

## Demonstrated Experience

***This form requires information about Applicant's demonstrated experience in the provisioning of Broadband across the State of Iowa. Applicant shall include relevant information about their experience that has prepared them to deploy their proposed Project, such as, for example community partnerships and service; number of years in business; number of years' experience provide the types of services sought by this NOFA; if the Applicant is a relatively new provider/market entrant an explanation of the benefits, if any of being a newer provider. Market entrant; or the level of technical experience in providing the types of services sought by this NOFA.***

Established in 1903, Minburn Telephone Company (Minburn) has an extensive history of providing excellent customer service. Currently, Minburn has over 230 fiber route miles that pass over 1,400 locations. Minburn provides free, 24/7 technical support with every internet connection giving each subscriber peace of mind that assistance is available if needed.

Minburn has an extensive history of fiber network builds, broadband project success and implementation. The specific broadband project team experience, which is most relevant to the proposed project, is as follows:

In 2010, Fiber to the Home was installed in the Minburn town and rural exchange which allowed customers to have access to voice, multimedia, and data services. The total project investment was \$2.3 million.

In 2013, Minburn constructed a fiber optic network to 140 businesses in Perry, IA. This allowed Minburn to offer voice, broadband and video service to these locations.

In 2014, fiber construction to 189 locations in Perry was completed.

In 2015, Minburn converted its Woodward exchange from copper facilities to Fiber to the Home. This total project investment was \$4.7 million.

In 2018, Minburn completed its fiber ring and constructed an additional 12 miles of fiber to the west of Perry.

In 2021, Minburn was awarded the project titled 'Dallas Center South Broadband Expansion' from the Empower Rural Iowa, Emergency Broadband Expansion Grant Program – NOFA #006. This project will be completed by December 31, 2022 bringing high-speed broadband to 104 locations.

As demonstrated above, Minburn continues to invest in expanding its fiber network to provide the best broadband service available to its existing service areas and beyond.

As evidence of Minburn's extensive experience in providing broadband service and superior customer service, Minburn has included brochures for residential and business subscribers, as well as a flyer for Lifeline support.

The resumes of key Minburn team members are included to provide further evidence of Minburn's ability to successfully implement the proposed South Adel Rural Broadband Expansion.

Minburn is a financially viable organization with the capability to meet all financial requirements outlined in this project. Minburn has a history of continued business success and meeting financial obligations within the communities it serves.

## Bundle and Save

### Total Voice

Voice and broadband services are bundled to create this offer. Get local calling services with unlimited local and long distance, five calling features, advanced voice mail and five email addresses when packaged with a 50 or 100 Mbps symmetrical broadband connection.

50 Mbps: **\$98.99**

100 Mbps: **\$108.99**

### Total Home

Bundle a 50 or 100 Mbps symmetrical broadband connection with our Video Entertainment TV. Get 5 email addresses plus 200+ channels, Restart TV, MyTVs app, Pay-Per-View, watchTVEverywhere, 1 set top box, whole home wire maintenance and no fees for standard installation.

50 Mbps: **\$195.99**

100 Mbps: **\$210.99**

### Total Entertainment

Our best value! Bundle a 50 or 100 Mbps symmetrical broadband connection with our Video Entertainment TV and Voice services to save. This triple play package features unlimited local and long distance calling, five calling features, advanced voice mail including access via your TV and caller ID display, Music Channels, Pay-Per-View, watchTVEverywhere, one set top box, Restart TV, voice command and MyTVs app, five email addresses, whole home wire maintenance and no set-up fees.

50 Mbps: **\$218.99**

100 Mbps: **\$228.99**

Experience a World-Class  
Connection...with a *Hometown Touch!*

# Services and Price Guide

Control Number 434181

## Residential Packages



 **Minburn  
Communications**  
*World-Class Connections...Hometown Touch*

100 S Main St., PO Box 515  
Woodward, IA 50276

(515) 438-2200

[www.minburncomm.com](http://www.minburncomm.com)

 **Minburn  
Communications**



## Voice Services

### Landline Voice Services For Your Home

Residential Subscriber Line.....	\$19.00
Calling Features .....	\$5.00
Caller ID Name and Number	
Caller ID Block per Line	
Calling Features .....	\$4.00
Telemarketing Call Screening	
Calling Features .....	\$3.00
Speed Dialing - 30 Numbers	
Selective Call Rejection	
Anonymous Call Rejection	
Call Forward - Basic	
Call Forward - Busy	
Call Forward - Don't Answer	
Call Forward - Remote Activation	
Last Call Return	
Last Call Identification	
Calling Features .....	\$1.25
Call Waiting	

### Voicemail

Voice Mail Greeting Only.....	\$3.99
Basic.....	\$3.99
Advanced .....	\$6.99
Premium .....	\$11.99

### Long Distance

Per Minute .....	\$0.15
Unlimited .....	\$19.99
Toll Restriction/Block .....	\$1.25



## Internet

### Symmetrical Broadband

25 Mbps.....	\$69.99
50 Mbps.....	\$79.99
100 Mbps.....	\$89.99
250 Mbps.....	\$199.99
500 Mbps.....	\$299.99
1 Gig .....	\$499.99

### Fixed Wireless

Site check required for service and speed availability.

