

CENTRAL IOWA NETWORKING

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You should get to know...

SUZANNE GUESS

PRESIDENT, 210 COMMUNICATIONS, DES MOINES

Background: Third-generation graduate of Des Moines' Lincoln High School; bachelor's degree from Drake University; master's degree from Iowa State University.

Notable achievements: Teaching Excellence Award from Iowa State University; publishing in a refereed journal; growing my business after a recent ownership change.

Why I do what I do: My work satisfaction comes from helping clients secure their work processes through consistent, accurate documentation that's easily located, easily managed and easily used.

What I do to get away from work: I read as much as I can in my spare time. Right now, I'm reading Howard Zinn's "A People's History of the United States." My husband and I also like to travel out of state to antique sales, shows and auctions. We also like to spend time with our two dogs.

How I give back to the community: I play alto sax in the Greater Des Moines Community Band and the Urbandale Swing Band. We play about 30 concerts per year that are always free and open to the public.

Words to live by: "What did you read today?" Literacy is critical to our culture and society. The more we read, the better we write, the better we communicate, the less misunderstanding we experience.

Best business book I've read lately: "Guerrilla Marketing for Consultants" by Jay Conrad Levinson and Michael W. McClughlin. This book has a wealth of ideas for marketing your practice that are



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inexpensive, yet extremely effective.

What I would do if I could do something else: It's hard to imagine doing anything else because writing has been my goal since I was a kid. Forced to choose, though, I'll say I'd like to be a pottery/ceramics/glass antiques dealer.

The best place in central Iowa to entertain clients or colleagues and why: I like to take clients and/or colleagues to either Noah's Ark or the Latin King because they are Des Moines landmarks. And the food is really good.

One thing I would change about the Des Moines area: Although the renovations and improvements to I-235 will be fantastic when completed, I wish the engineers could have found a better way to construct the bridges so that I could still make a right turn on red.

What Iowa can do to attract more people like me: So much talk is given to attracting new talent and businesses to Iowa. While I agree with this, I think it's important to support existing local businesses and make an investment in their growth as well.

My mentor: I learn something from everyone I meet and work with, good or bad. Three teachers, though, were very influential in my education: Gretchen Kaufman of Des Moines Public Schools, Dr. Bruce Martin of Drake University and Dr. Dave Roberts of Iowa State University.

My leadership philosophy: Leadership is not a popularity contest. I try to be aware of others' goals, values, and motivations; adapt my actions accordingly, and use power effectively and with grace.

Do you know someone we should get to know? E-mail Karen Miracek at kmracek@dmreg.com to let us know.