

# BUSINESS JOURNAL



## Defining a **BRAND**

Local business owners share the importance of their company brands.

By Tammy Pearson and  
Rachel Harrington

Making a good first impression is undoubtedly vital in job interviews, dinner with potential in-laws, and applying for a loan. However, when it comes to making a business a success, it is often the lasting impression that matters most. And that lasting impression is created through a company's brand.

"A brand is a set of visual assets, stylistic choices, and other resources that combine to form a cohesive image," according to Adobe For Business. The article, "Building a brand — a step-by-step guide," offers suggestions on creating a brand and emphasizes, "A brand is more than a logo, name or slogan. It could include almost anything that contributes to your company's reputation — like the tone used in your messaging or the dress code for your employees. The various ways you're perceived by the public is your brand."

The B-Bop's logo is as classic as its menu.



## FEATURE

**Nostalgic treats and more**

**"Experience homestyle bliss with Nan's Nummies — Unforgettable cookies baked with love and tradition."**

With a slogan like that, you would be right in guessing that Nan's Nummies, 501 Elm St., in the Valley Junction, West Des Moines, is going to serve up the treats associated with grandmothers and memories. After all, what takes one back to simpler times more quickly than memories of grandma's kitchen?

Crystal McLemore, owner and operator of Nan's Nummies, brings back memories of delicious snacks and the warm comforts of home by branding her bakery with nostalgia.

In March 2023, McLemore bought Nan's Nummies after being an employee of the company for some time. When she took over, the bakery had not yet developed a logo or made many branding efforts.

McLemore wanted to develop an image that was simple and spoke to what she offered the community, so she worked for a few days with a digital designer and created a logo of a cookie with a bite taken out of it and basic lettering, all in a round shape like a cookie.

The mood she seeks to create — and the desserts she makes in the bakery — all aim to make a customer feel like he or she is getting cookies and sweets like Grandma would make and a down-home sensation that puts the customer at ease.

"The cookies we have are the old-fashioned kind, not the giant, crazy \$5 cookies some businesses sell," McLemore says. "We also sell saltwater taffy, candy cigarettes and many other candies you would expect at a nostalgic candy shop."

McLemore takes her branding to the design inside her bakery, too. Much of the décor around Nan's Nummies comes from a nostalgic candy store in the Wisconsin Dells. From the signs around the room to the jars that hold the candies, nostalgic touches can be found throughout the bakery.

"The prior owner got the décor and placed it around the bakery, and since it went well with the theme I wanted, we kept it," McLemore states.



The logo for Nan's Nummies is a simple chocolate chip cookie with a bite taken from it and harkens back to simpler times.



Crystal McLemore, owner and operator of Nan's Nummies, wants her customers to feel as if they are stepping back in time to enjoy the treats one found in Grandma's kitchen and at an old-fashioned candy shop.



The Grimes B-Bop's location opened in 2022.

McLemore says she wants customers to have good experiences in her bakery, an establishment that may be deemed "on the cheaper side."

"I want it that way," she explains. "If kids are out and about, I want them to feel like they can come in and get a cookie without worrying about it costing too much."

If a stop at Grandma's house is impossible, then Nan's Nummies can be a close second choice.

Employees at Nan's Nummies are not held to a strict dress code, nor do they have a uniform to wear. They are always behind the counters, so customers can easily identify them. Maintaining a more casual atmosphere inside the bakery allows customers to feel at home and comfortable. A smaller establishment, Nan's Nummies has only 10 employees including McLemore. A small staff and home-sized interior add to the grandma's kitchen or old-fashioned candy store vibe, a reminder of simpler times.

McLemore continues to make strides in her branding and reaching a broader customer base. She places stickers with her logo on her order boxes and is sure to include the logo on the flyers she creates online.

**A culture of nice**

**"Serving up more than just hot and fresh food. We create a dining experience that hits all the right notes."**

This is the message B-Bop's, known for its double drive-thrus and "classic burgers, fries, shakes and more," shares on its website.

"We offer great food and service," B-Bop's owner, Bob Johnson, says. "We try to make everything fast and fresh."

The brand has grown in popularity since its launch 37 years ago. Recently a store was built in Cedar Rapids, and more are planned for that area, he says.

