

# Purchase Moore Hamann Bacon Sweeps NAMA Awards

**CLIVE** – The Iowa Pork Producers Association’s ‘Purchase Moore Hamann Bacon’ initiative was the big winner at the Best of NAMA awards this week. The National Agri-Marketing Association judged 950 award entries in more than 60 categories, and ‘Purchase Moore Hamann Bacon’ was proclaimed the Grand Champion. The initiative also won Best of Show for communications to consumers, and first place for Social Media campaign directed to consumers.

‘Purchase Moore Hamann Bacon’ started in September 2023 as a Name, Image, and Likeness (NIL) partnership between Iowa Pork and Iowa State Cyclone football players Myles Purchase, Tyler Moore, Tommy Hamann and Caleb Bacon, to encourage people to purchase more ham and bacon. A photo of the four Cyclones, strategically placed behind a large ham and 14 pounds of bacon, went viral across social media, gained significant national media attention, and was named Best NIL Deal of 2023 by the Sports Business Journal.

The Iowa Pork Producers Association (IPPA) partnered with the Meyocks agency for a sequel in 2024. A series of video skits with Purchase, Moore, Hamann, and Bacon serving as judges while several of their teammates and other Cyclone student-athletes tryout to be part of the campaign.

A retail component was also added to this year’s effort. Hy-Vee’s top 200 stores across the Midwest displayed ‘Purchase Moore Hamann Bacon’ signage as part of a tailgate promotion in September and Oc-



Iowa Pork Producers say: “Take it from these guys.”

tober, designed to boost pork sales. The effort succeeded.

“Iowa pork producers are thrilled with the response to ‘Purchase Moore Hamann Bacon’ and kudos to everyone involved in this effort,” said Aaron Juergens, a pig farmer from Carroll who serves as president of the Iowa Pork Producers Association. “We’re grateful for the Iowa State Cyclone student-athletes, the We Will Collective, Meyocks, Hy-Vee, and IPPA staffers Kevin Hall and Joyce Hoppes, who led the charge to make it all happen.”

“This is a great example of a partnership that not only engages our consumers but also helps Iowa farmers and pork producers,” said Jason Pride, Hy-Vee vice president of meat and seafood. “We also want to thank the Iowa Pork Producers Association for being a partner in our efforts to reduce hunger across the state with the tremendous donation to food banks across Iowa.”

IPPA donated \$1,000 worth of pork to the food pantry of choice for each Cyclone student-athlete that participated in the pro-

motion, and an additional \$16,000 worth of pork to the Iowa Food Bank Association. The effort amounted to nearly 50,000 servings of valuable protein for people facing food insecurity.

“This initiative promoted pork in a positive way, boosted pork sales in Hy-Vee stores across the Midwest, and stocked food pantries with valuable protein to help folks who are less fortunate. Great job by everyone involved,” Aaron Juergens added.

IPPA extends its gratitude to Myles Purchase, Tyler Moore, Tommy Hamann and Caleb Bacon and for all their efforts during this partnership, to all the other student-athletes who joined the initiative, and to the We Will Collective, a nonprofit organization that helped organize the Cyclones’ participation in the promotion.

“We are thrilled to see the continued success and visibility for the Iowa Pork Producers Association and our hardworking pig farmers, thanks in part to Iowa State student-athletes,” said Brent Blum, executive director of the We Will Collective. “This has truly been a win/win for the NIL world.”

A photo of the Iowa Pork Producers Association and Meyocks team winning their awards is available at this link.

### About the Iowa Pork Producers Association

The mission of the Iowa Pork Producers Association is promoting, educating, and providing a leading voice for a sustainable, socially responsible, and globally competitive pork industry.

