

PATRICK F. GILL
WOODBURY COUNTY
AUDITOR RECORDER
COMM OF ELECTIONS

2023 JAN 18 AM 11:11

TO: Tina Bertrand, Woodbury County Treasurer
Pat Gill, Woodbury County Auditor
James Loomis, Woodbury County Attorney
FROM: Barbara Sloniker
RE: Application for Appointment to Woodbury County Board of Supervisors
DATE: January 18, 2023

As this panel contemplates your significant responsibility and obligation to fill the vacancy on the Woodbury County Board of Supervisors, I am respectfully requesting your consideration of my application to fulfill the approximately two years remaining of this term.

Over the past several weeks, I have heard from Woodbury County citizens about the need to bring an additional voice with increased perspective and balance, experience, and fiscal discipline to the Board of Supervisors. Considering these critically important qualities, I believe that I am uniquely qualified and, after twenty-five (25) years of professional service to Siouxland and two months of attending various County meetings, also properly prepared to fill this role. I am capable of doing so with a limited learning curve, which would allow me, if selected, to hit the ground running.

First and foremost, addressing the apparent desire from voters for perspective and balance, it has become quite clear to me that Woodbury County citizens are seeking a Supervisor with a broad personal and professional insight capable of bringing additional balance to this body. My personal outlook is informed by a lifetime of rural living. A Siouxland native, I grew up in the country where my family raised cattle, practiced and competed in rodeo at the state and national level, and ran a refrigerated long-haul trucking company. My work ethic was formed at an early age with a long list of daily chores, twice daily roping practice, and a rigorous academic schedule at school. After graduating from Heelan High School, I earned a degree in Business Marketing from Iowa State University and worked for two years in California and Arizona in the management trainee program for Payless Cashways before returning to Iowa to join the family business, where I worked in the trucking industry for a decade. Subsequent to this, I transitioned to serve in a marketing capacity at the Sioux Gateway Airport. Over the course of my career, I was consistently entrusted with additional responsibilities, including economic development, regional transportation, government relations, and community enhancement initiatives throughout our community.

My husband and I chose to raise our family on an acreage in rural Woodbury County and are the parents of two adult children. We built our home on a gravel road east of Sioux City and have never regretted that decision. While our two children left Siouxland to pursue their college educations, after earning their degrees, both elected to return to their hometown to pursue their professional careers in education and engineering, respectively.

My schedule now affords me the time to focus on public service and after countless conversations regarding this vacancy, I am convinced that my rural roots, coupled with my work

in the Siouxland business community, will bring a beneficial viewpoint to the Board of Supervisors. Furthermore, my selection and service would bring a historically and currently underrepresented frame of reference to the Board.

Secondly, I am confident that my professional experience is well-suited to serve the people of Woodbury County. With over two decades of professional business experience in Siouxland, my background will complement the current composition of this Board. It is important to note that I helped negotiate the single largest economic development project in the history of Woodbury County at CF Industries. I also participated in the confidential discussions that resulted in multiple expansions at AGP totaling nearly \$200 million. Collectively, my direct involvement in these economic development opportunities in rural Woodbury County represent nearly \$3 billion in capital investment, and I am enormously proud of my role in growing Woodbury County's employment, investment, and tax base. In addition, for over a decade, I have been directly involved in the effort to add an interchange on Interstate 29 near Port Neal. While few are aware of this fact, I also helped resurrect and lead the Siouxland Expo Center project at the former John Morrell site which has been a tremendous addition to our tri-state community.

Finally, as Woodbury County works to maintain the same level of financial discipline our taxpayers have come to expect in the allocation of their hard-earned dollars, I bring a history of fiscal responsibility that has long been among the hallmarks of my tenure of service in both my public and private sector roles and responsibilities.

As you finalize your decision to fill the current vacancy on the Board of Supervisors, I genuinely hope that the perspective and balance, experience, and fiscal discipline reflected in my background will compel you to select me to serve in this important role.