“People have supported us very, very well, from our first store on Euclid Avenue,” Johnson says.

With its iconic hamburger-shaped logo and store fronts featuring the same general look, B-Bop’s is easily recognized along a street of businesses. The look has endured over the decades, making the logo and storefronts as classic as the menu. That branding has provided the company easy recognition and a sense of familiarity.

Customers know exactly what they will get regardless of which B-Bop’s they visit, and that consistency has been key to building the company’s brand, Johnson says. Each location must be managed with the same standards in mind.

“They must be consistent with the brand. Managers cannot do it differently,” Johnson says. “If they do, they can’t work for me anymore.”

However, with that said, B-Bop’s has had more success than most fast-food endeavors with keeping turnover low.

“We have managers working for us 35 years,” Johnson says, adding that the company’s culture of being “nice” — to its employees and its customers — is an important aspect of its brand.



Bob Johnson, owner of B-Bop’s

“We treat all our people — from the kid who just started today to the manager working for us for 35 years — with respect,” Johnson says. “We do the very best for them and for the customers.”

That kind of work culture and customer service is not just a reflection of the B-Bop’s culture, but also a reflection of who Iowans are, he says.

“This is Iowa, and we are proud to be here in Iowa,” he says.

Building the foundation

“Buying and selling your home is a big deal. Invite our team of experts in so that you leave the closing table with success.”



Trust and expertise are emphasized on the Pennie Carroll and Associates website. And that isn’t by accident.

Those qualities are part of the Pennie Carroll and Associates brand, which has been thoughtfully constructed.

“When I started in business, it was important to me to establish identity and trust and confidence — confidence as a new business owner and with the consumer,” Carroll says, adding that it all hinged on establishing a well-recognized brand.

“If you don’t have a brand established, you don’t have any business,” she says.

For that reason, Carroll prioritized getting her company’s brand right from the very start.

“It was one of my biggest investments... having a professional to guide and direct me on that brand, then layering on the marketing. Everything else just blossoms after that. A brand can speak to thousands you might never reach — that’s why brand is so important,” she adds.

The brand must be recognizable, and a variety of factors play a role, including the color, the font, the statement, the tagline and more, Carroll says.

She sums up the importance of her brand: “If someone took my brand away from me, I would have lost my identity.”

Once a clear brand is established, it needs to be incorporated in every way possible. Carroll extends the same look and message to continue her brand through apparel, marketing, advertising, events the company holds, drop-by gifts and more.

“It’s like a birthmark for your business,” Carroll says of a brand. And it should be included in anything related to a business. “You have to have that consistency. It will go miles you can’t begin to walk,” she says.

“The main takeaway is everything stems from it. It is the foundation for what the general public and customer see — and that builds the trust,” Carroll says. ■



Pennie Carroll says branding is essential, and she made it a priority with her company, Pennie Carroll & Associates.

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FOR SALE

**1800 SW 2nd St., Des Moines • Price: \$10,000,000**  
**Agent: Theodore Craig • Acres: 7.834 • Square feet: 20,000**

This prime development site sits along the river, offering breathtaking views of downtown Des Moines and Principal Park. Positioned in a rapidly transforming area, it's adjacent to a high-end apartment development, signaling strong growth and investment potential. With direct access to major roadways and the city's core, this site is perfect for mixed-use, residential, or commercial development in one of Des Moines' most exciting locations.



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**108000 Justin Dr., Urbandale • Price: \$1,950,000**  
**Agent: Theodore Craig • Acres: 9.174**

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COMMERCIAL REAL ESTATE

COMMERCIAL REAL ESTATE TRANSACTIONS IN POLK COUNTY FROM APRIL 16, 2025, TO MAY 16, 2025

**1316 22ND ST., DES MOINES**  
SALE DATE: 2025-04-16  
SALE PRICE: \$575,000  
SELLER: ALFAS PROPERTIES LLC  
BUYER: CWF 1316 22ND ST LLC  
ACRES: 0.667  
SQUARE FEET: 5,943