5 Mbps.....	\$54.99
10 Mbps.....	\$64.99
15 Mbps.....	\$84.99
20 Mbps.....	\$104.99
1 Mbps Upload Speed Boost.....	\$5.00

### Ala Carte

Email Only (1).....	\$5.00
Static IP: 1 Line .....	\$5.99
Static IP: 2-5 Lines .....	\$10.99
Static IP: 6-13 Lines .....	\$15.99

### Home Protection

TECH Home Protect.....	\$5.99
TECH Home Protect Plus.....	\$9.99
Additional Desktop .....	\$4.99
Additional Mobile Device .....	\$1.99
TECH Home Protect Support .....	\$14.99

### Wire Maintenance

1 Line.....	\$2.99
2 Lines.....	\$4.99
3 Lines.....	\$6.99



Control Number 434181

## Video Entertainment TV

### Lifeline Select Package

This package offers a basic lineup that includes local programming\* with HD channels. One Standard Set Top Box, Pay-Per-View, the MyTVs App and watchTVeverywhere features are part of all our plans.

### Prime Package

Combine Prime with your Lifeline Select lineup and features to enjoy over 160 SD and HD channels including Music Choice. Prime also offers the ReStart feature so you never miss the beginning of a show again.

### Elite Package

Enhance your viewing by adding this package to your Prime and Lifeline Select lineup. Get all the features and additional channels with Elite.

### Premium Add-Ons

HBO.....	\$17.99
Cinemax .....	\$14.99
HBO/Cinemax Combo.....	\$23.99
Showtime.....	\$13.99
Starz/Encore.....	\$13.99

Each Additional Set Top Box..... \$8.99  
*\*Local Broadcast Station Fee Included*

### Cloud DVR

250 GB / 3 streams of recording .....	\$9.99
250 GB / 5 streams of recording .....	\$12.99
500 GB / 10 streams of recording .....	\$19.99



## Communication Solutions Designed for Your Business

Our World-Class Connections are here to help your business be future ready. Network installation, multi-location connections, fiber expansion, network reliability, troubleshooting, 24/7 technical support, and responsive customer service with a smile.

These are just some of the **Hometown Touch** benefits customers experience from Minburn Communications.

### *Give us a call for all of your communication needs:*

- ✓ Voice – Internet – Video
- ✓ Network Transport
- ✓ MPLS Multiprotocol Label Switching
- ✓ Business Phone Systems
- ✓ Dedicated Connections
- ✓ Local TV and Directory Advertising



Experience a World-Class  
Connection...with a **Hometown Touch!**



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# Services and Price Guide

Control Number 434181

## Commercial Packages





## Voice Services

### Voice Solutions for Your Business

Business Subscriber Line .....	\$32.00
Non-Profit Business Line .....	\$19.00
Calling Features .....	\$7.00
Caller ID Name & Number	
Call Waiting	
Call Transfer	
Caller ID Block per Line	
Calling Features .....	\$6.00
Line Hunting	
Telemarketer Call Screening	
Calling Features .....	\$5.00
Call Forward - Basic	
Call Forward - Busy	
Call Forward - Don't Answer	
Call Forward - Remote Activation	
3-Way Calling	
Last Call Return	
Call Trace	
Anonymous Call Rejection	
Distinctive Ring Tone	
NotifyPlus .....	\$9.95

### Voicemail

Basic .....	\$3.99
Advanced .....	\$6.99
Premium .....	\$11.99
Greeting Only .....	\$3.99

### Long Distance

Business Unlimited .....	\$19.99
Toll Free Services .....	\$3.00; \$0.80 per minute
Other options available, contact us for quote.	



## Internet

### Symmetrical Broadband

25 Mbps .....	\$89.99
50 Mbps .....	\$139.99
100 Mbps .....	\$249.99
250 Mbps .....	\$499.99
500 Mbps .....	\$699.99
1 Gig .....	\$899.99

### Fixed Wireless

5 Mbps .....	\$54.99
10 Mbps .....	\$64.99
15 Mbps .....	\$84.99
20 Mbps .....	\$104.99
1 Mbps Upload Speed Boost .....	\$5.00
Service and Speed Available by site check only.	

### Ala Carte

Email Only (1) .....	\$5.00
Static IP: 1 Line .....	\$5.99
Static IP: 2-5 Lines .....	\$10.99
Static IP: 6-13 Lines .....	\$15.99

**!** 24/7 Technical Support is always available with our voice and internet services. Fiber optics and plans not available in all areas. Speeds may vary; contract may be required. Additional charges apply for installation, equipment, taxes, and regulatory fees.



## Video Entertainment TV

Video Entertainment TV programming is available based on business type. Whether you're an office, retail store or restaurant, we have a solution for you.

### Lifeline Select Package

**\$50.99**

This package offers a basic lineup that includes local programming\* with HD channels. Control your programming with the MyTVs app for your mobile device. One free standard Set Top Box is included with installation.

### Prime Package

**\$99.99**

Add Prime to your Lifeline Select lineup and enjoy over 160 SD and HD channels.

### Elite Package

**\$115.99**

Enhance viewing by adding this package to your Prime and Lifeline Select lineup.

*\*Local Broadcast Fee Included*

### Ala Carte

Commercial Music Choice .....	\$29.99
Hospitality Fox Sports 1 .....	\$29.99
Hospitality Fox Sports 2 .....	\$29.99
Hospitality Big 10 (rate by viewing area)	
0-50 .....	\$42.99
51-100 .....	\$54.99
101-150 .....	\$79.99
151-200 .....	\$104.99
201-300 .....	\$129.99
301-500 .....	\$154.99
500+ .....	\$204.99

### Equipment

Each additional Set Top Box .....	\$3.99 w/ contract
.....	\$8.99 w/o contract



# Lifeline Support For Affordable Communications

Lifeline is a federal program designed to help low-income subscribers stay connected by providing a monthly discount of \$9.25 to their wireline phone, wireless phone, or broadband internet service. FCC rules prohibit more than one Lifeline support service per household. Lifeline is available to eligible low-income subscribers in every state, territory, commonwealth, and Tribal lands.

