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CITYVIEW'S

BUSINESS JOURNAL



Get while the **GETTIN'S GOOD**

Seasonal-business owners explain the feast or famine nature of their industries.

By Melissa Walker

Brian Bowley, an accountant at Poeman's Tax Prep and Accounting in Des Moines, works at his desk where he'll spend up to 80 hours a week during tax season.

Dustin Beener knows that when fair season hits, he'll hardly see his wife and son and will likely only get a few hours of sleep each night.

Beener will spend nearly every waking hour and then some at his family's concession stands at the Iowa State Fair, Nebraska State Fair and Tulsa State Fair from the end of July until October.

He's the fourth generation of his family to operate Hardenbrook Concessions, which was started by his great-grandparents at the Iowa State Fair in 1913. The family has operated concessions for about 50 years at both of the other fairs.

A seasonal-business owner has challenges that other business owners do not, say those who work in the business.

"You're always learning," says Beener, whose uncle Elston Hardenbrook and mother Deborah Hardenbrook, who have since died, and his father Bob Beener ran the business before he took over.

Those who operate a seasonal business share the following tips:

1. Expect to work more hours than normal

During fair season, Beener opens his stands at 5:15 a.m. and goes to bed between 3 and 3:45 a.m.

"There's very little sleep at the Iowa State Fair," he says.

The family has two days to tear down their stands in Iowa and two days to set up in Nebraska before they're at it again. In Nebraska, Beener sleeps an hour or two more, and in Tulsa, he can get about four or five hours because the fair hours aren't as long.

"Once you get back and your body knows it's done, I usually get a bad cold because your body and mind just shut down," he says.

Joel Bryan, the co-owner and vice president of Seven Oaks in Boone, says he can count on one hand the number of times in the 22 years the business has been open that he's left before Seven Oaks closes to the general public. Most employees understand they'll be needed to work, especially during peak season from December through February. Christmas break is the busiest week all year. Even then, Seven Oaks is only open about 40 hours a week, so that's how many hours most employees will work.

Brian Bowley knows he'll work up to 80 hours a week from mid-January to April 15 as an accountant during

tax season. He stays busy throughout the rest of the year conducting payroll and accounting operations for Poeman's Tax Prep and Accounting in Des Moines.

"It's just understood that home life is going to suck during that time," Bowley says, adding that if he wants to go on vacation or take time away, he has to do that outside of tax season.

Clayton Garrison, owner of Norwalk Seasonal Services, says it's difficult to quantify the number of hours he works, though he would estimate it to be more than 60 a week. During the off-season, he tries to reset and do some prep work for his business, work out and spend time with his family.

"I like to go to the Y and work out during my off season," he says, adding that he'd like to be able to do that year-round and is considering how he can make it possible.

Garrison starts his day between 5 and 7 a.m. when he does computer work. Then it's on to jobsites and to meet with potential customers for bids until between 5:30 and 6 p.m. He tries to have a few hours of family time before he's back at his computer from 9:30 to 11 p.m.

He reserves Sundays for family time with his wife and their two children and to go to church together. Garrison

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says it's taken some time to find a balance between work and family. His wife goes to work early, and he usually gets his kids to daycare or school. He tries to keep evening hours open for family time, too, and to wait until everyone goes to bed before he works again.

"You have to be intentional about your time, and you have to set your priorities and stick to those because people will call at 7 in the morning and 9 at night," Garrison says. "If you're going to answer your phone, that's going to affect your family."

2. Hire temporary workers

Human resource experts recommend business owners begin the search for seasonal employees months in advance.

Beener needs between 50 and 75 workers each fair season to operate six stands in Iowa, five in Nebraska and nine in Tulsa. A lot of the family members work at the stands, but they still need to hire extra workers.

"The biggest challenge is not having full-time employees that you keep all year long," he says. "Every year, I depend upon friends and family who have done it in the past and hopefully come back and help us out. It's such hard work with the long days and the heat and the grease. For some people, it's not in their blood. But for some people it is, and they come back every year, and they become family."