**7865 DRAKE ST., CLIVE**  
SALE DATE: 2025-04-21  
SALE PRICE: \$271,000  
SELLER: PATTEE, SUSAN R  
BUYER: CITY OF CLIVE  
ACRES: 0.246  
SQUARE FEET: 1,384

**7421 DOUGLAS AVE., URBANDALE**  
SALE DATE: 2025-04-22  
SALE PRICE: \$1,000,000  
SELLER: SEAFOOD PROPERTY NO 2 LLC  
BUYER: TRINITY HOLDINGS LLC  
ACRES: 0.958  
SQUARE FEET: 2,746

**3006 S.E. 14TH ST., DES MOINES**  
SALE DATE: 2025-04-22  
SALE PRICE: \$860,000  
SELLER: SEAFOOD PROPERTY NO 1 LLC  
BUYER: TRINITY HOLDINGS LLC  
ACRES: 0.954  
SQUARE FEET: 2,573

**NO ADDRESS LISTED**  
SALE DATE: 2025-04-22  
SALE PRICE: \$15,805  
SELLER: GAZZO PROPERTIES LC  
BUYER: CITY OF JOHNSTON  
ACRES: 0.397  
SQUARE FEET: 0

**NO ADDRESS LISTED**  
SALE DATE: 2025-04-22  
SALE PRICE: \$3,990  
SELLER: MURPHY, STEPHANIE L  
BUYER: CITY OF JOHNSTON  
ACRES: 0.034  
SQUARE FEET: 0

**NO ADDRESS LISTED**  
SALE DATE: 2025-04-23  
SALE PRICE: \$2,425,000  
SELLER: TOM EASLEY INDIVIDUAL RETIREMENT ACCOUNT  
BUYER: PASCO STORAGE UNLIMITED INC  
ACRES: 3.330  
SQUARE FEET: 111,098

**NO ADDRESS LISTED**  
SALE DATE: 2025-04-23  
SALE PRICE: \$5,420  
SELLER: MCCONNELL, DEBORAH K  
BUYER: CITY OF JOHNSTON  
ACRES: 0.079  
SQUARE FEET: 0

**NO ADDRESS LISTED**  
SALE DATE: 2025-04-23  
SALE PRICE: \$6,655  
SELLER: BETZ, ROBERT D  
BUYER: CITY OF JOHNSTON  
ACRES: 0.057  
SQUARE FEET: 0

**6220 N.W. BEAVER DRIVE, JOHNSTON**  
SALE DATE: 2025-04-28  
SALE PRICE: \$1,700,000  
SELLER: GREEDY INVESTMENTS LLC  
BUYER: LANSINK HOLDINGS LLC  
ACRES: 1.859  
SQUARE FEET: 16,600

**116 34TH AVE., S.W., ALTOONA**  
SALE DATE: 2025-04-28  
SALE PRICE: \$1,656,607  
SELLER: TJL INVESTMENTS LLC  
BUYER: SUNSTONE INVESTMENTS LLC  
ACRES: 6.595  
SQUARE FEET: 14,474

**2721 GARDEN ROAD, DES MOINES**  
SALE DATE: 2025-04-28  
SALE PRICE: \$500,000  
SELLER: RODISH, GARY  
BUYER: SUJE INVESTMENTS LLC  
ACRES: 0.615  
SQUARE FEET: 4,200



**13420 N.E. 111TH ST., MAXWELL**  
SALE DATE: 2025-04-29  
SALE PRICE: \$64,000  
SELLER: WEBSTER, CLAUDIUS ROY ESTATE  
BUYER: DREY, SCOTT  
ACRES: 0.287  
SQUARE FEET: 0

**3507 GRANT ST., S., BONDURANT**  
SALE DATE: 2025-04-29  
SALE PRICE: \$100  
SELLER: ROBERT F ETZEL LIVING TRUST  
BUYER: ROBERT F ETZEL FAMILY TRUST  
ACRES: 23.059  
SQUARE FEET: 0

**1500 30TH ST., WEST DES MOINES**  
SALE DATE: 2025-04-30  
SALE PRICE: \$850,000  
SELLER: 3000 WESTOWN PARTNERS LP  
BUYER: CLAIM DOC LLC  
ACRES: 2.268  
SQUARE FEET: 9,920





