

Carol Bodensteiner

State Public Affairs Director



Bodensteiner is an independent marketing and public relations consultant in Des Moines, Iowa. Following 25 years working in public relations agencies, including 10 years as president of CMF&Z Public Relations, Bodensteiner established her own consulting practice in 1999. During her career, she has counseled business-to-business clients nationwide with particular emphasis in agribusiness, including the dairy industry. As a consultant, she has focused her practice on agribusiness and higher education issues. Consulting opens up time for Bodensteiner to write. Her essays have been published in *The Des Moines Register* and *The Iowan* magazine, in addition to professional journals. Professional achievements include being accredited by the Public Relations Society of America and being named a Fellow by the Public Relations Society. She served a year as a visiting professor at Drake University.

Bodensteiner holds a BA in speech and English education from the University of Northern Iowa. She earned her MA in mass communication from Drake University.

Bodensteiner has been married for 19 years. She and her husband David live on an acreage in southeast Polk County. Her son and his wife also live in Des Moines. She is active in her church.

"I joined ESGR out of a desire to do something productive to help our military during the wars in Iraq and Afghanistan. I often tell clients that while we may not be able to control what happens to us, we can control how we communicate about it. I was pleased when Barry Spear asked me to join the Iowa ESGR in the public affairs capacity. I hope I can help ESGR be better known for the fine work the organization does for employers of military personnel and in the process help both employers and Guard and Reserve employees," said Bodensteiner.