## Legal Notice

**Public Hearing & Regular Board Meeting**  
**04/14/2025 06:00 PM**  
**Exira-EHK School Conference Room**  
**4114 Madison St**  
**Elk Horn IA 51531**

### MEETING MINUTES

#### Attendees

#### Voting Members

Jodee Dixon, Board Member  
Tamie Fahn, Vice President  
Terri Harris, Board Member  
Matt Jorgensen, Board Member  
Craig Parmley, Board Member  
Kevin Petersen, President  
Marie Nelson, Board Member

#### I. Call to Order - Public Hearing

Public hearing was called to order by President Petersen at 6:00 pm.  
Attendance: Trevor Miller, Erika VanCleave, Carrie Bauer, Carla Christensen  
Guests: None

#### II. Approve Agenda

Agenda was approved by the board.  
Motion made by: Terri Harris  
Motion seconded by: Craig Parmley  
Voting:  
Unanimously Approved

#### III. Welcome Visitors

#### IV. Public Hearing - FY26 Proposed Budget

#### V. Public Hearing - FY26 School Calendar

#### VI. Adjournment of Public Hearing

Hearing adjourned at 6:00 pm due to no public comments.  
Motion made by: Matt Jorgensen  
Motion seconded by: Marie Nelson  
Voting:  
Unanimously Approved

#### VII. Call to Order - Regular Meeting

The board meeting was called to order by President Petersen at 6:01 pm.

#### VIII. Approve Agenda

The agenda was approved by the board.  
Motion made by: Jodee Dixon  
Motion seconded by: Tamie Fahn  
Voting:  
Unanimously Approved

#### IX. Recognition and Communication

None.

#### X. Consent Agenda

The consent agenda was approved by the board.  
Motion made by: Tamie Fahn  
Motion seconded by: Marie Nelson  
Voting:  
Unanimously Approved

##### A. Minutes

##### B. Financial Reports

##### C. Accounts Payable - Board Bills

#### XI. Administrative Reports

Principal VanCleave updated the board:  
1 - Prom 2 - STEM Grant 3 - Applicants for open positions  
4 - Danish Museum Lego Challenge 5 - PD 6 - ISASP  
7 - PBIS 8 - Musical 9 - Community Impact Day  
10 - Art Show 11 - Teacher Appreciation week  
12 - Sr Awards/Graduation

Principal Bauer updated the board:

1 - Lego Challenge 2 - Cameras Upgrade  
3 - Community Impact Day 4 - El Music Program  
5 - ISASP 6 - Data Day 7 - End of year events

Superintendent Miller updated the board:

1 - Spring Break 2 - 2% SSA 3 - Softball Field condition  
4 - Sharing Agreements 5 - Legislature

#### XII. Discussion Items

Principal VanCleave updated the board on the DCAP.

##### A. District Career & Academic Plan (DCAP)

#### XIII. Action Items

##### A. FY26 Budget

The board approved the FY26 Budget as presented.  
Motion made by: Craig Parmley  
Motion seconded by: Marie Nelson  
Voting:  
Unanimously Approved

##### B. FY26 School Calendar

The board approved the FY26 School Calendar as presented.  
Motion made by: Jodee Dixon  
Motion seconded by: Tamie Fahn  
Voting:  
Unanimously Approved

##### C. Set Date & Time for 2024-2025 Budget Amendment Public Hearing

The board set the FY25 Budget Amendment Public Hear

ing for May 12, 2025 at 6:00 pm.

Motion made by: Terri Harris

Motion seconded by: Tamie Fahn

Voting:

Unanimously Approved

#### D. Set Public Hearing for Parking Lot Project

The board set the Public Hearing for the Parking Lot Project for May 12, 2025 at 6:00 pm.

Motion made by: Jodee Dixon

Motion seconded by: Matt Jorgensen

Voting:

Unanimously Approved

#### E. Set Public Hearing for Bathroom Renovation

The board set the Public Hearing for the Bathroom

Renovations for May 12, 2025 at 6:00 pm.

Motion made by: Tamie Fahn

Motion seconded by: Craig Parmley

Voting:

Unanimously Approved

#### F. Review & Approve Parking Lot Project plans & specs for Bid

The board approved the parking lot project plans and Specs for bid.

Motion made by: Terri Harris

Motion seconded by: Matt Jorgensen

Voting:

Unanimously Approved

#### G. Review & Approve Bathroom Renovation plans & specs for bid

The board approved the bathroom renovation plans and specs for bid.