**3509 104TH ST., URBANDALE**  
SALE DATE: 2025-04-30  
SALE PRICE: \$650,000  
SELLER: CALIKEYS PROPERTY HOLDINGS LLC  
BUYER: DAYTON PROPERTY MANAGEMENT LLC  
ACRES: 0.680  
SQUARE FEET: 6,060

**1800 NINTH ST., DES MOINES**  
SALE DATE: 2025-04-30  
SALE PRICE: \$385,000  
SELLER: M2C INVESTMENTS LLC  
BUYER: 1800 NINTH STREET LLC  
ACRES: 0.287  
SQUARE FEET: 2,370

**2901 RUTLAND AVE., DES MOINES**  
SALE DATE: 2025-04-30  
SALE PRICE: \$920,000  
SELLER: LIVING DES MOINES LLC  
BUYER: 2901 RUTLAND HOLDINGS LLC  
ACRES: 0.468  
SQUARE FEET: 7,932

**5525 DOUGLAS AVE., DES MOINES**  
SALE DATE: 2025-05-01  
SALE PRICE: \$500,000  
SELLER: BROWN, JANICE K  
BUYER: ABELARDO'S MEXICAN FOOD LLC  
ACRES: 0.358  
SQUARE FEET: 1,660

**2501 WESTOWN PARKWAY, WEST DES MOINES**  
SALE DATE: 2025-05-05  
SALE PRICE: \$2,325,000  
SELLER: DABRAMA LLC  
BUYER: 2501 HOLDINGS LLC  
ACRES: 3.181  
SQUARE FEET: 24,420

**4685 N.W. SECOND ST., DES MOINES**  
SALE DATE: 2025-05-06  
SALE PRICE: \$400,000  
SELLER: IRON RANGE PROPERTIES LLC  
BUYER: AJB PROPERTIES LLC  
ACRES: 0.535  
SQUARE FEET: 1,080

**1821 S.E. HULSIZER ROAD, ANKENY**  
SALE DATE: 2025-05-06  
SALE PRICE: \$1,750,000  
SELLER: MIDWEST MOTOR EXPRESS INC  
BUYER: NAP NEBRASKA LLC  
ACRES: 6.200  
SQUARE FEET: 6,300



**401 E. ARMY POST ROAD, DES MOINES**  
SALE DATE: 2025-05-07  
SALE PRICE: \$2,500,000  
SELLER: YOUNG MEN'S CHRISTIAN ASSOC OF GREATER DES MOINES  
BUYER: CITY OF DES MOINES  
ACRES: 11.049  
SQUARE FEET: 36,792

**317 S.E. LOWELL DRIVE, ANKENY**  
SALE DATE: 2025-05-08  
SALE PRICE: \$150,000  
SELLER: CLARKSON, RODNEY G  
BUYER: CLARKSON, KYLE  
ACRES: 0.374  
SQUARE FEET: 4,032

**511 29TH ST., DES MOINES**  
SALE DATE: 2025-05-08  
SALE PRICE: \$1,965,000  
SELLER: BRYN MAWR ASSOCIATES LP  
BUYER: BRYN MAWR LLC  
ACRES: 0.430  
SQUARE FEET: 15,456

**2650 EASTON BLVD., DES MOINES**  
SALE DATE: 2025-05-09  
SALE PRICE: \$169,500  
SELLER: FORMARO, CLARA M  
BUYER: WEST DES MOINES CHURCH OF CHRIST INC  
ACRES: 0.277  
SQUARE FEET: 1,654

**1615 S.E. CORTINA DRIVE, ANKENY**  
SALE DATE: 2025-05-12  
SALE PRICE: \$4,250,000  
SELLER: PENTA PARTNERS LLC  
BUYER: SIMONS, PETE  
ACRES: 1.998  
SQUARE FEET: 23,795

**1116 GRAND AVE., WEST DES MOINES**  
SALE DATE: 2025-05-13  
SALE PRICE: \$205,000  
SELLER: WEIGEL PROPERTIES LLC  
BUYER: BERBER REAL ESTATE LLC  
ACRES: 0.145  
SQUARE FEET: 1,007