Respectfully submitted,



Barbara M. Sloniker

BARBARA M. SLONIKER

1336 Buchanan Avenue ♦ Sioux City, IA 51106
712.490.3278
barbarasloniker@yahoo.com

Education

Iowa State University, Ames, Iowa
Major: Business Administration – Marketing, May 1984

Summary of Relevant Qualifications

- Excellent leadership, management, and organizational skills
- Deep knowledge, experience, and active engagement in economic development and transportation
- Works ethically and operates with a high degree of personal and professional integrity
- Dependable, flexible team player who can also act with high levels of independence and enjoys challenge and variety
- Ability to bring various stakeholders together to find common ground
- Motivates others to perform well and works effectively in conflict resolution
- Exceptional analytical, problem-solving, and decision-making skills
- Distinct ability to multi-task and perform under pressure
- Outstanding verbal and written communication skills
- Extensive experience in sales, strategic planning, budgeting, and customer service

Professional Experience

SIouxLAND CHAMBER OF COMMERCE/THE SIouxLAND INITIATIVE (TSI)
Sioux City, IA (August 2001 – Present)

Executive Vice President, Siouxland Chamber of Commerce/ TSI

- Active participation in recruitment of all aspects of economic development recruitment for the tri-state community
- Oversee Chamber annual events
- Led Siouxland Chamber trip to China (2019)

Vice President, Government Relations & Transportation

- Lobbied successfully at federal level for Interstate 29 reconstruction, Hoeven Corridor/Outer Drive, change in MSA, military conversion to KC-135 tankers, Martin Luther King Multi-Modal Ground Transportation Center, Stockyards redevelopment, and Perry Creek Flood Control project
- Successfully advocated at the state level for pro-business agenda including targeted jobs withholding tax credits, protection of TIF, historic preservation, R&D tax credits, data center legislation
- Organize legislative activity of Dakota Valley Business Council (DVBC)
- Develop legislative agendas for Iowa and South Dakota legislative sessions (2002 – present)
- Present at and participate in South Sioux City legislative meetings and Governor's Day
- Plan and coordinate Chamber events, including issue development: Siouxland/Washington Conference & Steak Dinner (2002 – present), Tri-State Governors' Conference (2003- 2021), South Dakota Governor's Golf Classic (2002 - 2012), Pierre Legislative Days (2002 – present), Des Moines Legislative Day (2002 – present), Tri-State Congressional Forum (2007)
- Direct activity of Government Relations and Transportation committees
- Established Correctional Study Initiative (CSI) and participated in quarterly meetings
- Participate in the Missouri River Technical Group
- Present information and respond to questions at monthly/annual Chamber and Siouxland Initiative meetings
- Assist with set up of Great Plains International Trade Association (GPITA) and participate in monthly board meetings
- Prepare annual budgets for Washington Conference, Des Moines Legislative Day, Pierre Legislative Days, Dakota Valley Business Council, and South Dakota Governor's Golf Classic
- Assist with various economic development prospects – provide background data and offer input on presentations

- Instrumental in lobbying effort for retention of U.S. Postal Service Mail Processing Center in Sioux City
- Active member of the Iowa Chamber Alliance and the Iowa Association of Business and Industry (ABI)

Director of Airport Marketing/Air Service Development Director (October 1999 – Present)

- Manage current and potential airline relationships
- Awarded Small Community Air Service Grant (2004, 2010)
- Recruited Frontier Airlines (2007)
- Successful retention of American/TWA Airlines (2002)
- Participated on committee in cooperation with 185th Air National Guard for Colonel Bud Day Field Dedication (2002)
- Attend and create presentations for various airline meetings
- Took on additional responsibilities that included economic development project assistance
- Work with airlines to upgrade equipment and reduce fares
- Featured speaker at the Iowa Aviation Conference (October 2002)

THE SIOUXLAND INITIATIVE, Sioux City, IA (October 1997 – October 1999)

