

# MIKE BANASIAK

2400 NW 86<sup>th</sup> St. Suite 25  
Des Moines, IA 50322

Mike@LFGplanners.com

Work: (515) 334-5266

Cell: (515) 326-5486

**Education:** Iowa State University - Ames, IA Bachelor of Science, Graduated May 2005  
Double Major: Marketing & Management, Minor: Criminal Justice

**Professional Experience:** LEGACY FINANCIAL GROUP Des Moines, IA  
CERTIFIED FINANCIAL PLANNER™  
Senior Associate 2013-Current  
Associate Professional 2008-2012  
Para Planner 2006 - 2008

- Work with individuals and small businesses to develop holistic financial plans.
- Manage wealth for retirement, education, risk management and estate goals.
- Teach educational workshops regarding financial wellness to businesses and organizations.

MERRILL LYNCH Des Moines, IA  
Financial Advisor 2005 - 2006

- Provided comprehensive financial planning solutions and investment management.
- Created marketing and service programs to attract and retain clients.

U.S. SENATOR CHARLES GRASSLEY Washington D.C.  
Congressional Press Intern Summer 2004

- Prepared press releases involving grants, Senate activity, and staff work.
- Assisted with weekly interviews and communication with visitors.

**Leadership:** YOUNG VARIETY Des Moines, IA  
Donor Committee 2013 - Current

- Assisted in revamp of monthly Network with a Heart Events designed to attract new heart donors.
- Co-Chaired 1<sup>st</sup> Annual PROM-A-Palooza fundraising event for Young Variety.

LINKEDIN SOCIAL Des Moines, IA  
Founder & Chair 2013-Current

- Created a brand new quarterly event designed to turn virtual connections into personal connections.
- Organized logistics for hosting 3 events that have hosted over 300 people.
- Engaged a group of 3 individuals to serve as the core hosts and leadership committee for connecting attendees.

DEVOUR DES MOINES Des Moines, IA  
Founder 2011 - Current

- Created a brand new, unique event in Des Moines combining triathlon activities with competitive eating.
- Have raised over \$5,500 so far, benefiting the Iowa Chapter of Buy Fresh, Buy Local.
- Organize logistics and marketing efforts for the race, which included 136 participants in 2012.

GREATER DES MOINES LEADERSHIP INSTITUTE Des Moines, IA  
2013 Class Project Co-Chair 2012-2013

- Oversaw the efforts of 12 steering committee members and 49 class members for completing Project Panda.
- Participated in class fundraising efforts that brought in over \$135,000 to help create new Amanda the Panda offices.

YOUNG PROFESSIONALS CONNECTION Des Moines, IA  
President Ex-Officio/President/President Elect 2013/2012/2011  
Marketing Committee Chair 2010

- Co-Chaired the YP Leaders Symposium that brought together three organizations that engaged more than 125 young professionals from across Central Iowa.
- Led the efforts of 18 board members for an organization with 700+ total members.
- Oversaw hundreds of initiatives/events with charitable, civic, professional development and social endeavors.
- Sat on the Greater Des Moines Partnership's Executive Board.

THE WORLD FOOD PRIZE Des Moines, IA  
Symposium Transportation Consultant 2013  
Symposium Transportation Coordinator 2009 - 2012

- Manage transportation logistics for a week-long event with 1000+ international guests.
- Coordinate over 300 trips, including 3 motorcades, utilizing a total of 76 vehicles.
- Lead a team of 60 volunteer drivers, logging over 500 volunteer driving hours.

**BRAS FOR THE CAUSE IOWA**

Des Moines, IA

*Artist's Reception & Gallery Days Committee Chair*

2008 - 2009

- Procured food and beverage vendors for recognition event with over 150 people.
- Coordinated logistics, community relations and staffing of 15 volunteers for 4 days.

