	$927,000	1	0	3	EXISTING	Ice Cream and Frozen Dessert Manufacturing
IVORYCROWN FINISH LLC	ANKENY	POLK	03	$30,000	1	1	1	NEW	Residential Remodelers
5 Borough Bagels, LLC	Clive	POLK	03	$150,000	40	40	40	EXISTING	Limited-Service Restaurants
CENTRAL IOWA GUTTER, INC.	CLIVE	POLK	03	$50,000	0	0	0	EXISTING	Other Building Equipment Contractors
Smart Home Exteriors	CLIVE	POLK	03	$50,000	1	2	1	EXISTING	Residential Remodelers
Decoding HR LLC	Des Moines	POLK	03	$43,000	0	1	1	EXISTING	Employment Placement Agencies
FULL CIRCLE ASE, LLC	Johnston	POLK	03	$25,000	0	0	1	EXISTING	Advertising Agencies
TR RICE CORP	URBANDALE	POLK	03	$50,000	15	1	15	EXISTING	All Other Automotive Repair and Maintenance
LEFTLANE ATHLETICS LLC	WEST DES MOINES	POLK	03	$30,000	1	1	1	EXISTING	N/A
HMR CONTRACTING LLC	COUNCIL BLUFFS	POTTAWATTAMIE	03	$15,000	0	0	1	NEW	Painting and Wall Covering Contractors
H and M Bicycle Company LLC	Grinnell	POWESHIEK	02	$135,000	5	1	1	NEW	Sporting and Recreational Goods and Supplies Merchant Wholesalers
Messenger Motorworks Ltd	DAVENPORT	SCOTT	01	$131,300	1	5	5	EXISTING	N/A
Kelderman Klean, Inc.	SIOUX CENTER	SIOUX	04	$470,000	50	1	50	NEW	Janitorial Services
R L-RON'S AUTO, INC.	AMES	STORY	04	$40,000	0	0	8	EXISTING	General Automotive Repair
R L-RON'S AUTO, INC.	AMES	STORY	04	$30,000	0	0	8	EXISTING	General Automotive Repair

Cornelius hired as chief of staff for Iowa Department of Corrections

The Iowa Department of Corrections announced the appointment of Paul Cornelius as the new chief of staff, effective March 1. With a career spanning 22 years in state government, Cornelius brings experience and expertise to the role. In his role as chief of staff, Cornelius will help in advancing the mission of the Iowa Department of Corrections, working closely with leadership to develop and implement strategic initiatives, enhance operational efficiency, and promote a culture of innovation and accountability.

Iowa Bankers helps Iowa PBS raise more than $21,000 at annual pledge drive

Twelve bankers from across the state helped kick off Iowa PBS' annual pledge drive, known as Festival, which concluded March 11. Volunteers answered pledge phones from 3-8:30 p.m. and raised $21,255 for the public television network.

Smash Park to open new location in Westerville, Ohio

"Eatertainment" destination Smash Park, known for its social mix of food, drinks and recreation — including its flagship activity, pickleball — announced plans for a new location in the Columbus, Ohio, suburb of Westerville. The future Smash Park will be located in the Westar Place business district, and construction on the nearly 50,000-square-foot venue is expected to begin during summer 2024.

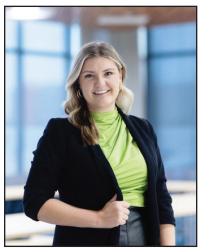
CBRE opens tech-enabled office at 595 Tower in West Des Moines

CBRE announced the opening of its new 8,000-sqare-foot office on the second floor of 595 Tower development at 595 S. 60th St. in West Des Moines. The firm has relocated from Hubbell Realty Company building at 6900 Westown Parkway. The new office is part of CBRE's Workplace360 program showcasing the company's "Future of Work" space standards, including innovative technology and a wider variety of collaborative spaces designed to support hybrid working. The office features several work areas, including focus rooms, huddle rooms and an open-space living room known as the CBRE "Heart," which can be used for town halls, conference meetings and more casual work environments. In addition, new technology has been implemented that will grant employees instant and seamless access to several collaborative workspace chat and video applications. There will also be a large digital media display near the entrance for company announcements and a RISE café for both employees and guests to meet.

Bank Iowa hires Abby Allen as branch manager in Altoona

Bank Iowa has appointed Abby Allen as a retail branch manager for its Altoona location. Allen has been in the banking industry for more than 10 years, with more than seven serving in a management role. Allen grew up in Runnells and graduated from Southeast Polk High School.

WDM Chamber acknowledges Matheson and Murphy for human resource certification achievement



The West Des Moines Chamber of Commerce recognized Kara Matheson, vice president of workforce development and culture, and Meredith Murphy, talent attraction manager, for achieving certifications from the Society for Human Resource Management (SHRM). Kara Matheson has earned the SHRM-SCP (Senior Certified Professional) designation, while Meredith Murphy has attained the SHRM-CP (Certified Professional) designation.

The Stelter Company hires Plants as digital experience director

The Stelter Company has hired Hanna Plants as its digital experience director, a newly created role within the organization. Plants joins Stelter with more than 10 years of digital marketing experience, most recently at Two Rivers Marketing, where she developed strategic marketing plans for local and national brands and guided their CX, CRM and marketing automation practices. ■

Send information on new hires, promotions, expansions, openings and other business news to editor@dmcityview.com.