Director of Airport Marketing

- Assisted in recruitment of Aspen Mountain Air (1998)
- Responsible for marketing of airline service and airport amenities
- Managed current and potential airline relationships
- Provided tours to civic groups and planned promotions
- Presented to service organizations
- Participated on air show planning committee
- Developed annual budgets for airport marketing

MIDWEST CONTINENTAL, INC., Sioux City, IA (May 1987 – October 1997)

Vice President of Marketing/Corporate Secretary/Co-owner

- Responsible for sales, accounts receivable, rating, and billing for freight services for multi-million-dollar trucking company
- Made corporate decisions
- Co-managed staff of fifteen office personnel and sixty company drivers and owner-operators
- Researched and developed a strong customer base

PAYLESS CASHWAYS, INC., Headquartered in Kansas City, MO (July 1984 – May 1987)

Assistant Manager – Phoenix, AZ (August 1986 – May 1987)

- Managerial tasks, including budgeting, planning, and human resource management for the retail establishment
- Managed seventy-five full and part-time employees including three supervisors

Supervisor – Phoenix, AZ (August 1985 – August 1986)

- Supervisory responsibilities, including budgeting, planning, and human resource management for one-third of the retail establishment
- Managed twenty-five full and part-time employees

Management Trainee – Visalia, CA (July 1984 – July 1985)

- Participated in management trainee program
- Rotated work schedule through each department
- Worked collaboratively with other management trainees on projects

Volunteer Experience

- Governor's Economic Recovery Advisory Board (2020 – 2021)
- Iowa College Aid Commission (2019 – present)
- South Sioux City Chamber Board member (2017 – 2019)
- Big Brothers Big Sisters – Big Couple mentor (2017- present)
- Sioux City Events Facilities Tourism Advisory Board member (2018 - present)
- Sioux City Regional Convention & Visitors Bureau Board member (2020 - present)
- Seaboard Triumph Expo Center Board member (2018 – present)
- Morningside University School of Business Advisory Board member (2019 -present)
- Life Serve Blood Center Board member (2022 – present)

- United Way of Siouxland, New Campaigns Chair (2011) and Vice Chair (2010)
- Great Plains International Trade Association (GPITA) Board member (2008 – 2011)
- Highway 20 Association, Board Member (2002 - 2018)
- St Michael's Church Circle Chairperson (2008- present)
- St. Michael's Church, Endowment Committee Member (2005 – 2016)
- St Michael's Church, Eucharistic minister for the homebound (2013 - present)
- Holy Cross School, Volleyball Coach (2007, 2009)
- St. Michael's School Parent/Teacher Service Organization, Chairman Catholic Schools Week (2003 – 2008)
- Aviation Advisory Council, Iowa Department of Transportation (2000 – 2002)
- Juvenile Diabetes Research Foundation, Board Member (1999 – 2001)
- Correctional Study Initiative (CSI) (2007 – 2013)

Activities/Hobbies/Interests

- Iowa State Rodeo queen – 1983
- Little Britches Rodeo National Team Roping Champion – 1979
- Ran five marathons (2005 – 2011)
- Curling, archery, tennis, hiking, pickleball, fishing, concerts, sporting events

THIS INFORMATION WILL BE PUBLIC
Information for appointment interview to Woodbury County Board of Supervisors

GENERAL INFORMATION

Name: Barbara Sloniker

Phone: 712.490.3278

Home Address: 1336 Buchanan Avenue, Sioux City, Iowa 51106

Email Address: barbarasloniker@yahoo.com

Employer: Siouxland Chamber of Commerce/The Siouxland Initiative (TSI)

Phone Business: 712.255.7903

Business Address: 101 Pierce Street, Sioux City, Iowa 51101

PLEASE ANSWER ALL OF THE FOLLOWING QUESTIONS:

Are you a resident of District 3, Woodbury County? Yes

How many years have you been a resident? Over 20 years

Are you a registered voter? Yes

Have you reviewed Iowa Code §331 to have a general understanding of the office, its powers, and its duties as a member of the Woodbury County Board of Supervisors? Yes