**809 N.E. BROADWAY AVE., DES MOINES**  
SALE DATE: 2025-05-13  
SALE PRICE: \$1,380,000  
SELLER: CANADA, WILLIAM  
BUYER: HIG DES MOINES LLC  
ACRES: 3.100  
SQUARE FEET: 2,632

**2843 S ANKENY BLVD., ANKENY**  
SALE DATE: 2025-05-13  
SALE PRICE: \$135,000  
SELLER: DRA PROPERTIES LC  
BUYER: MENEFFEE, MARK  
ACRES: 0.121  
SQUARE FEET: 1,000 ■

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Hometown TV & Appliance, Inc.	LAWLER	CHICKASAW	02	\$50,000	2	6	4	NEW	N/A
Murphy Court LLC	DeWitt	CLINTON	01	\$1,248,000	18	0	0	NEW	Promoters of Performing Arts, Sports, and Similar Events with Facilities
American Technology Consulting, LLC	West Des Moines	DALLAS	03	\$500,000	0	0	80	EXISTING	Administrative Management and General Management Consulting Services
Hoppe Air, LLC	BEAMAN	GRUNDY	02	\$250,000	0	0	26	NEW	Soil Preparation, Planting, and Cultivating
S S SATYA & PURNIMA Corp.	Mount Pleasant	HENRY	01	\$2,344,000	4	6	6	EXISTING	Hotels (except Casino Hotels) and Motels
KRIVERA LLC	Williamsburg	IOWA	01	\$2,137,000	1	3	4	NEW	Hotels (except Casino Hotels) and Motels
RJ Martin Enterprise, LLC	Maquoketa	JACKSON	01	\$302,000	1	0	0	NEW	Car Washes
Fackler Acquisition, LLC	Iowa City	JOHNSON	01	\$205,500	2	4	4	NEW	Offices of Physicians (except Mental Health Specialists)
Grit Gym, L.L.C.	Iowa City	JOHNSON	01	\$165,000	2	0	5	EXISTING	Fitness and Recreational Sports Centers
Calyx Creek LLC	Oxford	JOHNSON	01	\$664,000	2	0	5	NEW	Caterers
Eric Miller	MONTICELLO	JONES	01	\$320,000	2	0	2	NEW	Snack and Nonalcoholic Beverage Bars
Game Station Inc	Cedar Rapids	LINN	02	\$150,000	0	2	2	EXISTING	Amusement and Theme Parks
Rolling Pup Wash LLC	Marion	LINN	02	\$135,500	1	1	1	NEW	Pet Care (except Veterinary) Services
Merriam Construction, LLC	SAINT CHARLES	MADISON	03	\$50,000	6	2	6	NEW	Poured Concrete Foundation and Structure Contractors
DCW Investments, LLC	Altoona	POLK	03	\$601,000	4	0	13	EXISTING	Offices of Physicians (except Mental Health Specialists)
Altoona Athletic Training, LLC	Altoona	POLK	03	\$576,000	5	1	1	NEW	All Other Personal Services
PAINTING BY JEN LLC	ANKENY	POLK	03	\$30,000	3	5	9	EXISTING	Painting and Wall Covering Contractors
BILT GUITARS, LLC	Des Moines	POLK	03	\$105,000	0	6	6	EXISTING	Musical Instrument Manufacturing
Beaverdale Books LLC	DES MOINES	POLK	03	\$100,000	0	17	17	EXISTING	N/A
BEST DEAL IOWA AUTO SALES & SERVICE L.L.C.	Des Moines	POLK	03	\$90,300	0	2	2	NEW	Used Car Dealers
BURK HOLDINGS LLC	GRIMES	POLK	03	\$2,217,700	10	20	20	NEW	Limited-Service Restaurants
BNPSUN LLC	JOHNSTON	POLK	03	\$350,000	3	17	17	EXISTING	New Single-Family Housing Construction (except Operative Builders)
PELLAKIN CONSTRUCTION LLC	SEARSBORO	POWESHIEK	02	\$40,000	1	1	1	EXISTING	Residential Remodelers
Akshay Patel Corporation	Davenport	SCOTT	01	\$833,000	2	7	7	EXISTING	Hotels (except Casino Hotels) and Motels
Midwest Iron Addicts LLC	Walcott	SCOTT	01	\$150,000	2	2	1	EXISTING	Fitness and Recreational Sports Centers
Offset LLC	Ames	STORY	04	\$25,000	0	1	1	NEW	N/A
Arch Foot and Ankle, P.C.	NORWALK	WARREN	01	\$250,000	2	3	3	EXISTING	Offices of Podiatrists
TRIPLE D CONTRACTING, INC.	LAWTON	WOODBURY	04	\$150,000	0	5	5	EXISTING	Poured Concrete Foundation and Structure Contractors