To qualify for Lifeline, subscribers must either have an income that is at or below 135% of the federal Poverty Guidelines or participate in at least one of the assistance programs listed below:

- Medicaid
- Supplemental Nutrition Assistance Program (Food Stamps or SNAP)
- Supplemental Security Income
- Federal Public Housing Assistance (Section 8)
- Bureau of Indian Affairs General Assistance
- Tribally-Administered Temporary Assistance for Needy Families
- Food Distribution Program on Indian Reservations
- Head Start (if income eligibility criteria are met)

You can check your eligibility with the Lifeline Eligibility Pre-Screening Tool on the Universal Service Administrative website [WWW.LIFELINESUPPORT.ORG](http://WWW.LIFELINESUPPORT.ORG) or contact Minburn Communications.

**DEBRA LUCHT**

Chief Executive Officer/General Manager  
 Minburn Telephone Company and Subsidiaries d/b/a Minburn Communications  
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**SUMMARY OF QUALIFICATIONS**

- Extensive background in business management, human resources, and strategic planning
- Emphasis on sales, marketing, and public/media relations
- Speaker/Presenter at State and National conferences
- Project Manager for special assignments from Board of Directors
- Negotiator for unexpected or difficult endeavors requiring diplomacy
- Experienced as Corporate Manager, Personnel Supervisor & Department Manager
- Respected for the ability to plan successful strategies to target and develop new opportunities, while consistently expanding the customer base and increasing revenues

**PROFESSIONAL EXPERIENCE**

**CEO/General Manager**, Minburn Telephone Company d/b/a Minburn Communications, Minburn, IA.

June 2008 – present Determine directives, establish operating procedures, and ensure success of the company within guidelines and authority established by the Board of Directors. Direct day-to-day operations, plan and execute short- and long-range business objectives. Analyze new services, the market and prepare financial projections. Evaluate personnel requirements, review public relations and customer service policies and practices. Represent the company interests in business partnerships, regulatory agencies, legislative bodies, and industry associations.

**CEO/General Manager**, Coon Creek Telephone Company and Subsidiaries, Blairstown, IA July 2015-October 2018

**Assistant General Manager**, Minburn Telephone Company d/b/a Minburn Communications, Minburn, IA

February 2006 – May 2008. Worked in conjunction with the General Manager in managing, planning, directing, coordinating, and controlling the company. Worked with the General Manager and the Board to develop a succession plan for GM position.

**Marketing/Sales Manager**, Breda Telephone Corp d/b/a Western Iowa Networks, Breda, IA 1998 - 2006

**Publisher**, Valley News Today, Shenandoah, Iowa, 1997-1998

**Advertising Manager**, Daily Times Herald, Carroll, Iowa, 1990-1997

**Business Owner**, Das Kuchen Haus, Glidden, Iowa, 1977-1990

**COMMUNITY & INDUSTRY SERVICE****Current:**

- Governor Reynolds Empower Rural Iowa Connectivity Taskforce
- Regional Broadband Steering Committee, Dallas County Supervisor Appointed Representative
- Perry Industries Group (Past Board President/Director)
- Woodward Economic Development Associations (Director)
- Des Moines Area Community College Telecommunications Advisory Group

**Past:**

- Perry Lutheran Home and Assisted Living (Director)
- Iowa Communications Alliance (Director)
- Iowa Telecommunications Assoc./Rural Iowa Independent Telecommunications Association Unification Committee (Co-Chair)
- Leadership Iowa Graduate – Class of 2013/2014
- Rural Iowa Independent Telecommunications Association (RIITA) (Past President /Director)
- National Exchange Carrier Association Average Schedule Task Group



David Auburn Brown  
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515-344-7052  
[Dabrow72@outlook.com](mailto:Dabrow72@outlook.com)

Work Experience:

March 2020 – Present

Operations Manager, Minburn Communications. Responsible for the day to day operations of the company to include Outside Plant, Central Office, grounds and facilities, and network operations. Organize and coordinate operations to ensure consistent effectiveness and efficiency. General maintenance of company property and real estate. Ensures that personnel understand safety, legal and regulatory requirements, company standards, culture and business practices. Coordinates engineering and construction activities. Participates in network planning meetings to develop growth strategies.

April 2019 – February 2020

Construction Superintendent, Casey Electric-Solar Division. Construction site superintendent of multiple utility grade solar power plant installations in Indiana. Responsible for entire site electrical construction and power termination to include 500 & 1100 KVA field transformers, AC breaker panels (480 VAC, 1000A), solar modules (PV panels), underground installation of electrical cabling between components, communications (Cat 6 and MM fiber) from field equipment to head end switchgear and power handoff to utility grid. Supervised a crew of 16 team members in a park size of 30 acres with an energy output of less than 10 megawatts. Reported directly to program manager with a proven track record of completing projects ahead of schedule and under budget.

September 2017 – April 2019

Self Employed; Contract Project Manager and consultant specializing in voice and data, networking, outside plant construction (fiberoptic), structured cabling. Managed broadband fiber builds (to include vendor selection and management) for AT&T and Verizon in multiple locations as well as enterprise dispatch and cloud-based phone system installations for ShoreTel and Mitel. Also experienced with Nortel and Avaya vPBX systems and other managed office solutions.

April 2017—July 2017

Project manager, Hawk Institute for Space Sciences. I managed multiple projects for multiple customers across the nation with exceptional detail towards operations and fiscal responsibility. Responsible for acquisition and allocation of resources, (both internal and external), billing and after-action reporting to ensure program success. Extensive bidding experience. Examples of projects included simple cabling infrastructure installations to network and data center builds (new construction) utilizing all current forms of transmission to include cat6 and fiber.

