



Fareway Stores Inc. Signs Statement of Support

Fred Greiner, Rick Beckwith sign Statements of Support for all Fareway stores

Boone, IA (February 21, 2008)—Fareway Stores Inc., based in Boone, Iowa, has signed a 5-Star Statement of Support with the Iowa Committee for Employer Support of the Guard and Reserve (ESGR). Fareway joins companies nationwide such as General Motors, Wal-Mart, and Coca-Cola in signing a Statement of Support with ESGR.

Fred Greiner, President and COO, signed the Statement of Support in front of over 200 Fareway store managers and assistant managers on Tuesday, February 19, during the quarterly meeting in Boone. Rick Beckwith, CEO of Fareway, signed for Fareway on February 20 with the second group of 200 Fareway managers and assistant managers.

The Statement of Support was designed to help employers put into place practices that will minimize or even eliminate problems and at the same time assist their employees who serve our nation as Guard or Reserve members. The program also seeks to inform and educate employers about their rights and responsibilities towards their employees who serve in the Guard and Reserve. The 5-Star level shows that the company not only complies with the Uniformed Service Employment and Reemployment Rights Act (USERRA), but also has policies that go over and above the law. The company also supports the ESGR mission and vision by becoming an advocate for ESGR and the support of military members.

Rob Kelly, State Vice-Chair for Iowa ESGR, was on hand and spoke to Fareway's managers about the level of commitment and support that Fareway managers across the state have given to their employees who also serve in the Guard or Reserve. Fareway recently held a spaghetti feed to benefit military members that had recently returned from deployment. Local store managers have also sent care packages, given extra paid-time off, and showed great support for their employees that have been deployed.

Note: Fareway was also recently recognized at the annual employers awards conference on April 5, receiving the "Above & Beyond" award for their support of one of their military members, currently serving in Kosovo.



Fred Greiner, President of Fareway, signs the Statement of Support with Rob Kelly, State Vice-Chair of Iowa ESGR looking on.

State ESGR Committee:

State Chairman:
Barry Spear
(515) 964-8084

Vice Chairman:
Rob Kelly
(515) 490-9364

Executive Director:
Al Enright
(800) 294-6607 ext 4192

Deputy Director:
Becky Coady
(800) 294-6607 ext 2757

Office Manager/Webmaster:
Doug Enright
(800) 294-6607 ext 2742

State Ombudsman Director:
Tom Smock
(319) 822-7887

State Public Affairs Director:
Carol Bodensteiner
(515) 244-4582

State Employer Outreach Director:
Brian Chung
(515) 326-9471

State Awards Director:
Gary Kinsinger
(319) 356-4607

State Military Services Director:
Dick Rue
(515) 238-3931

State Training Director:
Rex McClafin
(515) 556-1053

State Bosslift Coordinator:
Eric Idehen
(515) 237-5133

Area Chairs for Iowa ESGR

Area 1: Pat Denzer (712) 279-3230

Area 3: Tom Manley (712) 262-3030

Area 5: Dr. Susan Dawson (319) 226-2014

Area 7: Marty Graber (319) 372-1896

Area 9: Harry Cockrell (563) 324-1028

Area 11: Rich Burchett (712) 755-5153

Area 2: Kipp Harris (712) 243-6777

Area 4: Dave Campbell (515) 554-5772

Area 6: Tad Cooper (319) 377-6357

Area 8: Tom Flynn (563) 583-6494 ex 20

Area 10: Vacant

Area 12: Mark Stanton (641) 421-9563

OPENING REMARKS FROM 2008 ANNUAL CONFERENCE

Barry Spear, Iowa State Chair

Almost three years ago, I assumed the leadership position of the Iowa Committee for Employer Support of the Guard and Reserve. It was three years ago, that you listened to me outline a “PREVENTION” strategy rather than treatment method of operation. Prevention means working before an incident happens between a civilian soldier, seaman, airman or marine and his or her employer. Prevention means anticipating before the obvious. Waiting for treatment is too late. Waiting for the incident to occur is too late.