**IOWA STATE UNIVERSITY**

Ames, IA

*Government of the Student Body (GSB) President*

2003 - 2004

- Managed efforts of 75 people and oversaw budget allocation of \$1.5 million.
- Acted as official liaison between students and the university, city, and state.
- Served on critical university committees including the President's Advisory Committee on Budget and Planning and ISU Strategic Plan 2005-2010 Committee.

**Organizations/** Urbandale Chamber of Commerce, *Member*, Current  
**Activities:** Make-A-Wish Foundation of Iowa, *Wish Grantor*, Current  
Greater Des Moines Leadership Institute, *Class of 2013*, Current  
BNi Business 1<sup>st</sup> Des Moines Chapter, *President*, 2010 - 2011  
DesMoinesAmplified.com, *YP Live Radio Host*, 2009 - 2010

**Designations/** CERTIFIED FINANCIAL PLANNER™ (CFP®) Life, Accident & Health Insurance Rep.  
**Licenses:** NASD Series 7 (General Securities Rep.) NASD Series 66 (Investment Advisor Rep.)

January 8, 2014

To Whom It May Concern:

It is both my honor and privilege to recommend Mike Banasiak for the Des Moines Business Record's 40 Under 40 Class of 2014.

As a college provost / chief campus administrator and member of the West Des Moines Chamber Executive Council (and member of the 40 Under 40 class of 2003), I have had the opportunity to work closely with and observe the character and leadership abilities of a great many people in the community. Mike has demonstrated to me on numerous occasions his strong leadership characteristics and has in my opinion become one of central Iowa's most effective young leaders.

Mike is a great facilitator, and his work has been outstanding. He was a cofounder of the *Des Moines Area LinkedIn Socials* that now bring close to 200 people together face-to-face on a quarterly basis that were previously only connected intangibly through the application. He has been an excellent leader in shaping the young professionals group (YPC) through the Greater Des Moines Partnership and served a leadership role in helping to plan the first ever YP Symposium in West Des Moines this past fall.

Mike not only exhibits a strong work ethic and a very high degree of motivation, he takes direction well and is eager to learn new things. He has excellent communication skills and always portrays a positive attitude in everything he does. I truly believe that Mike embodies the very nature of the 40 Under 40 group, and it is with great pleasure that I recommend him for this year's class.

Sincerely,



Anthony D. Paustian, Ph.D.  
Provost  
Des Moines Area Community College West  
40 Under 40 Class of 2003

R. Edwin Redfern  
525 NE 21 CT. FORT LAUDERDALE, FL 33305  
202-345-3052 FAX-954-840-3738 [ed@eredfern.com](mailto:ed@eredfern.com)

Business Record 40 Under 40 Nomination Committee  
The Business Record  
100 4<sup>th</sup> ST  
Des Moines, IA 50309

RE: Mike Banasiak Nomination

Dear Sir or Madam:

For the past 24 years I have returned to Des Moines to consult for the World Food Prize and assist in the running of the Prize staff and for the past 6 years I have worked with Mike Banasiak whom has each year volunteered many weeks of work for the World Food Prize.

Mike ran the management of our Transportation system during the World Food Prize program. We could not have had a successful program without his assistance in coordinating the over 600 plus rides that were provided during the 10 days each year of the Prize.


Over the years the Prize has grown to a level that the need for efficient travel, from picking up Presidents of countries to major VIP's to the many special guests that attend the event each year, Mike made there first impression of Des Moines an Iowa a memorable one. He worked with his transportation staff to insure they understood the type of impression that the World Food Prize wanted to present to each of our guests and the warm welcome to each of them we try to extend each year.

Hundreds of volunteers have been used in this and the other programs the Prize uses each year, but this one program alone touches more of those guest then any others and Mike always made sure their needs are met and they get a great impression of Des Moines and Iowa.

I would strongly support your consideration of Mike for this award and if you would need any additional information please let me know.