September 2008 – April 2017

I was an Area Plant Supervisor for CenturyLink (Qwest) located in Missoula Montana. My area of operations consisted of the entire Missoula and Bitterroot Valleys south and west to the Montana/Idaho border. I managed all aspects of network operations in my areas to include a 12-technician workforce (represented, IBEW) with specific skillsets in land line-based telecommunications to include, but not limited to, the installation and maintenance of high capacity/designed type circuits, POTS, cable maintenance and a myriad of other telephony circuits. I was also responsible for the build out and implementation of various network enhancements to better serve our customers. Some of my various responsibilities included conducting and emphasizing the training, coaching, and development of my employees with regards to new processes and quality standards, customer contact, safety, and technical skills. In addition, I was also responsible for capital and expense control, with emphasis on the reduction of expenses to achieve fiscal goals.

April 2005 – September 2008

Technical Field Service Technician, Ledcor Technical Services, Charlotte NC

I performed installation, maintenance, repair and testing on various Nortel, Fujitsu, Alcatel and similar products to support customer needs with optical and electrical voice and data services, including alarming and ancillary equipment in support of larger systems. I coordinated many activities on site including site surveys, cabling (electrical and optical) power, and equipment installation. I also performed appropriate testing in most signaling platforms including small to medium sized PBX, DS-0 through DS-3, and OC-3 to DWDM. Repaired and maintained customer equipment to ensure optimal performance. My primary area of responsibility was centered in the mid-Atlantic region.

March 2003 – April 2005

Technical Project Manager, Beacon Technology Group, Charlotte NC

Managed multiple structure cabling projects to include Navy and Marine Corps Intranet Service build out in Corpus Christi, TX; as well as USPS Mail Processing Infrastructure design and upgrade (fiber optic and cat 5) in multiple locations running concurrently (Mojave, CA; Charleston, SC and WV; Waldorf, MD; and Gary, IN). I also performed lead technician roles for multiple clients between projects.

November 1998 – March 2003

Facility Technician, Bellsouth Communications, Charlotte NC

Began my communications career with Bellsouth where I was trained to review and interpret service orders, trouble reports, and circuit diagrams and follow standard practices as outlined by the company; review and analyze complex schematic drawings to determine work to be done and sequence of tasks necessary. I performed work both inside and outside in conjunction with providing service between the central office and customers location; and interfaced with customers on construction or installation work. Worked with tools, digital loop carrier equipment, fiber optic cables, and air pressure monitoring systems and associated equipment. Prepared newly installed cables, conductors and fibers preparatory to splicing; repaired and maintained cable plant, fiber optic plant and digital loop carrier equipment. Operated hydraulic aerial lifts and ladders mounted on trucks; used test equipment to isolate conductor faults or identify defective or broken fibers. Turned up, performed routine maintenance and troubleshooting of digital carrier equipment and light wave terminals.

Jan 1990 – April 1998

Army National Guard, Indiana, Washington, and North Carolina Army National Guard, E-4 (SPC)

Served as an infantryman in the Indiana Army National Guard where I transferred to an active component of the US ARMY in Ft. Lewis, WA. Then received training as a power generation operator and mechanic. After completing my enlistment in the active component, I then transferred to the Washington Army National Guard as a Bradley Fighting Vehicle Systems (BFVS) crewman, and then a BFVS turret mechanic. Moved to North Carolina where I transferred to a National Guard component in SC and completed out my obligation as a turret mechanic. I then re-enlisted in the North Carolina Army National Guard where I fulfilled my obligation in 1998.

#### Education

Graduated from Heritage Hills High School; Lincoln City IN, 1990.

Basic Training and AIT, US ARMY (Infantry/11B, BFVS operator/11M, BFVS turret mechanic/45T and power generation equipment repair/52D)

Some college at ITT Technical Institute, Seattle WA (electronics engineering)

Various communications courses and training acquired while working for Bellsouth and Qwest Communications.

# TIM BRUNS

2310 Burnett Avenue • Ames, IA 50010 • 515-231-0481 • timcbruns@gmail.com

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## Controller / Accounting Manager / Senior Analyst

Proven leader with 10 years of steadily increasing levels of responsibility and advancement. Proficient in all aspects of budgeting, financial reporting and analysis, expense control and audit compliance. Repeated success building and leading peak performing teams. Versatile, resourceful and analytical manager attuned to changing business objectives.

### *Core competencies include:*

- Income Statement and Balance Sheet Analysis
- Budgeting and Product Estimating
- Audit Controls and Cash Flow Analysis
- Excel and the Microsoft Suite of Products
- Project Design, Planning & Management
- Financial Software Implementation

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## PROFESSIONAL EXPERIENCE

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### *Minburn Communications, Woodward, IA      Accounting Manager      August 2020 to Current*

Implement and administer financial and accounting systems including budgeting, financial reporting, cash and investment management for the telephone company and its subsidiaries. Provide accurate and timely records of financial activities and prepare required reports. Maintain information regarding accounts receivable, accounts payable, and payroll/benefits administration. Responsible for coordinating the financial operations and procedures between all departments in order to ensure organizational effectiveness and efficiency.

### *The Gazette and Color Web Printers, Cedar Rapids, IA      February 2010 to August 2020*

#### **Director of Operations and Accounting      Color Web Printers      January 2019 to August 2020**

Responsible for Accounting, Sales, Planning, Production, Human Resources and Safety within the division. Directing the development and execution of operational and capital budgets. Providing analytics and key performance indicators for production management. Leading the income statement and balance sheet evaluations and audit management for the operation.