SERVING ON A BOARD – Are you currently serving on any other appointed Board, Commission, or Committee? Yes

If yes, list here:

1. Iowa College Aid Commission (2019 – present)
2. Events Facilities and Tourism Board, City of Sioux City (2018 – present)

Have you previously served on any other appointed Board, Commission or Committee? Yes

If yes, list here:

1. Governor's Economic Recovery Advisory Board (2020 – 2021)
2. Aviation Advisory Council, Iowa Department of Transportation (2000 – 2002)

COMMUNITY INVOLVEMENT – Please describe your past and present community involvement including voluntary, social, city, church, school, business, and/or professional associations you have been involved in and are applicable to this application. (Include dates of involvement and any offices or leadership positions held.)

- Governor's Economic Recovery Advisory Board (2020 – 2021)
- Iowa College Aid Commission (2019 – present)
- Regional Convention & Visitors Bureau Board member (2020 – present)
- Events, Facilities, and Tourism Advisory Board member (2018 – present)
- Dakota Valley Business Council, Executive Director (2002 – present)
- Seaboard Triumph Expo Center Board member (2018 – present)
- Morningside University School of Business Advisory Board member (2019 – present)
- South Sioux City Chamber Board member (2017 – 2019)
- Big Brothers Big Sisters – Big Couple mentor (2017 – present)
- Life Serve Blood Center Board member (2022 – present)
- St Michael's Church Circle Chairperson (2008 – present)
- St. Michael's Church, Endowment Committee Member (2005 – 2016)
- Great Plains International Trade Association (GPITA) Board member (2008 – 2011)
- Highway 20 Association, Board Member (2002 – 2018)
- Active member of the Iowa Chamber Alliance and the Iowa Association of Business and Industry (2000 – present)

POLITICAL INVOLVEMENT – The position of Woodbury County Board of Supervisors is elected every 4 years, except of cases of vacancy. There are slightly less than two years remaining on the vacant position for which you are applying. At this time, are you interested in running for the position after you fulfill the balance of the term?

It is my intention to run for this seat in 2024.

If yes, please list any campaign experience or involvement that you have had, including dates.

While I have never been a candidate for public office, I have led the Chamber's Good Government committee which has historically interviewed and endorsed local candidates when appropriate.

REPRESENTATION – The position of Woodbury County Board of Supervisors is elected to serve all of Woodbury County, not just those in the district in which you live. Are you able to serve all of the constituents of Woodbury County – those who live the rural areas, the small communities, in addition to those living in Sioux City? Explain how any applicable experience and qualifications would facilitate your ability to represent and serve all of Woodbury County?

I am well equipped to represent all of the constituents of Woodbury County. I have been representing all of Siouxland – three states including both rural and urban parts – on a daily basis for the past 25 years in my current role in economic development, community enhancement, transportation, and air service development. While serving on the Governor's Economic Recovery Advisory board during the COVID pandemic, I represented all Iowans.

I have a proven track record with successful economic development projects (our community has ranked #1 in economic development for 10 of the past 14 years); transportation projects at a state and local level including the four laning of U.S. Highway 20 and Interstate 29 reconstruction, as well as an additional interchange; and air service development, not to mention vast experience in working on numerous quality-of-life initiatives (Cone Park, Riverfront, Plywood Trail). I understand how to put deals together and know how to bring the right people and key decision makers to the table. I have extensive contacts at the local, state, and national level that I can reach out to when a concern or opportunity presents itself.

I have the ability to assimilate information and make prudent decisions based on factual data. I am accustomed to representing a wide variety of constituents from a sole proprietor business owner to a multinational corporation. I have a history of bringing disparate parties together to find mutually beneficial solutions.