Thank you,

Sincerely,



R. Edwin Redfern



January 9, 2014

Jason Swanson  
Business Publications Corp.  
100 4<sup>th</sup> Street  
Des Moines, Iowa 50309

RE: Mike Banasiak

Dear Jason:

I am writing in support of Mike Banasiak for consideration as a Forty Under 40 award recipient.

Over the past several years I have had the privilege to work with Mike as he has taken several leadership positions with our Young Professionals Connection. Within a year of joining YPC Mike stepped up to take a committee chair position where he was quickly recognized as a leader who stands by his commitments and works hard to engage everyone in the mission. It was these attributes that led his peers to elect him into the rotation of Chair, the position he held in 2012.

A couple of key YPC successes attributable to Mike during his year of President in 2012 are as follows: 1) While some previous chairs measured success in the number of members, Mike believed that the quality of engaged members was more important than quantity. He implemented several programs, such as the Ambassadors group and YPC 101 that drove up the level of involvement by members. And ultimately, also increased the number of members to over 700. 2) Again focused on engaging members and connecting them to meaningful experiences, Mike made a goal to increase participation in the annual Non-Profit Forum, both by community organizations and YPC members. Over 50 non-profits participated in the Forum and over 250 young professionals attended. In 2013, as Past-Chair of YPC, he managed the application process for the YPC year-end awards.

Outside of YPC, Mike is very involved in other organizations ranging from Young Variety Iowa to Bras for the Cause. As a class member of GDMLI, he successfully co-chaired the class project for GDMLI, another example of how great he is with collaborating and unifying people when there are a lot of different ideas and opinions to manage.

Mike has a strong understanding of people, business, and community and is committed to making greater Des Moines a career and lifestyle destination for young professionals. Thank you for your consideration of Mike as a 2014 honoree.

Sincerely,

Mary C. Bontrager  
Executive Vice President

The Partnership Building - 222 Lamar St. - Suite 200  
Des Moines, IA 50309 | Tel: 515-281-4950 | Fax: 515-281-4974  
www.PartnershipDesMoines.com



**Brian Hood, CFP®**  
CERTIFIED FINANCIAL PLANNER™ Professional

2400 NW 86th St. Suite 25  
Des Moines, IA 50322  
Office: (515) 334-5266  
Toll Free: (800) 919-0513  
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Email: [Brian.Hood@LFGplanners.com](mailto:Brian.Hood@LFGplanners.com)  
Web: [www.LFGplanners.com](http://www.LFGplanners.com)

January 9, 2014

To Whom It May Concern:

I highly recommend Mike Banasiak for the "40 Under 40" honors.

Mike began working at Legacy in June 2006 as a Paraplanner. Since that time, he has put forth the great effort needed to complete the licensing and education required to become a Certified Financial Planning Professional™. In addition, he has achieved the professional skills and production goals needed to move to Junior Associate and then to his current position of Senior Associate. That is definitely a task worth note.

Over the past seven and a half years, I have watched Mike flourish. He has become a leader in our community, beginning with his involvement in the Young Professional Connection and now spreading throughout the community. That includes graduating from the Greater Des Moines Leadership Institute and taking a key leadership role in his class.

It's an understatement to say that Mike Banasiak likes to be involved. Most often, he takes a leadership role in whatever he's involved with. He is a great asset to our community and very worthy of the "40 Under 40" honors.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian J. Hood". The signature is fluid and cursive, with a long, sweeping line extending from the end of the name.

Brian J. Hood, CFP®

Jeffrey W. Pate  
735 32<sup>nd</sup> Street  
Des Moines, Iowa  
GDMLI Class of 2011  
GDMLI Board of Directors 2012-2014

Dear Forty Under 40 Committee,

I support the nomination of Mike Banasiak for the 15<sup>th</sup> annual Forty Under 40 class.