Motion made by: Craig Parmley

Motion seconded by: Marie Nelson

Voting:

Unanimously Approved

#### H. Approve 2025 Graduates pending meeting Graduation Requirements

The board approved the list of graduates pending meeting requirements.

Motion made by: Terri Harris

Motion seconded by: Jodee Dixon

Voting:

Unanimously Approved

#### I. MOU with Greenhills AEA

The board approved the MOU with Greenhills AEA for erate services.

Motion made by: Matt Jorgensen

Motion seconded by: Terri Harris

Voting:

Unanimously Approved

#### J. 2025 - 26 School Based Interventionist Agreement

The board approved the agreement for the school based interventionist with Greenhills AEA.

Motion made by: Jodee Dixon

Motion seconded by: Tamie Fahn

Voting:

Unanimously Approved

#### K. Late Open Enrollment

The board denied the open enrollment application.

Motion made by: Terri Harris

Motion seconded by: Jodee Dixon

Voting:

Unanimously Approved

#### L. Personnel Resignations, Hires, & Transfers

The board approved the Resignations and Hires as presented.

Motion made by: Terri Harris

Motion seconded by: Tamie Fahn

Voting:

##### i. Resignations

1. Brandi Bradford - Elem Associate

2. Taylor West - Elem Teacher

3. Elise West - Elem Music Teacher

4. Doug Newton - Ind Tech

##### ii. Hires

1. Katryn Dougherty - HS ELA

2. Jenny Pedersen - 3rd Grade

3. Nicki Brown - 1st Grade

4. Clay Creek - Associate

#### XIV. Adjournment

Meeting adjourned at 6:49 pm.

Motion made by: Matt Jorgensen

Motion seconded by: Tamie Fahn

Voting:

Unanimously Approved

Next meeting is May 12, 2025 at 6:00 pm beginning with public hearings.

Kevin Petersen, Board President  
Carla Christensen, Board Secretary

#### APRIL BOARD REPORT 2025

##### GENERAL FUND

AKIN BUILDING CENTER, IND TECH .....328.97

AMAZON, OPERATIONAL SUPPLIES.....580.54

ATLANTIC NEWS TELEGRAPH, NEWSPAPER .....1,584.42

AUDUBON AG AND AUTO, GROUNDS SUPPLIES .....52.95

AUDUBON RECREATION FOUNDATION, PBIS .....500.00

BMO HARRIS BANK N.A., OPERATIONAL SUPPLIES .....69.98

BOMGAARS, MAINTENANCE SUPPLIES.....3.00

BORKOWSKI, KRISTEN, MILEAGE .....55.12

BW GAS & CONVENIENCE RETAILGASOLINE .....582.17

CAPPEL'S, TRANS GENERAL SUPPLIES .....7.59

CARROLL CLEANING SUPPLY CO INC, CLEANING PRODUCTS ...565.04

CARROLL CONTROL SYSTEMS INC, PURCHASED SERVICES ...2.