Now, just as in healthcare, waiting for the incident doesn't mean death...And it's true with ESGR also. Sometimes conflict arises in the workplace. Most often, it is because someone hasn't been educated and they didn't know that USERRA even existed. That's where the ombudsmen come in. Once diagnosed and presented with the problem, they work to mitigate the disagreement. But just like in health-care...early detection leads to greater likelihood of successful outcome and hopefully a cure. But the best, is to knock it out before it happens and that's what we've done in the past 36 months. Let me remind you how.



Think of a baseball diamond. After all, the boys of summer are back at it. Think of a baseball diamond...a first base...a second base...a third base...and a home plate. With a base hit, the runner advances to first base. With a double, the runner advances to second base. With a triple, the batter makes it all the way to third base. And with the home run, the batter achieves the optimum...applause and public attention sometimes focuses on the home run.

Consider, however that games are won with singles and no home runs. Games are won with singles and doubles, but no home runs. Consider that with singles, doubles, and triples; games are won. Sometimes without home runs. But with singles, doubles, triples, and home runs, all in one game...the notch usually goes in the win column, doesn't it?

Our single base hit is meeting our obligation to recruit volunteers and to fill our area committees. When the area committees are full and every position is occupied with a trained volunteer, the games begin to take on a “winning” feel. Every position filled...military liaison is now called military outreach, employer outreach, training coordinator, ombudsmen, awards coordinators, boss lift coordinators, public affairs coordinators. Then and only then does the work that needs to be done get done. There isn't anyway that a committee with empty volunteer slots gets awards delivered on time...that briefings are done effectively when military units have an assigned outreach person, that boss lifts are filled regularly and we have waiting lists of employers that WANT to go, that new volunteers are trained early and thoroughly, that every award presented is placed in the local newspaper, that every service club in every community has an ESGR presentation once a year and when employers are identified that are going “above and beyond”, that they are recognized in front of business and government leaders at chamber meetings, at Rotaries, and economic development gatherings; and that cases between employer and employee are handled within 7 days if they involve compensation and within 14 days for other disputes. That's why a single base hit means NO DOUBLE HATTING. We work hard and continuously strive to keep the committee slots filled.

Our two base hits are the strategic partnerships we have established and continue to see and establish. The Iowa Bankers Association, the Iowa Hospital Association, Iowa Council of the Society of Human Resource Management, the Association of Business and Industry, and the work we do with Iowa Workforce Development. We attend their conferences. We attempt to communicate through their newsletters and we use them to fill the training and education sessions we do in partnerships with Iowa Workforce Development. Hundreds of companies this past year have heard our message of prevention.

Our three base hit is our award program. It is the promotion and glue that makes it exciting and fun. Getting soldiers, seamen, airmen, and marines to help us by nominating their employers as a patriot is a base on balls and it all starts right there with the military outreach showing every unit how and why it is important and vital to our work. Posting examples on the military unit bulleting board right beside our calling cards and the poster about ESGR. Promoting all of the other awards is frosting on the cake and hopefully again this year, Iowa will be singled out with another winner at the national Freedom Awards in Washington DC.

If you were here last year to hear the Augustine Family Farm families speak, you would know why and how it works. Hearing Jessica (Strausser) talk about how that small employer took care of her, the boys and of the soldier was the highlight of my year in 2007. Hearing Dan Augustine relate convincingly that it really isn't doing anything special...it's just the right thing to do. He understands that as an employer, he and Mike are just as much a part of the fighting force of this country as are the soldiers, seamen, airmen and marines that protect freedoms.

I'll bet you won't guess what the home run is...the home run is the team that has been assembled to staff the ESGR office at the Joint Force Headquarters. It's Al, Becky, and Doug.....Al Enright, Becky Coady, and Doug Enright.

(continued on next page)

Opening Comments from Barry Spear (cont.)

It's Al that keeps me on the straight and narrow and explains what all of those military acronyms mean. He came up with the idea to have the Governor sign the Statement of Support along with all the simultaneous signings across the state last fall. Al handles the Rotary presentations when I can't be there. He has the eastern half of the state and works to make sure we continue to recruit.