I worked closely with Mike in leading a civic engagement project to raise money for and manage the renovation of a new facility for Amanda The Panda Family Grief Center which offers the most comprehensive and ongoing services for children, teens, adults and families struggling with a death of a loved one in the state of Iowa. Mike served as the co-chair of the project steering committee as well as actively volunteering with fundraising and construction activities.

Through several challenging issues and an aggressive schedule Mike's calm and thoughtful leadership was instrumental in providing well thought out solutions and ensuring awareness of project activities among the 50 project team members. A key skill he brought to the committee was the importance of engaging all the stakeholders in first understanding the issue to be addressed then both gathering and discussing as a group to come to a successful solution all stakeholders supported. Mike did not lose focus on the importance of the project to the benefiting organization and the community they serve.

Mike also actively engages the Des Moines Metro community by organizing LinkedIn member socials that enable community professionals to strengthen and extend their network of trusted contacts.

I know both personally and professionally many Forty Under 40 honorees and have attended the Forty Under 40 recognition event. I see in Mike Banasiak the same key values of community engagement, community service and professional integrity that I see in those past honorees. These are the reasons I support the nomination for Mike Banasiak for the 15<sup>th</sup> annual Forty Under 40 class.

Sincerely,

Jeffrey W. Pate



January 7, 2014

To Whom It May Concern:

I am pleased to be recommending Mike Banasiak for consideration on being selected as a 40 Under 40 candidate. I have had the pleasure of getting to know Mike these past few years through many different capacities. I initially met him as the Young Professionals Connection President. I was new to the organization and didn't know a single person. Mike immediately greeted me and introduced me to other members of the board. I felt welcomed right away and was so grateful that he took the time to do that.

After getting to know Mike more, he approached me to be one of the three hosts for an event he single-handedly came up with and developed. The quarterly LinkedIn Socials have become such a popular event, that local businesses are now contacting him on a regular basis to be the host venue for the next social. It is the only event of its kind that connects business people of all ages and professions in one space. Attendees are able to network in a completely different way than what has ever been done in the Des Moines area and that is the draw that brings people in. We consistently have over 100 attendees after only 3 events!

One of the first times I met Mike, he told me that he wanted to be known as a "connector". I didn't know what that meant at the time, but as I have gotten to know him and learn from him, I understand what he meant. He goes way beyond referring or recommending a person or service to an individual that is inquiring. He knows that when he is giving out that name, he is recommending the person on both a personal and professional level. He takes the time to really get to know everyone he meets and has an uncanny ability to actually remember that particular person. I can honestly say, I've never met a person that is so committed to bettering his community and the power of the young professional than Mike.

Being a young professional myself, I have learned so much from him and it has made me a better realtor, community member, and friend. I'm always watching to see how people interact and do business, so that I can also apply those things to my business. Mike really does go above and beyond in the "connecting" people in the Des Moines Metro and I've seen how his influence has affected all those around him. His attitude is contagious and I am so lucky to have had his guidance along the way.

Thank you for your consideration.

Rachael Harms  
Realtor- RE/MAX Real Estate Concepts  
(515) 729-6108  
rachael@realestateconcepts.net



January 9, 2014

The Business Record  
Attention: 40 Under 40 Selection Committee  
The Depot at Fourth  
100 Fourth Street  
Des Moines, IA 50309

To Whom It May Concern:

Mike Banasiak has been instrumental in the Des Moines community over the past several years in his ability to give back in leadership, time, and creativity in serving within several notable organizations and causes.

Mike has been a leader since college at Iowa State, where he served as President of the Student Body-- and has not slowed down since! He has served as President of the Greater Des Moines Partnership's Young Professionals Connection (YPC) Board, Donor Committee for Young Variety Iowa Board and GDMLI Class of 2013 Project Co-Chair.

Mike is a self-starter in his career as a Financial Planner, and is a well-rounded individual balancing his time between Chamber and BNI groups, hosting a live radio show, and giving back to charitable organizations.