TRANSACTIONS FROM JULY 2025

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## ON THE MOVE

Send information on new hires, promotions, expansions, openings and other business news to [editor@dmcityview.com](mailto:editor@dmcityview.com).

## Gibbons joins All-Pets Hospital

All-Pets Hospital welcomes a new veterinarian to its medical team. Dr. Cheyenne Gibbons officially joined the team on June 16. A native of Nebraska, she graduated from the University of Nebraska–Lincoln before earning her Doctor of Veterinary Medicine degree from Iowa State University in 2025.

## Hoyt Sherman Place Foundation welcomes new board members

Hoyt Sherman Place Foundation announced its six new board members: Shashank Aurora, Oxana Bedore, Lisa Holtorf, Jane Keairns, Maura Lyons, Steve Wilkes-Shapiro and Eric White.

## Iowa HHS announces new Medicaid director

The Iowa Department of Health and Human Services (HHS) announced that Lee Grossman has been appointed as the new director of Iowa Medicaid. Grossman, an Iowa native, brings more than 14 years of experience from the Wyoming Department of Health, where he most recently served as Medicaid director since February 2023. Grossman will begin this new role in early September.

## Furlow joins Iowa Pork Producers Association as director of public policy

The Iowa Pork Producers Association (IPPA) has named Harrison Furlow as its new director of public policy. Furlow began the role on Aug. 4, bringing extensive experience in agricultural policy, strategic communications and producer-focused advocacy to the organization.



Harrison Furlow

## MMG Real Estate Advisors appoints Patrick as managing director of multifamily brokerage

National multifamily and land advisory firm, MMG Real Estate Advisors, announces the addition of Shana Patrick as managing director, overseeing multi-family brokerage advisory services across the Midwest Market states of Iowa and Nebraska.



Shana Patrick

## Maertens named vice president of account services at Flynn Wright

Flynn Wright President Paul Schlueter recently announced that Kiersten Maertens, who has served as vice president of account services, was formally named an agency partner. Schlueter said, "Throughout her career at Flynn Wright, Kiersten has demonstrated a keen understanding of how we operate this business in a way that drives long-term client success alongside positive business outcomes for our team.

Many of you have had the privilege of working with Kiersten and know just how impactful her strategy, approach and service is. As someone who started her journey as an intern, she fulfills the promise that, at Flynn Wright, anything is possible."



Kiersten Maertens



## DMPS welcomes additional new leaders

Des Moines Public Schools announced more leaders taking on new roles for the 2025-2026 school year.

Peter LeBlanc - deputy chief human resources officer

Laurel Friedman - Ruby Van Meter principal

Dr. Tori Rabe - Goodrell Middle School principal

Frank Lee, III - McCombs Middle School principal

Terry Mitchell - public safety manager

Brianna Schwenk Maschman - director of teaching and learning – high schools

Matthew Rohn - director of student and family services

Mark Lee - director of student and family services

## Brody announces retirement as president and CEO of BioConnect Iowa

BioConnect Iowa announced that Steve Brody will retire and step away from his role as president and CEO. Brody led the organization with efforts focused on advancing Iowa's bioscience sector and fostering innovation through strategic partnerships with the University of Iowa and Iowa State University.

## Ankeny Area Chamber of Commerce promotes Anderson to executive director

The Ankeny Area Chamber of Commerce announced the promotion of Jamie Anderson to executive director. Anderson's appointment reflects both her leadership over the past 10 months and her commitment to the Chamber's mission, members and the Ankeny community. She will work alongside interim CEO Trent Murphy, who has led the Chamber since November of 2025, for the coming months to ensure a smooth transition. ■



Jamie Anderson