It's Becky that works the Iowa Workforce Development seminars like a real pro. She encourages and nips at our heels when we don't comply with keeping track of the Presidential Volunteer hours requirement. She handles the western half of the state for recruiting and working with the area chairs.

Doug is the data guy. He not only is working with all of the military units in all reserve components to identify, track, and record all of the employers in the state that employ civilian military. He also has worked the list of Iowa corporate headquarters that have branches, offices, and installations in other states. It was Doug that orchestrated the massive Hy-Vee signing, the Casey's General Stores signing, the Fareway Stores signing and about 7 others that surrounding states have expressed their appreciation to me for Doug's good work.

Now, ballgames are lost if you depend only on home runs. And some teams do depend too much on home runs. Frankly, they get lazy and let the staff do the work that they are supposed to be doing. We aren't and we can't. I won't let you. This staff cannot do what you are supposed to do. We were reminded of that by the national training staff last week. **YOU MUST LEAD.** You lead people...Get your area committees to help you manage tasks. Be a leader in your area. Frankly, we haven't even scratched the surface.

What lies over the horizon??

Employers are going to collectively and effectively begin to resist the sacrifices they are making. One deployment..OK. Two deployments...Maybe. But three?? Only a few will promote and support if we don't continue our education and getting them "HOOKED UP" to our cause before the pain threshold gets too high. If we allow that happen, civilian military recruitment will become a huge problem and retention in all seven civilian military components will begin to erode. We will see the contemplation of a return to the draft. If we allow that to happen, we will see more cases referred to the Department of Labor and more disputes will be irresolvable without litigation. No one wins in that picture.

More boss lifts lies over the horizon. More awards lie over the horizon. More recruiting lies over the horizon.

The most awesome responsibility any of us have, is to use our ability. The fact is that most of us go to our graves with music still inside. We play these little tapes to ourselves saying we are too busy, we don't have the time, let the staff do it....Turn those tapes off....Turn on the tape that says..

If good people don't accept the responsibility...the bad will continue.

Put another way...**All it takes for bad and evil in this world to continue, is for good people to sit by and do nothing.**

Hold on....2008 is going to be a lot of fun.

Thanks for giving me the opportunity to earn your trust and your confidence.

Gold Star Military Museum Addition Approved

The architectural plans for the new Iowa Gold Star Military Museum addition have been approved. Plans for the 23,000-square foot addition include an exhibit gallery four times as large as the current gallery, a multi-purpose classroom that will seat 130 people, a large lobby and an expanded library.

Current plans call for the construction to start in Fall 2008. Senators Daryl Beall, Steve Warnstadt, Matt McCoy, and Jack Kibbie, and Representatives Dennis Cohoon, and Wes Whitead were very instrumental in seeing this bill pass the legislature. Funding is through the State of Rebuild Iowa Infrastructure Fund..

All Guardsmen and veterans need to give a special thank you to these people, who have made expansion of the museum possible.

Special thanks also goes to Museum Board President Mr. Bob Holliday, Building Committee chairman Terry Boettcher and Exhibits Committee chairs Col. (Ret.) Bob King and Bob Conley.

A private fund-raising drive will commence late this year to furnish exhibits for the new addition.