### *Selected accomplishments:*

- Using analyst experience led a reorganization of our production work force which provides an annualized savings of \$800K.
- Restructured our production floor to utilize a smaller footprint which provides a potential of \$700K in annual lease space for light manufacturing and warehousing.
- Successfully renegotiated long term contracts with three major customers over a 9-month time frame which represents \$2mm in revenue.
- Consistently maintaining EBITDA in a challenging business climate through strategic planning/execution and the development of an empowered culture.

#### **Director Of Accounting      The Gazette And Color Web Printers      July 2017 to January 2019**

Provided oversight of all accounting activities for “The Cedar Rapids Gazette” newspapers and its commercial print operation “Color Web Printers.” Directed all aspects of income statement and balance sheet management and analysis, budgeting and divisional audit work.

### *Selected accomplishments:*

- Co-developed and executed 5-year growth/sustainability strategy of the media company and commercial printer.
- Developed the division’s cloud based financial reporting tool which provides daily data updates and manager-controlled analytics.

**Manager of Accounting      The Gazette and Color Web Printers      August 2015 to July 2017**

Managed the accounting activities for “The Cedar Rapids Gazette” newspaper and our television station “KCRG”. Core efforts comprised of accounts receivable supervision, income statement and balance sheet creation and variance analysis, budgeting and annual audit activity.

***Selected accomplishments:***

- Led the implementation of new A/R system which reduced staffing requirements by 40%.
- Provided key financial analysis for the \$100MM sale of KCRG television which doubled the 2012 valuation.
- Managed the due diligence testing and accounting activity for the acquisition of three new print publications.

**Financial Analyst III      The Gazette and Color Web Printers      June 2012 to August 2015**

Served in the lead analyst role for the accounting activities of The Gazette Companies print publications and our television station (KCRG). Responsibilities encompassed cash flow, income statement and balance sheet analytics, payroll integration and analysis, budgeting and audit requirements.

***Selected accomplishments:***

- Led the financial component implementation of a new cloud based circulation and distribution software.
- Created a budgeting process to engage key leaders in budget development.

**Manager of Cost Accounting      Color Web Printers      March 2011 to June 2012**

Led the accounting activities for the companies commercial print operation “Color Web Printers”. Provided leadership and direction for income statement and balance sheet preparation and variance analysis, budgeting and audit activity. Also supervised the purchasing, estimating and job costing functions for the division.

***Selected accomplishments:***

- Developed new estimating program which allowed division to secure \$4MM in new revenue.
- Established product profitability reporting to analyze return by customer.

**Senior Cost Accountant      Color Web Printers      February 2010 to March 2011**

Responsible for all accounting activities for the companies commercial print operation “Color Web Printers”. This included income statement and balance sheet analysis with supporting schedules, budgeting, audit requirements, estimating and job cost functions.

***Selected accomplishments:***

- Implemented industry specific ERP system for printing and inserting which provided real time consumables and labor reporting at the job level which afforded us the ability to understand product profitability for the first time.

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**EDUCATION**

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BRIAR CLIFF UNIVERSITY, Sioux City, IA  
**Bachelor of Arts in Business Administration**



## Kristi A. Petersen

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[www.linkedin.com/pub/kristi-petersen](http://www.linkedin.com/pub/kristi-petersen)

A meticulous, mindful thought-leader and idea generator, who eagerly engages in complex situations to apply visionary and conceptual thinking. Always delivers superior performance meeting tight deadlines with an inquisitive, flexible mindset. Has a proven track record for being a catalyst of change fueled by a passion to exceed expectations while building strong relationships based on trust.

### Key Attributes

Visionary • Collaborator • Dedicated • Trustworthy • Passionate

### NOTABLE ACHIEVEMENTS

#### **“Obsessively, Relentless... At your service.™”**

Still heard today on many media channels, I was instrumental in the creation of MidAmerican Energy's jingle.

#### **“Go Live”**

In 2000 I was assigned to assist a client with their recent acquisition of 150+ rural telecom exchanges. Iowa Network Services (INS) purchased the legacy GTE Telecom properties across Iowa. This acquisition resulted in the formation of Iowa Telecom. I worked directly with the executive teams to prepare for a statewide rollout of the new telecommunication company serving over 10,000 customers.

Results:

- Created a statewide introduction campaign utilizing print, direct mail, radio, outdoor and the ‘new’ medium called ‘email’
- Post launch, served as the client account lead

#### **Expert Guidance, Hard Work, and Trusting Relationships Prevail**

As senior account executive at Flynn Wright serving Iowa Telecom and MidAmerican Energy, I was asked to provide strategic guidance to merge the netINS company and brand into the corporate INS organization. I consulted with the executive team to integrate all marketing functions and budget from each entity into one marketing department. Tasks preformed:

- Audited total marketing activities and spend to identify synergies, replication and cross-promotion opportunities
- Created brand standards guidelines and message maps
- Identified resource needs and gaps
- Wrote and implemented communications plan to shareholders and customers

Results:

- INS realized immediate spend reduction and operational savings
- Brand integrity and awareness increased
- Streamlined operations
- INS recruited me for a newly created Manager – Marketing position to lead all marketing efforts. I had recommended a need for this role during the resource assessment but had not considered being a candidate. I was honored by the offer and accepted the opportunity. Later, the role and title expanded to Manager – Marketing and Corporate Communications

#### **A Marketing Department is Born**

Built, grew and managed a marketing department and team of professionals from the ground up.

During my tenor at INS, I demonstrated the need and economies of scale to form an internal team of marketing resources.

