

LANA JONES-GOULD

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EDUCATION

1970-1972 Ellsworth Community College, Iowa Falls Iowa - Associate of Art – Fashion Merchandising

PROFESSIONAL EXPERIENCE

K. Renee Women's Fashions and Home Furnishings

- *2004-2018 Business Consultant for Personal Growth and Development*

Younkers Corporation, Des Moines, Iowa

- *1993-1996 Midwest Region Customer Service Trainer*

Aspen Tree, Inc. – Laramie Wyoming

- *1993-1994 National Business Development Executive*

The Grafton Group – Cedar Rapids, Iowa

- *1972-1973 Assistant Store Manager – Seiferts*
- *1973-1978 Store Manager - Seiferts*
- *1978-1983 Area Supervisor – Seiferts*
- *1983-1985 Divisional Supervisor – Seiferts*
- *1985-1989 Senior Vice President, Store Operations - Seiferts*
- *1989-1992 Executive Vice President, Director of Stores, Human Resources and Training
(250 Seiferts stores in 29 states)*

COMMUNITY INVOLVEMENT

Winefest Des Moines

- *2003 -2018 Board of Directors*
- *2017, 2018 Executive Committee*

Central Iowa Strands of Strength

- *2018 Luncheon Committee Silent Auction Chair*

Oakridge Neighborhood Services

- *2017 Jazz, Jewels & Jeans Event Co-Chair (raised \$160,815)*
- *2018 Jazz, Jewels & Jeans Event Co-Chair (9/14/2018)*

Des Moines Playhouse

2004 -2018 Support and Contributions to:

- *General Operating Fund*
- *Hollywood Halloween*
- *Sip, Savor, Switch*
- *Act Two Capital Campaign*
- *Countdown to 100*
- *Mz. Wick*

Variety Iowa / The Children's Charity

- *2001-2008 Board of Directors*
- *2001-2007 Executive Board*
- *2001-2018 Telethon Panel (raised 372,731 to date)*
- *2005-2006 Board President (raised \$3.9 million)*
- *2006, 2007, 2008 Martini Madness Co-Chair (raised \$39,547)*
- *2014 Polo on the Green Co-Chair (raised \$120,186.00)*
- *2015, 2016, 2017 Polo on the Green Committee*

Young Women's Resource Center

- *Celebrity Servers Event*
- *2014 Co-Chair*
Raised \$65,049, the second highest amount generated in the eight years the event has been in existence – highest attendance to date with 771 guests.
- *2015: Server - Amount Raised \$4,085 - 4th place*
- *2016: Server - Amount Raised \$7,730 - 1st place*
- *2017: Server - Amount Raised \$11,495 - 2nd place*

Boys and Girls Club of Central Iowa

- *2007 Old Bags Committee (raised \$94,756)*
- *2008 Old Bags Committee Honorary Chair (raised \$352,280)*
- *2009 Old Bags Committee (raised \$231,163)*
- *2010 Old bags Committee (raised \$75,885)*
- *2011 Old Bags Committee (raised \$87,595)*
- *2012 Old Bags Committee (raised \$112,875)*
- *2014 Old Bags Committee (raised \$88,140)*
- *2015 Old Bags Committee (raised \$90,000)*

Des Moines Art Center

- *1996-2005 Board of Directors*
- *1996-2005 Development Committee Member*
- *1996 Pegasus and Bellerophon Gala Co-Chair (raised \$360,000)*
- *1998 Pegasus and Bellerophon Gala Co-Chair*
- *2014 Art Meets Fashion Boutique Chair*
- *2016 Arts & Ends Boutique Chair*

Mercy Foundation

- *2006-2010 Board of Directors*

Blank Park Zoo

- *2001-2008 Board of Directors*
- *2007 Development Committee*

- *2009-2010 Advisory Council*

American Cancer Society

- *2007 Coaches vs. Cancer Event Co-Chair (raised \$80,000)*

Drama Workshop

- *2004-2005 Board of Directors*

Planned Parenthood of Greater Iowa

- *2004 Volunteer, Annual Fundraiser*

Chrysalis Foundation

- *2004 Volunteer, Annual Fundraiser*

Bravo Greater Des Moines

- *2001, 2002, 2003 Gala Committee*

Dowling Catholic High School

- *1995-2003 Volunteer, Annual Auction and Annual Golf Tournament*

Orchard Place

- *1996-1998 Volunteer, For The Birds Auction*
- *1999-2002 Volunteer, Annual Fundraiser*

Iowa State Fair Blue Ribbon Foundation

- *1997 1st Annual CornDog Kickoff - Advisory Committee*

Des Moines Symphony

- *1996 Gala Co-Chair*

Animal Rescue League of Iowa

- *Volunteer, Annual Fundraiser*