To keep things interesting, Mike founded Devour Des Moines. This is an event that combines triathlon activities with competitive eating, and gives back proceeds to charitable organizations. The 2011 event raised \$1,500 for the Iowa Chapter of Buy Fresh, Buy Local.

I am proud to nominate Mike for the 2014 Forty Under 40 class because he is exactly the type of young professional Des Moines needs more of. He is a natural leader and has had the opportunity to successfully lead in many different settings. He will continue contributing to the improvement Des Moines for generations to come.

If you have any questions, please feel free to contact me [rublem@wellmark.com](mailto:rublem@wellmark.com) or 515-971-9995 (cell).

Thank you for considering Mike Banasiak for the 40 Under 40 Class.

Sincerely,  
Megan Ruble  
2011 Forty Under 40 Class

January 9, 2014

Des Moines Business Record  
100 4<sup>th</sup> Street  
Des Moines, IA 50309

Dear Forty Under 40 Selection Committee,

Please accept my recommendation of Mike Banasiak for the Forty Under 40 2014 honor.

Mike would be a wonderful addition to this year's class. As a past member of the Greater Des Moines Leadership Institute and the 2012 president of the Young Professional's Connection, Mike is a dedicated member of the Des Moines community. As president of YPC, Mike oversaw hundreds of initiatives and events with charitable, civic, professional development and social endeavors. All efforts towards making Des Moines the number one place to be for young professionals.

In addition to his work with YPC, Mike also is a founder of Devour Des Moines that has raised over \$2,000 for the Iowa Chapter of Buy Fresh, Buy Local. He is also a valued volunteer of the World Food Prize where he acts as Symposium Transportation Coordinator.

Somehow ever after all of the time that Mike volunteers for Des Moines organizations, he still has time to be a certified financial planner for the Legacy Financial Group. As a financial advisor, Mike continues his great work through helping individuals and companies develop holistic financial plans.

Mike works tirelessly both in his professional and philanthropic endeavors to help his community. I truly believe that he would be a worthy member of this year's class.

Thank you for your time and consideration.

Liz Lidgett  
2012 Business Record Forty Under 40 Class



# THE WORLD FOOD PRIZE

1700 Ruess Center  
666 Grand Avenue  
Des Moines, Iowa 50309 USA  
Tel: 515-245-3783  
Fax: 515-245-3785  
wfp@worldfoodprize.org  
www.worldfoodprize.org

January 18, 2012

## Foundation

Dr. Norman E. Borlaug  
1944-2009

John Ruess  
1914-2010

John Ruess III  
Chairman

Amb. Kenneth M. Quinn  
President

## Council of Advisors

Hon. George Bush

Hon. Jimmy Carter

H.E. Joaquín Chissano

Margaret Carley-Carlson  
Chair, Global Crop Diversity Trust

Dr. Zhangliang Chen  
Vice-Chairman  
General President, China

A.S. Clausi  
Past President  
Institute of Food Technology

Dr. W. Rennie Coffman  
Director, International Programs  
College of Agriculture and  
Life Sciences, Cornell University

Sir Gordon Conway  
Professor of Intl. Development  
Imperial College London

Dr. Louisa Freese  
Professor, University of Amsterdam

Michael Gartner  
Pulitzer Prize Winner

Dr. Gregory Geoffroy  
President, Iowa State University

M. Peter McPherson  
President, APIS

Cynthia Milligan  
Dean Emerita  
College of Business Administration,  
University of Nebraska-Lincoln

H.E. Roberto Rodrigues  
Former Minister of Agriculture  
Brazil

Yuhai Sasaki  
Chairman, The Nippon Foundation

Dr. M.S. Swaminathan  
Chairman  
Laureate Selection Committee

To Whom it May Concern:

Please accept my letter of recommendation for Mike Banasiak for the Business Record's Forty Under 40 program.

Mike has been serving the World Food Prize for the past four years. He began working with us as a volunteer who just signed up for a few shifts. But, we have since expanded his role to become the Transportation Coordinator for our week-long World Food Prize events and activities.