Results:

- Within one year the department added a coordinator and a graphic design intern. Over the years, the team grew to a full time graphic artist, two brand managers, digital properties manager, corporate communications manager, trainer, event coordinator and marketing admin.
- Internal operations have allowed the team to be more responsive to needs with focused messaging,

brand stewardship and resource efficiencies

- Marketing operations structure also allowed me to provide marketing consultation, web development and graphic services for a fee to shareholders, external partners and clients. This demonstrated further value to the corporate organization

### **A 15-year-old Vision Becomes a Reality**

Successfully led a three-year strategic initiative to rebrand Iowa Network Services and the Family of Companies which included integration of seven acquired, unique companies into a branded house and rename the organization. Responsibilities included:

- Wrote, implemented, interviewed and awarded RFP to national agency partner
- Conducted senior leadership, client and market opportunity research
- Board of Director communication and presentations
- Rename and brand identity discovery, development, registration, and federal and state registration filing
- All communications: internal, client, vendor, key partner, staff
- Created a new internal staff culture and engagement platform
- Creative, design and message strategy management
- Managed agency, vendor, media and partner relations
- Orchestrated internal and external name and brand reveal events including:
  - employee meetings
  - shareholder annual meeting
  - press conference, advertising and media relations
  - client/prospect meetings
  - public speaking engagements
  - training

Results:

- Delivered a new name, brand identity and market position that represents five business categories under one organization
- Successfully managed agency relationship. Agency declared this to be the biggest, most unique branding project in their history and recognized me as their 'favorite' client contact to work with
- Effectively executed five key areas of the brand journey to budget and on time: research, name discovery and registration, employee engagement, brand execution and launch
- Over 7,000 tasks were identified on the brand transition work plan. Each pre-launch and launch task was successfully implemented on time and without issue
- Aureon brand has been recognized as a widely successful, notable launch within the community. Clients, key partners, local leaders, vendors, state and national associations, media and even competitors offered compliments on the entire implementation
- Name introduction tactics delivered over 1.3 million impressions during launch week

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### **Core Competencies**

Strategic Marketing • Corporate Communications • Brand Development and Stewardship •  
M&A Communications • Crisis Communications • Event Planning and Management • Partner Development  
Corporate Citizenship • Culture Enrichment • Consumer Research • Team Building

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## **PROFESSIONAL EXPERIENCE**

### **Minburn Communications**

*A gig-certified rural independent telecommunications provider that delivers World-Class Connections... Hometown Touch!*

#### **Marketing and Customer Relations Manager, January 2019 to date**

Develop and execute marketing plans and strategies. Conduct continuing appraisal of selling prices and market penetration. Maintain company's competitive position. Coordinate customer service, customer and public relation activities to increase sales, usage, and awareness of company products and services while maintaining the long-range view of the Company's objectives. Continual evaluation of the company public relations strategy.

- Work directly with CEO to develop strategic marketing/public relations plan and budget to archive objectives. Execute approved plans, budget and strategies.
- Direct all marketing, advertising, product promotion, social and media relations, corporate giving, customer service and sales activities preformed in the Marketing and Customer Relations departments.
- Manage the Customer Service department by overseeing work schedules, customer billing, product pricing, receivables, customer relations, and provide Tier III support.
- Review and oversee video programming contracts.
- Develop and maintain relationship with community representatives and strategic partners.
- Deliver analysis, reporting and regular state reports on marketing strategies, customer relations and sales.
- Create, write and execute content, promotional fliers, website, social, presentations, consumer education and staff coaching.

### **Red Boots Consulting**

*Independent consultant providing strategic services in the areas of marketing and promotions, communications, brand building and events.*

#### **Owner/Proprietor, June 2016 – December 2018**

- Providing marketing and communications strategy for an Independent Telecommunications Company located in central Iowa. Includes the development of a comprehensive marketing and communications plan representing four business units, three unique product categories and five service territories.
- Developed, and now in process of implementing, a strategic marketing and communications plan including brand and program awareness, public relations and fund-raising initiatives for ASAP, a non-profit organization that provides after school arts programming to children within the Des Moines metro school district.
- Serves as marketing lead on a committee that provides economic development strategies, planning and implementation for rural communities in Iowa.
- Provided product launch assistance for MAKO Products, a company that produces elevation control devices for concrete slabs and structural members.
- Provided event management services for an eight-day, 50-person sales incentive trip for a national company with agents located across the US. Responsibilities included ticketing, site selection coordination, registrations, communications and on-site meeting assistance.

### **Aureon (formerly Iowa Network Services, Alliance Technologies, Alliance Connect, Merit Resources, Caleris and Portico Staffing)**

*A business solutions provider offering a suite of support focused on Technology, HR and Contact Center services.*

#### **Manager of Marketing and Corporate Communications, November, 2005 – May, 2016**

Served as chief marketing and communications strategist for Iowa Network Services and the Family of Companies. Lead external and internal marketing, communications, advertising, public relations, research, and event planning. Responsible for the development, management and implementation of comprehensive strategies that build and protect corporate reputations; drive brand awareness, generate leads for sales opportunities, foster customer satisfaction and employee engagement, retention and productivity; and help attract top talent. Additional areas of responsibilities:

