IOWA’S QUALITY OF LIFE IS GOOD FOR BUSINESS.

Business leaders reach professional heights without sacrificing personal interests.

Fifty states. Seven continents. Twenty-six point two miles. And another marathon checked off the bucket list.

“I try to maximize my time when I travel for business, and running marathons has afforded me great personal satisfaction, a healthy outlet for stress and provided countless business connections,” said Sherri Hotzler, president and CEO, Vantec, Inc. in Webster City, Iowa.

With more than 100 engineers and process technicians operating massive, hydraulic injection molding machines, Hotzler manages the day-to-day business operations and is Vantec’s lead national salesperson. The position takes her all over the world, but Iowa remains her home base. With business-friendly regulations, a skilled and dependable workforce and the collaborative nature of its government, Hotzler finds owning a business in Iowa gives her the opportunity to do much more personally and professionally.

“IOWA’S BALANCED LIFESTYLE RESULTS IN QUALITY WORKER PERFORMANCE AND GIVES US A COMPETITIVE EDGE.”

—SHERRI HOTZLER, PRESIDENT & CEO, VANTEC
“You can really make an impact and accomplish a lot in Iowa,” said Hotzler. “Whether it’s in your community or improving the business environment for manufacturers, Iowa puts importance on public and private partnership to move the economy forward. And when you do business in Iowa, you have the time to devote to making things better.”

Hotzler sits on several boards, including the National Association of Manufacturers, Young Presidents’ Organization, Iowa Innovation Council and the Iowa Partnership for Economic Progress. The Iowa associations allow her to influence key statewide business and economic initiatives like investing in R&D at the universities and guiding Iowa startups through the commercialization process. She’s able to juggle the balancing act between these business commitments and personal endeavors due to the ease of living in Iowa.
IMAGINE ONE EXTRA HOUR EACH DAY

The state's average commute time is less than 20 minutes — giving you one extra hour each day to coach basketball, entertain a hobby or even, relax and unwind! Housing costs are the fourth lowest in the nation relative to income, and Iowa is one of the safest locations in the country to raise kids. Combine income growth with lower grocery and utility costs — take-home pay stretches a lot further in Iowa.

“Iowa is a much more affordable location to run a business — our electricity rates, housing, food, everything is more reasonable,” said Hotzler. “This balanced lifestyle results in quality worker performance and gives us a competitive edge.”

So, what do people in Iowa do since they’re not stuck in traffic? They stay active throughout the year at state parks, biking and hiking trails, shop nationally ranked arts festivals and farmers markets and take in touring Broadway shows at a fraction of the cost. Plus, Iowa has more nine-hole golf courses per capita than any other state — and when you live here, you actually have time to hit the green.

IOWA’S COST OF LIVING

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Lower</th>
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</thead>
<tbody>
<tr>
<td>Housing</td>
<td>11.2%</td>
</tr>
<tr>
<td>Transportation</td>
<td>1.5%</td>
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<tr>
<td>Grocery</td>
<td>6.2%</td>
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<tr>
<td>Health Care</td>
<td>3.4%</td>
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<tr>
<td>Utilities</td>
<td>4.8%</td>
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<tr>
<td>Miscellaneous</td>
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</tr>
</tbody>
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AVERAGE ANNUAL EXPENDITURES FOR IOWA RESIDENTS

- **31.4%**
- **22.7%**
- **17.4%**
- **8.2%**
- **7.1%**


IOWA HAS THE 9TH BEST QUALITY OF LIFE

*SOURCE: CNBC, America’s Top States for Business, 2016*
EDUCATION AND TRAINING IS A PRIORITY

Iowa places an emphasis on what counts — education and training. The state’s K-12 public education system is nationally recognized with students who continually outperform their peers on standardized tests. Iowa high school graduation rates are number one in the nation, and more than 35 percent of adults 35 to 44 years old hold a bachelor’s degree. Forbes ranks three major metros across the state as some of the best places to start a business or career. The willingness of the local schools and community colleges to accommodate specialized training also adds to Hotzler’s company’s success.

According to Hotzler, “To stay ahead of the competition, we continually push for innovation in industrial automation and collaborative robotics, and with this advanced technology, you’ll need people who have the skills to manage these machines. Iowa Central Community College heard us loud and clear and just recently purchased 10 robots and added a new two-year degree to its curriculum.”

“Without good people, who are reliable and hardworking, it’s impossible to run a successful business,” said Hotzler. “Operating a company in Iowa allows you to reach your goals and grow your business without sacrificing a personal life.”

While the numbers and quality workforce make absolute sense for businesses, Iowa’s desirable quality of life allows individuals and families to prosper. Add in the short commute, safe neighborhoods, state parks and bike trails that span the state — it’s no wonder Iowa’s workforce is happy and productive. And so are its CEOs.