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Contact: Laurie Groves, Iowa Farm Bureau, (515) 225-5414

**INNOVATIVE LIGHTING RECEIVES IOWA FARM BUREAU'S
RENEW RURAL IOWA LEADER AWARD**

WEST DES MOINES, IOWA – Nov. 14, 2006 – Innovative Lighting of Roland is the recipient of the monthly *Renew Rural Iowa* Leader Award, sponsored by the Iowa Farm Bureau Federation. Farm Bureau first began the awards in October in conjunction with the creation of the *Renew Rural Iowa* program, unveiled in September.

Innovative Lighting designs, engineers and manufactures technically advanced, energy-efficient and infallible LED lighting products and accessories. Jerry Handsaker is president of Innovative Lighting, based in Roland, population approximately 1,300. The company was named one of the nation's top 500 growing companies by INC. Magazine in 2002, 2003, 2004 and 2005.

“Innovative Lighting is a great example of how rural communities can benefit from entrepreneurship and growth. One of Iowa Farm Bureau's goals is to help rural communities prosper for future generations. Hometown businesses, like Innovative Lighting, can breathe new life into small towns in terms of local commerce, jobs, retail spending and possibly people,” says IFBF Senior Investment Manager, Dave Sengpiel.

Iowa Farm Bureau partners with WHO Radio to feature the award recipients each month. *Pictured left to right:* Jerry Handsaker, Innovative Lighting President; Ken Root, WHO Radio and Jim Johnson, Vice President of Manufacturing.

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Renew Rural Iowa is an innovative mentoring and business model designed to connect rural entrepreneurs to the education, mentoring and financial support they need to grow their business in rural Iowa. Iowa Farm Bureau is partnering with Entrepreneurial Development Center (EDC) to provide mentoring seminars across the state.

The first mentoring seminar is coming to Storm Lake November 30 through December 1 at Buena Vista University. Entrepreneurs will have the opportunity to attend two one-day seminars led by successful small business experts. Participants who successfully complete the full seminar will be eligible for funding from the rural vitality investment fund, which now stands at more than \$10 million. To attend this seminar or for more information on upcoming seminars, visit www.iowafarmbureau.com and click on the *Renew Rural Iowa* logo or call (800) 254-9670.

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About Iowa Farm Bureau

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to enhancing the People, Progress and Pride of Iowa. More than 153,000 families in Iowa are Farm Bureau members, working together to achieve farm and rural prosperity. For more information about Farm Bureau and agriculture, visit the online media center at www.iowafarmbureau.com.