- Developed and managed annual advertising, public relations and marketing budget always to allotted spend
- Chaired and supported special corporate initiatives as defined and appointed by Executive Committee
- Developed and oversaw outside resources including contracted writers, consultants, agencies, media buyers, etc.
- Oversaw corporate social responsibility initiatives and sponsorships
- Provided marketing consulting and services to shareholders and key partners to successfully achieve objectives
- Provided assistance and marketing services to Ripple Effect, a rural economic development program
- Led deployment of IowaNetworkServices.com redesign and launch of five other new websites
- Launched and directed expansion of INS social media presence via Blog, Twitter, LinkedIn and Facebook
- Created internal employee communications strategy and intranet platform
- Started an internal culture campaign to assist employees with cultural change including M&A alignments
- Responsible for Merger & Acquisition communications plan development and implementation for internal and external audiences
- Event planning and management including an annual golf event that entailed three courses and over 500 guests

- Corporate sponsorships, events and tradeshow management including public speaking and presentation development
- Media relations management; corporate spokesperson and crisis management manager

### **Flynn/Wright Inc.**

*Full-service advertising agency specializing in marketing, PR, research, digital, brand management and web design*

#### **Senior Account Executive, 1999 – 2005**

Provided strategic marketing counsel to a diverse group of industries and vertical markets. Client portfolio included Fortune 500 companies, national associations with over 2,500 members, international B2B organizations, local and regional SMBs, and agriculture and telecommunication companies. Additional areas of responsibility:

- B2B and B2C strategic marketing and advertising
- Projecting, budgeting, billing and managing client accounts. Efficient in budget control and administration
- Management of \$2 million annual marketing and advertising budget for division of Fortune 500 company
- Client services staff and intern hiring, training, management and reviews
- Company and client representation and public speaking engagements for sponsorships, training and public relations

### **SOLUTIONS INC. Results Through Creative Marketing**

*National creative marketing firm specializing in strategic marketing, branding stewardship and advertising*

#### **Account Coordinator/Office Manager, 1992 – 1999**

- Managed client accounts offering consultation, project coordination, creative supervision and implementation of marketing and communications plans
- Implemented media and public relation plans. Established relationships with local and national media representatives
- Responsible for internal communications, maintenance, employee tracking, front office and guest services
- Duties also involved the management of accounting activities including payroll, payroll taxes, accounts receivables and client billing, accounts payables, federal and state tax payments, agency projections and general financial management

### **MERLE NORMAN COSMETICS**

*National retail cosmetic chain*

#### **Manager/Sales Associate/Trainer, 1984 –1992**

- Managed the operation of several retail locations in Quad Cities and Des Moines area
- Responsible for inventory control and ordering, employee hiring, training and scheduling, customer relations, advertising and promotions, in-store displays, and sales
- Recognized as top sales individual for three consecutive years
- Stores awarded top “Gold Medallion” recognition by corporate office

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### **CONTINUED EDUCATION AND TRAINING**

“Speak Your Way to Success” Presentation Skills Training, 1993  
Myers – Briggs Personality Profile Training, 1999  
Steven Covey “Lesson in Leadership” Conference, 1998  
Media School, 1996  
Walt Disney World Training Institute “Leadership”, 2004  
“Sales Strategies” Training, 2012  
Ken Blanchard’s “Situational Leadership® II Concepts” Training, 2015  
Variety of Project Management Training and Sales Seminars, 1984 to Present

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### **BOARDS AND COMMITTEES**

ASAP – After School Arts Program of Des Moines – Current Board Member



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References available upon request.

## **Greg F. Burket**

23929 180<sup>th</sup> St., Minburn, Iowa 50167

515-677-2405 Cell: 515-465-0008

gb@minburncomm.net

### **Experience:**

1974-Started farming my great-uncle's ground on a 50/50 basis working alongside my dad and my grandfather.

Cash rented more ground a few years later.

Worked with my dad on our farrow to finish hog operation which we got out of when prices for hogs became unprofitable.

Now I farm with the help of my two brothers.

1981-Present: Minburn Fire and Rescue Departments

Current secretary/treasurer for the Fire and Rescue Departments

1993-Present: Minburn Telephone Company Board of Directors

Current board president

Member of the Minburn United Methodist Church

Serving as lay leader, usher, and on many committees

### **Education:**

Graduated from Central Dallas High School in 1974

Graduated from Iowa Lakes Community College in 1976 with a degree in Applied Science-Farm Management

**Thomas Book**  
19069 270<sup>th</sup> Street, Adel, Iowa 5003  
515-577-4796  
[thomaswbook@gmail.com](mailto:thomaswbook@gmail.com)

***Work Experience:***

**Raccoon Valley Bank, Adel, Iowa**

- Employed at Raccoon Valley Bank as a Market Manager and Vice President.
- Main duties include agricultural and commercial lending. Currently service on the bank's IT committee.
- Employment at the bank began in 2004, have served various roles in the bank regarding lending and served for several years on the marketing committee.

**Book Farms, Adel and Minburn, Iowa**

- Own and operate a 200-acre cash grain farm.

***Present Board Appointments:***

- Minburn Communications board since 2012, currently vice president
- Dallas Mutual Insurance board since 2008 and reside on the investment committee

***Charitable Board Appointment:***

- Adel-DeSoto-Minburn Scholarship Foundation since 2008, former treasurer current investment committee chairperson.