CENTRAL IOWA DISTRIBUTING, INC MAINTENANCE SUPPLIES .60.15

CITY OF ELK HORN, WATER/SEWER .....52.00

CITY OF EXIRA, WATER/SEWER .....599.11

CULLIGAN, WATER/SEWER .....490.66

CXC SOLUTIONS, PURCHASED PROFESSIONAL SERVICES .....48.60

DOLLAR GENERAL, OPERATIONAL SUPPLIES .....450.00

DREES CO., PURCHASED SERVICES .....334.53

EXIRA FIRE & EMS ASSOCIATION, SCHOOL NURSE SUPPLIES....264.00

EXTREME REPAIR, REPAIR/MAINTENANCE VEHICLE ...677.85

FAREWAY - ATLANTIC, FCS - INST SUPPLIES .....2,468.51

FASTENAL COMPANY, MAINTENANCE SUPPLIES .....53.26

FELD FIRE, SECURITY .....388.40

GREEN HILLS AEA, ERATE .....105.00

GREGG YOUNG AUTOMOTIVE OF, TRANS. PARTS .....275.00

IOWA DEPARTMENT OF HUMAN, MEDICAID.....33.00

IOWA SCHOOL FINANCE INFORMATION SERVICES, .....3,808.34

PURCHASED PROFESSIONAL SERVICES .....28.50

IOWA STATE UNIVERSITY (CASE), AG FEES .....550.00

IOWA WESTERN COMMUNITY COLLEGE, BUS CLASSES .350.00

MARNE & ELK HORN PHONE CO., TELEPHONE/INTERNET881.31

MARTIN BROS., CLEANING PRODUCTS .....214.44

MATHESON TRI-GAS INC, IND. ARTS-GEN SUPPLIES .....75.10

MUTUAL OF OMAHA, INSURANCE .....927.93

NEW CENTURY FS, GASOLINE .....1,325.70

OLSEN FUEL SUPPLY INC, DIESEL FUEL .....1,496.00

ORKIN PEST CONTROL, PEST CONTROL .....51.00

R & S WASTE DISPOSAL, TRASH DISPOSAL .....375.07

SECURE SHRED SOLUTIONS, PURCHASED PROFESSIONAL SERVICES .....52.00

TIMBERLINE BILLING SERVICE LLC, MEDICAID .....524.32

ULINE SHIPPING SUPPLY, TRANS GENERAL SUPPLIES .....180.91

UNIVERSITY OF NORTHERN IOWA, PD FEES .....2,250.00

US POSTAL SERVICE, POSTAGE .....34.25

WALMART, OPERATIONAL SUPPLIES .....749.69

**STUDENT ACTIVITY FUND**

1800TSHIRT, ORGANIZATIONAL SUPPLIES .....885.00

AMAZON, ORGANIZATIONAL SUPPLIES .....1,274.35

BAGGETT, BRANDON, PROM DJ .....300.00

BMO HARRIS BANK N.A., ORGANIZATIONAL SUPPLIES 1,142.09

CAM SHOOTING SPORTS, ENTRY FEES .....130.00

CENTRAL COLLEGE, ENTRY FEES .....75.00

FAREWAY - ATLANTIC, FCCLA SUPPLIES .....37.51

IOWA HIGH SCHOOL SPEECH ASSOC, ENTRY FEES .....26.00

IOWA STATE TRAPSHOOTING ASSN, STATE FEES .....842.76

JOSTENS, INC., GRADUATION SUPPLIES .....88.20

LOESS HILLS YOUTH SHOOTING ASSOC, ENTRY FEES.....156.00

MARTIN BROS., FFA - RESALE .....149.65

MUSIC THEATRE INTERNATIONAL, MUSICAL .....1,364.07

SHELBY COUNTY TRAP & SKEET LTD, TRAP SHOOT- SUPPLIES.....1,941.00

WALMART, FCCLA SUPPLIES .....52.46

**SAVE FUND.....**

INVISION, ARCHITECHTURE .....21,250.00

KIDWELL INC, SECURITY UPGRADES .....3,545.00

LIGHTBOX SYSTEMS, SYSTEMS ANALYSTS.....5,500.00

**PHYSICAL PLANT & EQUIPMENT**

DREES CO., HS EQUIP REPAIR.....4,196.86

EXIRA PLUMBING, HEATING & ELECTRICAL, EL EQUIP REPAIR.....809.50

KELLYS CARPET OMAHA, LTD, CONSTRUCTION SERVICES .....4,488.50

WELLS FARGO FINANCIAL LEASING ..... TECHNOLOGY RELATED HARDWARE .....2,697.09

**SCHOOL NUTRITION FUND**

ANDERSON ERICKSON DAIRY CO., FOOD PURCHASE ...2,216.14

DOLLAR GENERAL - REGIONS 410526, FOOD PURCHASE ...19.50

EXIRA-EHK MUSIC BOOSTERS, RVC HONOR BAND .....77.00

MARTIN BROS., FOOD PURCHASE.....8,894.18

MUTUAL OF OMAHA, INSURANCE .....58.97

PAN-O-GOLD BAKING CO, FOOD PURCHASE .....220.64

**.....11,486.43**

**.....87,141.88**

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