Ron Haynes, who works in



Clayton Garrison, owner of Norwalk Seasonal Services, works with seasonal employee Cade Moon on a landscaping project in Norwalk.

marketing and is president of the club at Cutty's RV Camping Resort, says finding employees is one of the most difficult parts of running a seasonal business.

During the season from April 1 to Oct. 31, the campground employs between 45 and 50 people. That drops to five full-time employees who work year-round. Cutty's relies on retired individuals and college students to work in the restaurant and store, to perform grounds and general

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maintenance, and to clean units.

"They usually work something else in the off-season, or the young people go back to school," Haynes says.

Seven Oaks also hires a lot of high school and college students and has a 70 percent return rate with employees from one ski season to the next.

"Everybody knows that going into it," Bryan says of the work expectations during peak season. "Everybody gets excited for that."

Still, Bryan says it gets more difficult to hire temporary workers because there is a high turnover rate.

"Working at a ski area sounds awesome, and then when you get out there and it's negative 10 or 12 with a windchill, you start to question it," he says.

Seven Oaks uses word-of-mouth and social media to advertise its openings. The company brings in between 80 and 100 prospective employees for orientation sessions and hires almost every day of the week, Bryan says.

Garrison says seasonal employees are hard to find with the current job market and labor force. Most of his seasonal employees will get a part-time job or collect unemployment in the winter months.

"Obviously it gets tougher because everyone has bills year-round," he says.

3. Find ways to make money in the off season

Beener spends most of the year repairing and replacing equipment for state fair season. The business provides concessions at a few music festivals and another event in May, June and July in order to make money to pay for contracts and buying goods and other items for the stands.

"That makes us money to be able to put money in to the state fair stuff," he says.

Beener removes snow from November through April when he isn't working the concession season.

Outside of ski season, which is 70 percent of the company's business, Seven Oaks operates canoes and kayaks, does float trips, has paintball and a gladiator self-challenge, and hosts events, Bryan says. Seven Oaks operates its summer



Jaslyn Clark works as a ski instructor at Seven Oaks in Boone during peak season. Photo submitted

season with 30 staff members compared to about 100 during peak season.

Garrison balances out his landscaping business with operating a snow removal operation during the winter months. Sometimes this means more work; sometimes it's less when there isn't much snow.



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4. Take vacation, time off in the off-season

Most employees at Cutty's can work as many or as few hours as they want, with many of the retirees working 20 to 30 hours a week. They work during the camping season and then travel or go south for the winter, Haynes says.

Beener says he knows he's unable to take off any time from the end of July through October.

"You kind of have to pick your vacations around your slower times," he says.

The Beener family does most of their family activities together during spring break or in June, when Beener and his wife, Chris, and son, Dakota, traveled to San Diego to visit family.

"It's definitely a sacrifice for my wife and son," he says. "My wife is a champ and takes care of everything at home."

The Garrisons travel when business is slow. Garrison and his wife went on vacation in March, and they try to do something as a family in summer before it's too busy.

"We've made a joke in the Hardenbrook family that nobody dies during the fair time," Beener says. "Everyone knows this is full time, and there's no time for anything else." ■

Senior portrait time

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MARKETING

Get Your Marketing Ready for Voice Search

"Hey, Google", "Siri, can you", "Alexa, did you" know voice search is on the rise. Two in five adults are already using voice to search at least once per day. By the end of 2020, Google estimates searching by voice will surpass traditional text search. This means that over half of all searches will have shifted from the keyboard to the microphone. This is becoming more and more important, because Google will then choose the best answer based on what they know about the user, their past search history, and the intent of the search.

How can you prepare your marketing for this new wave? The most practical way is to start thinking less about specific "keywords" you want to show up for. Instead, start thinking of what questions will people be asking and add content to your website that will answer these questions.



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HUMAN RESOURCES

When should I start applying for internships?

