



Beth Cross

President, Sigler Companies
Ames/Des Moines, IA

Partner of National Skills Coalition

Beth Cross is President of Sigler Companies, the parent corporation to Innova Ideas & Services, Sigler Printing and Signify Apparel & Merchandising. Beth was instrumental in the initial start-up of Innova in 1998 and the acquisition of Signify in 2006. Under her leadership, all three units of Sigler Companies have shown consistent annual growth in number of employees, breadth of services, client base and sales revenues. As President, Beth's responsibilities include strategic planning, operations, sales and finance, and marketing communications. Beth holds a bachelor of science degree in journalism/mass communications with an emphasis in public relations from Iowa State University.

Beth's community involvement includes a seat on Mercy Medical Center's Board of Directors; serving as a Governor Appointee on the Central Iowa Workforce Investment Board; Nexus Executive Women's Alliance; and United Way of Central Iowa Women's Leadership Connection. Beth has served as President of the Ames Chamber of Commerce. She is a former member of Ames Economic Development Commission and a past member and board chair on the Ames Parks and Recreation Commission. She has also served on the boards of Youth and Shelter Services, ACCESS (Story County Domestic Abuse Shelter), and Center for Creative Justice.

Sigler Companies is a family of businesses with divisions in marketing, public relations, creative services, printing, and branded apparel and merchandise. The business units are: Innova Ideas & Services, a creative services agency; Sigler Printing, a premier printing and production house; Signify Apparel & Merchandise, an apparel and promotions business; and Sigler on Main, an Ames boutique selling specialty apparel and merchandise. Sigler Companies was founded in Ames in 1958 as Sigler Printing. Today, the company's forte is its successful integration of traditional marketing, like print and mail, with new methods, like emerging media and mobile marketing. Through a continual investment in technology, improvements in workflow and upgrades in internal systems, Sigler Companies provides comprehensive digital and interactive creative, marketing, print, apparel and merchandise solutions to clients across the U.S and internationally seeking online stores and other online marketing and sales tools. Sigler Companies is privately held. Additional information is available at www.siglercompanies.com.

Business Leaders United for Workforce Partnerships is comprised of employers from a range of industries who are concerned about our nation's skills gap, who are working with local partners to train and hire community residents for skilled jobs, and who want our country's policymakers to follow suit and invest, aggressively and effectively, in the skills of America's workers. BLU is an initiative of National Skills Coalition, National Fund for Workforce Solutions, Skills for America's Future and Corporate Voices for Working Families. Learn more at: www.nationalskillscoalition.org/BLU.