



July 2009 YPIowa Newsletter

The official e-newsletter of the Young Professionals of Iowa. Our mission is "to help young professionals in Iowa take responsibility for the growth of their communities to ensure the long term advancement of the State of Iowa." Please visit www.ypiowa.com for the latest YP news and events throughout Iowa.

Please forward this information to anyone that might be interested. [You may subscribe to future issues by clicking here.](#)

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2009 YPIowa Conference

September 18th, Registration Open

The [Young Professionals Connection of Des Moines](#) and [YPIowa](#) invite you to attend the [2009 YPIowa Conference!](#) Network with other young professionals, learn more about living, working and playing in Iowa and hear from [Scott Ginsberg, the Nametag Guy](#) on September 18th in our state's capitol.

Amy Mohr from Cedar Falls recommends the keynote speaker. "Scott Ginsberg is the perfect speaker for the YPIowa conference! He will inspire you to put yourself out there and make a name for yourself - and to love doing it! Get ready to be energized!"

Headlines of the break out sessions will include "Live", "Work" and "Play" themes throughout the day including business leader panels in the afternoon.

A welcome reception will be held on Thursday evening at the [West Glen Town Center](#) in West Des Moines. Friday evening, a networking social will be held at [Prairie Meadows Racetrack and Casino](#) in Altoona.

[Click here to register today!](#)

Social Media 101

You are invited to attend

Ever wonder how Twitter could help your business grow? How can you use LinkedIn to recruit employees? Are



there legal implications around using social media tools in employee selection? How can you drive more traffic to your website?

You are invited to join the [Iowa Association of Business and Industry](#) for a series of Social Media 101 events to be held [July 21st in Iowa City](#), [August 18th in Des Moines](#) and [September 21st in Mason City](#).



SOCIAL MEDIA 101

Save The Date

Tues., July 21, 2009—Iowa City
Tues., August 18, 2009—Des Moines
Mon., September 21, 2009—Mason City

All events run from 7:45 a.m. – 11:15 a.m.

Click here to register.



ABI
IOWA ASSOCIATION OF BUSINESS AND INDUSTRY
The State of Iowa Business Since 1902

YPIowa Ambassador Program

Orientation Held in Ames

At a recent conference held in Ames Iowa, volunteer Ambassadors came to learn more about their roles with the YPIowa Ambassador pilot program. The purpose of the Ambassador Program is to engage volunteers throughout Iowa help to **connect young talent** seeking to move or stay in Iowa with career, business and community-based opportunities. This program provides **networking opportunities, word-of-mouth references and resources** to aid YP job seekers in their efforts to find employment in Iowa. The pilot communities for 2009 include NW Iowa (Sioux City), Central Iowa (Des Moines & Marshalltown), and Eastern/Central Iowa (Davenport, Bettendorf & Surrounding Areas).

Attendees benefitted from learning more about Iowa Workforce Development (IWD), a program partner and state resource for employment needs. Guest speaker, Renee Miller the state's Bureau Chief, Field Operations for IWD, talked about initiatives that volunteer Ambassadors can utilize including data, contacts for local offices and specific initiatives being offered. It is important for our volunteers to seek out resources that already exist so that we can provide YP job seekers with a toolbox of resources that will help them find opportunity in Iowa.

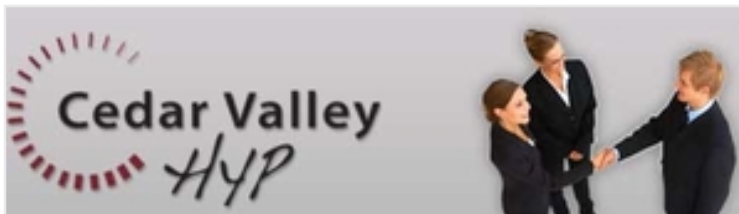


Grassley holds town hall meeting with Cedar Valley Young Professionals

After contacting the Cedar Valley Young Professionals in early February, Senator Chuck Grassley followed through with his commitment to engage young professionals by discussing the current economy, tax payer money and the role of the YP in Iowa communities, Tuesday April 7th at the Gallagher Bluedorn Performing Arts Center in Cedar Falls.

Over 180 YP's and interested citizens were in attendance to hear the Republican from New Hartford speak to Cedar Valley Young Professionals, followed by an opportunity for anyone to speak their mind and ask the Senator there questions.

In his introduction, Grassley was billed as someone who "tells it like it is," which prompted the senator to say in



his initial remarks, "I'm not really advocating suicide for anybody." Obviously this was to make light of his comment that made national news when he suggested executives of American International Group Inc., the insurance giant receiving government bailout money, follow a Japanese tradition and apologize for mismanagement or commit suicide.

This sort of approach is what Grassley has become known for over the years, and is what helps he overcome any obvious generation gaps when reaching out to today's young professionals. It was Grassley, whom after reading an article in the Waterloo Courier highlighting the newly formed Cedar Valley Young Professionals organization, reached out to CVYP President Brett Tjaden to see if he could talk with the group about the important role he sees the young professional playing in today's society. "After a few phone calls, the Senator's office nailed down a date for the event, and pulling the rest together was easy considering this sort of thing rarely falls into your lap like it did, so everyone involved was eager to do their part to make it happen," said Tjaden.

While the economy, taxes, and executive bonuses were obvious hot topics, the Senator made it a point to inject his take on the role of the young professional at the local, regional, state and national levels. "We are in unprecedented times right now, and there is no one answer that will bring us out of what we are in. In order for there to be a different result, we must take different steps to get there. This is where we need to allow the young people of today to have a voice in helping to take us forward in the years to come," noted Grassley. We can only hope that there are as many open minds and willing advocates for young professionals across the country as we have here in the state of Iowa.

For information on the Cedar Valley Young Professionals, [contact Brett Tjaden](#) at (319) 266-1771, or visit [CedarValleyYP.com](#).

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