Scores of young people are preparing to return to school, some of them to colleges and universities that are miles from their parents. In a very real sense, college is and ought to be about more than simply preparing for the workforce; nevertheless, students and parents alike are justified in pursuing ways to squeeze the most long-term life value from the university experience. One way is internships. A mistake most students make is waiting until they arrive on campus (or even later) to begin their hunt for an internship. For fall semester internships, early to mid-summer is the best time to seek and apply for internships, while for spring semester internships students should begin their search no later than mid-October. The other pitfall students make is a failure of creativity. While some companies have internship programs, many employers will jump at the chance to share the work they are passionate about with a similarly passionate student. If you can't find an official internship position at a company you'd like to work with, email the HR department and inquire.



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ACCOUNTING

How much does a medical flexible spending account really save you?

Under the new tax law, it is difficult for many people to have enough medical costs to get a tax deduction on their income tax returns. Utilizing a medical flexible spending account gives employees the opportunity to get a tax deduction on medical costs that they wouldn't otherwise normally get to take.

For 2019, the IRS allows employees to designate up to \$2,700 of wages to be tax free to pay for qualified medical costs when employers have a qualified cafeteria plan set up. Cafeteria plans are a tax savings win/win for both the employer and the employee. Employers save roughly \$206.55 per employee in Social Security and Medicare taxes. Employees save roughly \$675 in Social Security, Medicare, federal and state income taxes. Eligible medical costs include copays, deductibles, prescriptions, doctors, dental, vision, lab services, medical devices, etc.



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FINANCIAL STRATEGIES

You are personally liable

Many business owners and executives fail to realize the personal liability that comes with association and administration of a 401(k) plan. In recent lawsuits, the named defendants include the company, the investment committee and the owner and HR director personally as well as any executives with decision making power over the plan operations. The most common litigation are claims that employees are paying unnecessary fees based on lack of investment option oversight.

There is a simple solution to mitigate fiduciary liability. Many employers are outsourcing the Fiduciary Services to firms who specialize in Qualified Plan Compliance and Fiduciary Governance. These firms will in most cases provide Financial Indemnity if a plan is found to be negligent in regards to operational or investment processes.

In reviewing your liability exposure, make sure to include your 401 (k) plan governance and committee best practices. For questions, reach out to an Accredited Investment Fiduciary (AIF) for help!



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If you've been successfully running your business for some time now, you may be exploring ways to expand. Here are three important signs your business is ready for growth:

1. A consistent increase in profits in the last three to five years, and steady, positive cash flow that can keep up with your short-term financing needs.

2. New market opportunities and increased customer demand. Are your customers asking for more products, expanded service hours or additional locations?

3. A strong team you can rely on. Take a look at your management team and determine if you have the right support to expand.

If you have demonstrated financial strength, see market opportunities and have a strong team at your side, it may be time to put your growth plans into action. After you've created a plan, explore financing options that will help make it a reality.



David Ling
VP, Business Banking Manager



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How are you different from your competition?

Often, this is an overlooked method of advertising, but an effective one. Every business should own and embrace their position in the market. Every business has their niche. Or has your niche changed? Why are your customers coming to you?

Let potential customers know why they should be buying from you. Are you more convenient? Have more locations? Open longer hours? Do you have the latest technology? Are you more friendly? Have a bigger selection? Do you have an award-winning business? Are you expanding? Do you have 24-hour service? Are you the cheapest? Do you have the best quality? Have you been in business the longest? Are you the most experienced?

You get the idea. Understand how you are different than your competition. Understand why your customers shop your business. Then use that knowledge to create an advertising program to build your customer base.



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The Pleasant Hill Chamber celebrated a ribbon cutting for the expansion of Cintas at 1325 Metro East in Pleasant Hill on June 20.



The Altoona Chamber of Commerce celebrated the opening of Raising Cane's with a ribbon cutting on July 9.



Allison Larson and Laura Francois at the MercyOne Clive Rehabilitation Hospital One Year Anniversary Open House on June 11.



Matt Connolly, Kristen Hall and Terry Taylor at the Des Moines West Side Chamber's Summer Sipper at Goodson's in Beaverdale on June 24.



John Garvey, Jean Jones and Angela Reed at the Des Moines West Side Chamber's ribbon cutting for Panka on June 26.



Steve Crann and Shawn Comer at the Polk City Chamber & Economic Development Business After Hours at Fenders Brewing on June 12.