During our annual events Mike coordinates over 300 trips, 3 separate motorcades, and 76 vehicles. To do this he leads a team of 60 volunteer drivers, who log over 500 driving hours. As you can imagine, this is quite a feat requiring many hours of intricate and creative scheduling. As expected, Mike has stepped up to this challenge and projected a world-class impression of the World Food Prize to our many VIP and international guests. He has become a critical part of the World Food Prize organization and we are so pleased to have him on our team.

It's through his commitment to providing exceptional customer service, and his passion as a leader that he is able to inspire our volunteers to provide such a positive experience that continues to bring our guests back to Des Moines each year.

It is with all of this in mind, that we believe Mike would be an excellent addition to the Forty Under 40 Class of 2012.

Sincerely,

Kenneth M. Quinn  
Ambassador (ret.)  
President

Loretta J. Sieman  
4710 Mills Civic Parkway, Unit 303  
West Des Moines, Iowa 50265

To The 40 Under 40 Committee:

I am pleased to recommend Mike Banasiak for the 2014, 40 Under Forty class. Mike is an exceptional young man who has become a strong community leader and volunteer. He is, indeed, worthy of this honor.

I met Mike while working with Bras for A Cause. A young man, with dedication to whatever he undertakes, he took on his accepted tasks with ease and understanding. Bras had just begun in central Iowa so everything was new and exciting to try and make part of our community. Mike was left on his own to coordinate staffing, vendors, and gallery events. There was little concern as to his ability as everything went into place with no problems.

Other organizations such as Make A Wish, The World Food Prize, Devour Des Moines and the Young Professionals Connections benefitted from his talent and leadership. His creativity and work ethic was noted early and it is not unusual to see his name bantered around for in the nonprofit arena. He is at the top of the list for recruiting to help on projects.

As a financial planner, I have heard nothing but praise for his abilities and his work ethic with his clients. He has been know to speak to groups and workshops on the importance of taking care of finances and he is received very well by the people attending.

The 40 Under Forty represents our future and what our community needs and should expect. Mike Banasiak is the perfect candidate for this position because he is dedicating his life career and volunteerism to helping people. I proudly recommend him for a place in the class of 2012.

Sincerely,

Loretta J. Sieman  
LJC Consulting

*Jason M. Wells*

636 86<sup>th</sup> Street  
West Des Moines, IA 50266

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Phone: (847) 863-4501  
E-mail: jaso\_wel@hotmail.com

Dear Forty Under 40 Selection Committee,

I would like to take an opportunity to offer a formal recommendation for Mike Banasiak. As the 2011 President of Young Professionals Connection (YPC) I have had the opportunity to know and work with Mike for three years and feel that he is a deserving candidate for Forty Under 40 recognition.

Mike first joined YPC when I was Marketing Chair in 2009. Demonstrating a desire to get involved and be a leader from the start, Mike earned his way into the Marketing Chair position in 2010. He continued to build from there and earned the selection of President-Elect for YPC in 2011. As the 2012 President, Mike not only welcomes the challenge of leading a 500+ member organization, but has worked very hard to sharpen his leadership skills and knowledge to be in the best possible place to accept the challenge.

Understanding that there are many types of organizations benefiting the community Mike reaches beyond YPC to benefit the World Food Prize and creating Devour Des Moines as well. All of this while creating his business within Legacy Financial Group. Mike has demonstrated a clear entrepreneurial spirit of making a difference.

Always leading by example, Mike continues to put others before himself both in professional and social settings. There is no type of person Mike cannot find a way to get along with, always looking for the good in others. He cares and looks to continue giving back to the community he lives in while growing his own professional career and being an excellent husband, friend and individual on top of it. I strongly recommend Mike Banasiak for the 2012 Forty Under 40 Class.

Sincerely,

Jason Wells