***Club and Civic Appointments:***

- Adel Chamber of Commerce board since 2019, incoming Chairperson,
- Adel Economic Development Committee, current Chairperson
- Soccer Coach for the Adel-DeSoto-Minburn Soccer Club

***Past Appointments:***

- 2018 Adel-DeSoto-Minburn Schools Facility Master Planning Committee
- Dallas County Cattlemen Association, past director, and treasurer
- 4-H youth committee member

***Education:***

Graduate School of Banking at Colorado	2016
Iowa State University Master of Agriculture	2003
Iowa State University Bachelor of Science	2002
Adel-DeSoto-Minburn High School	1998

# Daniel R. Case

20034 Lexington Road  
Minburn, Iowa 50167

Telephone: (515) 201-3802

Email: [dcase@minburncomm.net](mailto:dcase@minburncomm.net)

## Education

**Drake University**, Des Moines, Iowa  
Masters in Business Administration, May 2007  
Area of Emphasis: Executive Management

**Iowa State University**, Ames, Iowa  
Bachelor of Science Degree, May 2000  
Major: Agricultural Business  
Minor: Agronomy

## Work Experience

**Corteva Agriscience**, Johnston, Iowa:

### **Supply Chain Lead, Global Seed Production & Supply Chain** (2020 to Present)

- Lead team responsible for planning and execution of global seed fulfillment
- Facilitate development of global seed sourcing and risk management strategy
- Oversee North America parent seed supply chains for multiple crops
- Sponsor and facilitate supply chain resiliency, optimization and reliability projects
- Collaborate across platforms & regions to drive process standardization & innovation

### **IBP Seed Supply Lead, ERP Release II Project** (2019 to 2020)

- Led implementation of SAP IBP ERP supply planning tool for Corteva seed platform
- Drove alignment of project scope with SPSC digital strategy and business case ROI
- Collaborated across platforms to drive global process standardization & innovation
- Led team responsible for seed supply discovery, design and deployment activities

### **Sr. Supply Chain S&OP Lead, North America** (2018 to 2019)

- Led development and execution of inventory and demand strategies for NA Seeds
- Engaged stakeholders across business to align & operationalize supply chain plans
- Oversaw NA Seeds master scheduling digitization strategy & implementation
- Led supply chain process improvement initiatives focused on planning & logistics

### **Sr. Supply Chain Manager, North America** (2016 to 2018)

- Led team of seventy people responsible for end-to-end supply chain planning activities
- Interfaced with business partners to execute Sales & Operations Plan (S&OP)
- Sponsored projects & initiatives to drive supply chain strategy and tactics
- Mentored & coached functional managers responsible for tactical execution of demand; supply; master production scheduling; inventory; allocations and logistics planning

### **Supply Chain Planning Manager, Demand & Field Manufacturing** (2011 to 2016)

- Managed development of \$1B field manufacturing plan for 35 production locations
- Collaborated with business partners to create demand, inventory & sourcing strategies
- Led & supported initiatives to drive supply reliability and new technology delivery
- Supervised, mentored and coached team of nine supply planners & analysts

**Hy-Line International**, Dallas Center, Iowa:

### **Production Business Manager** (2009 to 2011)

- Managed budgeting, controlling and procurement processes for \$20 million department
- Led planning & project management of capital investments totaling over \$8 million
- Oversaw compliance, animal welfare, safety & facilities management programs & staff
- Led supply chain process improvement projects; provided supply planning analytics



*Work Experience*  
(continued)

**Syngenta Seeds, Inc., Ames, Iowa:**

**Corn Crop Planning Manager** (2008 to 2009)

- Led NAFTA commercial & parent corn master supply planning processes
- Managed development of commercial & parent corn sourcing and acreage plans
- Oversaw projects to deliver newly advanced traits and technologies to market

**Corn Supply Chain Planner** (2006 to 2008)

- Coordinated commercial corn volume plan and master production plan development
- Created tools to facilitate supply and acreage planning processes
- Built models and statistical tools to forecast yields, supply and capacity needs

**Pioneer Hi-Bred International, Inc., Johnston, Iowa:**

**Six Sigma Blackbelt** (2005 to 2006)

- Utilized Six Sigma and Lean methodologies to improve business processes
- Designed, coordinated and analyzed production field & seed conditioning studies
- Lead project teams to identify, understand and resolve key operational issues
- Utilized statistical tools to collect, comprehend and report key process metrics

**Senior Supply Planning Analyst** (2000 to 2004)

- Compiled, analyzed and reported global supply & demand information
- Developed global commercial and parent seed production plans for minor crops
- Formulated risk management and target yield strategies
- Maintained and manipulated supply & demand data in multiple information systems

*Community Service*

**Minburn Volunteer Fire Department & Emergency Medical Services, Minburn, Iowa**  
Fire Chief / Firefighter I / Emergency Medical Technician (2014 to present)

**Minburn Communications / Telephone Company, Minburn & Woodward, Iowa**  
Secretary/Treasurer, Board of Directors (2019 to present)

**Troop 116 – Boy Scouts of America, Dallas Center, Iowa**  
Troop Committee Chairman, Chaplain (2018 to present)

**Raccoon Ridge Community Church, Dallas Center, Iowa**  
Church Treasurer & Leadership Team (2013 to present)

**Dallas County Amateur Radio Emergency Service, Perry, Iowa**  
Emergency Coordinator (2018 to present)

**Dallas Center Fire & Rescue, Dallas Center, Iowa**  
Deputy Chief / Firefighter I / Emergency Medical Technician (2002 to 2014)

**City of Dallas Center Planning & Zoning Board, Dallas Center, Iowa**  
P & Z Board Member (2005 to 2014)

**Dallas Center Economic Development Committee, Dallas Center, Iowa**  
Vice President (2006 to 2014)

*Specialized Training & Certifications*

ASCM CSCP (Certified Supply Chain Professional) (2016)  
ASCM CPIM (Certified in Production & Inventory Management) (2015)  
Certified Six Sigma Greenbelt

*Recognitions*

Drake University Beta Gamma Sigma Inductee (2007)  
DuPont Volunteerism Honoree (2003)  
ISU Student Employee of the Year Nominee (2000)  
Eagle Scout, Boy Scouts of America (1995)