Mary Kennedy and Cindy Simpson at the Norwalk Chamber Premier Golf Outing at Legacy Golf Course on June 24.



Mike Slavin and AJ Kohles at the Waukee Chamber's Annual Golf Outing at Beaver Creek Golf Course on June 20.



Megan Nefzger and Jerry Cowling at the West Des Moines Chamber of Commerce Breakfast B4 Business at Renewal By Anderson on June 19.



Grimes Chamber and Economic Development celebrated a ribbon cutting for Grimes Pediatric Dentistry on June 14.



Ankeny Young Professionals Board at the Ankeny Young Professionals After Hours Mixer at Mistress Brewing Company on June 20.

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COMMERCIAL REAL ESTATE

Commercial real estate transactions in Polk County from June 13, 2019, through June 29, 2019

ADDRESS: 5713 MADISON AVE., DES MOINES
SALE DATE: JUNE 14, 2019
SALE PRICE: \$159,240
SELLER: DAVIS, GLEN C.
BUYER: CJT HOMES LLC
SQUARE FEET: 1,699
ACRES: 0.241

ADDRESS: 1325 S.W. STATE ST., DES MOINES
SALE DATE: JUNE 17, 2019
SALE PRICE: \$120,000
SELLER: JC KUNKEL PROPERTIES LLC
BUYER: KEITH PROPERTIES LLC
SQUARE FEET: 4,340
ACRES: 0.767

ADDRESS: 7901 DOUGLAS AVE., URBANDALE
SALE DATE: JUNE 17, 2019
SALE PRICE: \$410,000
SELLER: HARRELL, CARMEL K.
BUYER: BMKAR, LLC
SQUARE FEET: 7,200
ACRES: 0.889

ADDRESS: 1325 S.W. STATE ST., ANKENY
SALE DATE: JUNE 17, 2019
SALE PRICE: \$425,050
SELLER: DRA PROPERTIES LC
BUYER: LEBEDA MATTRESS INC
SQUARE FEET: 0
ACRES: 1.027

ADDRESS: 3421 S.E. MIEHE DRIVE, UNIT 37, GRIMES
SALE DATE: JUNE 18, 2019
SALE PRICE: \$110,000
SELLER: TRIPLE T DEVELOPMENT LLC
BUYER: WEGLARZ, NEIL
SQUARE FEET: 10,800
ACRES: 0.062

ADDRESS: 5631 N.E. 17TH ST., DES MOINES
SALE DATE: JUNE 18, 2019
SALE PRICE: \$2,700,000
SELLER: ABP IA (DES MOINES) LLC
BUYER: PROBUILD COMPANY LLC
SQUARE FEET: 70,752
ACRES: 8.67

ADDRESS: 3326 UNIVERSITY AVE., DES MOINES
SALE DATE: JUNE 18, 2019
SALE PRICE: \$320,000
SELLER: 3326 UNIVERSITY LLC
BUYER: B
SQUARE FEET: 2,400
ACRES: 0.31

ADDRESS: 5631 N.E. 17TH ST., DES MOINES
SALE DATE: JUNE 18, 2019
SALE PRICE: \$140,000
SELLER: JAW PROPERTIES LLC
BUYER: NICHOLSON, JEFF
SQUARE FEET: 590
ACRES: 0.786

ADDRESS: 608 N.E. FOURTH ST., GRIMES
SALE DATE: JUNE 19, 2019
SALE PRICE: \$381,500
SELLER: SPELLMAN RESIDENTIAL COOPERATIVE
BUYER: STANBROUGH HOUSING COOPERATIVE
SQUARE FEET: 6,240
ACRES: 0.51

ADDRESS: 4530 LOWER BEAVER ROAD, DES MOINES
SALE DATE: JUNE 19, 2019
SALE PRICE: \$7,700,000
SELLER: D & D REAL ESTATE HOLDINGS II LC
BUYER: CLEAR SKY CAPITAL WOODLAND PARK LLC
SQUARE FEET: 138,447
ACRES: 7.206