SPECIAL QUALIFICATIONS – Please list any special qualifications for serving as a Woodbury County Board of Supervisor including skills, training, licenses, and certificates that you feel are applicable:

I am convinced that my rural roots, coupled with my work in the Siouxland business community, will bring a beneficial perspective to the Board of Supervisors. My skillset includes management, leadership, organization, communication, strategic planning, budgeting, employee evaluations, customer service, relationship building, and transportation.

INTEREST – State why you would like to serve as a Woodbury County Board of Supervisor and what contributions you believe you can make:

My personal and professional experience has well prepared me to make significant contributions to the decisions being made on the Board of Supervisors and to capably represent the nearly 106,000 Woodbury County residents. I have now reached a stage in my life that allows me to dedicate the time and attention required to perform this role and responsibility effectively on behalf of Woodbury County taxpayers.

I am confident I can make a positive impact and I look forward to the opportunity to serve the community that has provided so much to my family.

After twenty-five (25) years working in various community development capacities, I am eager to bring my background and experience to focus on priority issues including economic development and quality-of-life, while bringing another voice for fiscal discipline to the Board of Supervisors on behalf of Woodbury County's taxpayers. I am an independent thinker and have a proven record of making well-reasoned decisions by researching a subject and gathering information, and then weighing all input. I am anxious for the opportunity to give back in a small way.

WORKING RELATIONSHIP – Please state your basic understanding of the working relationship between the Board of Supervisors and other elected officials in Woodbury County, i.e., Attorney, Auditor, Sheriff, and Treasurer.

The elected officials in Woodbury County are autonomous and do not have a reporting relationship to the Board. All of the elected officials in Woodbury County serve at the will of the taxpayers/voters and must remain accountable to them. Elected

officials must recognize and respect their separate and independent roles and responsibilities. While communication and cooperation are essential, so is acknowledging the bright line demarcations between the Board and other independently elected officials.

NEPOTISM DISCLOSURE – Please list any County employees and their department that you are related to. (Nepotism will not disqualify an applicant)

I do not believe I am related to any Woodbury County employees.

PERSONAL REFERENCES – Please list 2 references. The Committee may contact your references:

Name: Brian Weaver

Address: 1927 Rock Branch Road, Anthon, Iowa 51004

Phone: 712.490.8669

Email: weaverranches@aol.com

Name: Nick DeRoos

Address: 1 Rose Lane, Sioux City, Iowa 51106

Phone: 712.574.6733

Email: Nbderoos65@gmail.com

PROFESSIONAL REFERENCES – Please list 2 references. The Committee may contact your references:

Name: Debi Durham

Address: 3834 Country Club Boulevard, Sioux City, Iowa 51104

Phone: 515.897.9919

Email: debi.durham@iowaeda.com

Name: Wayne Johnson

Address: 804 Clairmont Circle, Sergeant Bluff, Iowa 51054

Phone: 712.899.7275

Email: wjohnson@agp.com

WOODBURY COUNTY BOARD OF SUPERVISORS REFERENCE – Have you met or communicated with any of the current or past members of the Woodbury County Board of Supervisors to understand the duties and responsibilities of the Board of Supervisors? Yes

CRIMINAL HISTORY – Have you ever been convicted of a crime other than a simple traffic misdemeanor in the last 10 years? (A conviction will not necessarily disqualify an applicant from appointment.) No
If yes, please explain and include the type of offense, jurisdiction in which it occurred, and date of conviction.

Is there any other relevant information that you believe is important for this committee to know about you in considering your application for the vacant seat on the Woodbury County Board of Supervisors?

I am an independent thinker. I have a balanced approach to issues/concerns/overall management. My background has prepared me to represent all parts of the County whether rural or urban. I have extensive experience in economic development, budgeting, planning, problem-solving, and decision making. I have a reputation for working ethically and with integrity. My verbal and written communications skills have helped me in my various roles whether professional or volunteer.

I understand the role and responsibilities of the Woodbury County Board of Supervisors, and I am willing to serve?
Yes



Signature: Barbara M. Sloniker

Date: January 18, 2023