EMPLOYER AWARDS LUNCHEON—APRIL 5

PRO PATRIA AWARD RECIPIENTS



MUSCO LIGHTING—Oskaloosa



PELLA CORPORATION—Pella

ABOVE AND BEYOND AWARD RECIPIENTS

Al-Jon Manufacturing LLC—Ottumwa

Indianola High School—Indianola

Midland Forge—Cedar Rapids

Networking Solutions—Waterloo

Duane Arnold Energy Center—Palo

ADDOCO—Peosta

Farm Bureau Financial—Ankeny

Vital Support Systems—Urbandale

Waste Management of Iowa—Des Moines

Quality Traffic Control—Des Moines

BTI Special Commodities—Des Moines

Cargill Corn Milling—Eddyville

Pekin Community Schools—Packwood

Kraft Foods—Davenport

CPM Roskamp Champion—Waterloo

Fareway Stores Inc.—Humboldt

GuideOne Insurance Group—West Des Moines

Mercy North ASC—Ankeny

Wells Fargo Financial—Des Moines

Dubuque Stamping & Manufacturing—Dubuque

STATE CHAIR AWARD RECIPIENTS

Ankeny Police Department—Ankeny

Faith Baptist Church—Fort Dodge

Spencer Hospital—Spencer

HS Supply Waterworks—Grimes

SEVEN SEALS RECIPIENTS

Iowa Bankers Association

Iowa Workforce Development

Department of Labor—VETS

Iowa Hospital Association

Association of Business and Industry

Iowa Society of Human Resource Management

ESGR VOLUNTEER AWARDS BREAKFAST—APRIL 5

LIFETIME ACHIEVEMENT AWARD—PETE VANDERHOEF, AREA 6 (NOT PRESENT)



OMBUDMAN OF THE YEAR
DAN NICHOLSON, AREA 8 & LEO KLOTZ, AREA 1



NEW VOLUNTEER OF THE YEAR AWARD
PAT DENZER, AREA 1 CHAIR



VOLUNTEER OF THE YEAR AWARD
GREG MONROE, AREA 9



AREA OF THE YEAR AWARD
AREA 9



“DOUGIE” AWARD FOR EXCELLENCE
DOUG ENRIGHT, STATE OFFICE MANAGER

2008 Annual Training Conference



2008 Annual Training Conference



Notes from the Executive Director—Al Enright

I want to start my comments for the newsletter by thanking everyone who participated in our annual conference. Feedback from you, lets us know we are putting together the best possible conference we can. We had 19 new members attend the new member training and I want to thank them for coming in early for the training.

This Summer will be busy with 7 Boss Lifts to several locations and the area chairs are busy working names of employers with their local military units. Thanks for the assist from those of you who are working to make these the best they can be.

We also have several employer Lunch and Learns set up around the state and the employers are eager to learn from us, the VA, and DOL about ESGR and USERRA and other topics of interest. These are well worth the effort of ESGR in educating employers about the benefits of employing a Guard or Reserve member. If you get a chance to attend, lunch is free. Contact your area chair for dates and locations.

Lastly, I want to personally thank the volunteers for your time you give to ESGR. You are making a difference in the partnership between military members and their employers. If there is anything this office can do to support you better, please do not hesitate to call Becky, Doug or me. Thanks again for your efforts.

Update from Cyberspace—Doug Enright, State Office Manager/Webmaster

There are some significant additions to the Members Only section of the website. [Members Only Login Page](#)

Members Only Login information: Login: iowa Password: esgr (MUST BE ALL LOWERCASE)

Recently added were the PowerPoint slides from the 2008 training conference, along with Rear Admiral Gaumer's slides. Also, in the 2008 Conference section, the complete list of "Best Practices" that was generated from the discussion can be found. They will also be reorganized, sorted, and added to the functional areas' best practices pages.

A page listing all of the job descriptions is available in the Members Only section as well. This lists the jobs at the state and area levels. Click on each one to view/download that particular job description.

I also wanted to take this opportunity to show you how effective the website has been, and will continue to be. Below are the last 6 months of usage to the website. The average number of visits denotes how many times the website has been accessed in one day, with the high listed for one given day. The average number of pages viewed is how many pages within the website have been accessed per day, with the high for one day.

Looking at some of the usage data that I will not post here, I would conclude that about 60% of the visitors to the website are employers, with the remainder being military members. Its hard to tell exactly the split between employers, military members, and volunteers. But there is a wealth of knowledge under the "Members Only" section for volunteers that you should take the time and look through. You might find something that you never knew.

<u>Month</u>	<u>Total Visits</u>	<u>Average Visits</u>	<u>High</u>	<u>Total Pages Viewed</u>	<u>Average Pages Viewed</u>	<u>High</u>
April	1197	39	81	2688	89	171
March	1062	34	57	2696	86	176
February	1028	35	56	1992	68	170
January	1012	32	52	2086	67	142
December	931	30	40	1764	56	165
November	936	32	45	1901	63	208