ADDRESS: 2010 N. ANKENY BLVD., ANKENY
SALE DATE: JUNE 19, 2019
SALE PRICE: \$2,950,000
SELLER: FIRST AMERICAN BANK
BUYER: AVAILA BANK
SQUARE FEET: 9,824
ACRES: 1.447

ADDRESS: 1514 ARLINGTON AVE., DES MOINES
SALE DATE: JUNE 20, 2019
SALE PRICE: \$48,000
SELLER: TWISTER LLC
BUYER: NEXT LEVEL AM LLC
SQUARE FEET: 2,332
ACRES: 0.143

ADDRESS: 1454 30TH ST., SUITE 101, WEST DES MOINES
SALE DATE: JUNE 21, 2019
SALE PRICE: \$95,000
SELLER: WEST WINDS CONDOMINIUM ASSOCIATION
BUYER: MKK PROPERTIES LLC
SQUARE FEET: 2,933
ACRES: 0.248

ADDRESS: 8980 HICKMAN ROAD, CLIVE
SALE DATE: JUNE 25, 2019
SALE PRICE: \$710,000
SELLER: SWIFT PROPERTIES LLC
BUYER: ECHQ LLC
SQUARE FEET: 14,022
ACRES: 1.262

ADDRESS: 1801 INGERSOLL AVE., DES MOINES
SALE DATE: JUNE 25, 2019
SALE PRICE: \$902,000
SELLER: MARCOVIS, JAMES
BUYER: LOFT PROPERTIES LLC
SQUARE FEET: 14,280
ACRES: 1.053

ADDRESS: 1300 SECOND AVE., DES MOINES
SALE DATE: JUNE 26, 2019
SALE PRICE: \$88,000
SELLER: ROCKSALT INVESTMENTS LLC
BUYER: IMB GROUP LLC
SQUARE FEET: 1,480
ACRES: 0.172

ADDRESS: 1454 30TH ST., SUITE 101, DES MOINES
SALE DATE: JUNE 26, 2019
SALE PRICE: \$785,000
SELLER: 1433 WALNUT STREET LLC
BUYER: WADE INVESTMENTS LLC
SQUARE FEET: 5,628
ACRES: 0.188

ADDRESS: 312 FIFTH ST., WEST DES MOINES
SALE DATE: JUNE 27, 2019
SALE PRICE: \$330,000
SELLER: JUNCTION HOLDINGS OF IOWA INC
BUYER: WILLIET LLC
SQUARE FEET: 3,956
ACRES: 0.166

ADDRESS: 3312 E. GRANGER AVE., DES MOINES
SALE DATE: JUNE 28, 2019
SALE PRICE: \$4,290,380
SELLER: PDM PRECAST INC
BUYER: NMDP HOLDINGS LLC
SQUARE FEET: 74,728
ACRES: 27.27

ADDRESS: 108 HUBBELL ROAD N.E., BONDURANT
SALE DATE: JUNE 28, 2019
SALE PRICE: \$425,000
SELLER: THE OLD WOODEN NICKEL PROPERTIES LLC
BUYER: A3 AUTO LLC
SQUARE FEET: 3,920
ACRES: 1.061

ADDRESS: 7300 HICKMAN ROAD, WINDSOR HEIGHTS
SALE DATE: JUNE 28, 2019
SALE PRICE: \$250,000
SELLER: COMMUNITY STATE BANK
BUYER: FIREWORKS LEASING, LLC
SQUARE FEET: 0
ACRES: 0.537

ADDRESS: 3510 COTTAGE GROVE AVE., DES MOINES
SALE DATE: JUNE 28, 2019
SALE PRICE: \$35,000
SELLER: SQUIERR, RYAN
BUYER: SALAH, ABDIHAKIM
SQUARE FEET: 0
ACRES: 0.162

ADDRESS: 800 EUCLID AVE., DES MOINES
SALE DATE: JUNE 29, 2019
SALE PRICE: \$80,000
SELLER: STEPHEN I SAVAGE LIVING TRUST
BUYER: BLUE HEELER PROPERTIES LC
SQUARE FEET: 2,080
ACRES: 0.14

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