

Barry Griswell and Sunnie Richer Headline Dancing with the Stars – Des Moines Style
Captains of Industry Train Intensely to Perform Choreographed Routines Next Week

September 10, 2009 – Des Moines, Iowa – The American Diabetes Association of Iowa is proud to announce that J. Barry Griswell – president of the Community Foundation of Greater Des Moines, and retired chairman and CEO of the Principal Financial Group – as well as Sunnie Richer – president of Des Moines-based Doextra Corporation – are turning the spotlight on their dancing skills for charity.

The Third Annual Marvin and Rose Lee Pomerantz Legacy Ball: Dancing with the Stars – Des Moines Style, is 7:00 p.m., Thursday, September 17 at Prairie Meadows. The event features honorees Linda and Tom Koehn – CEO of The Waldinger Corporation – in the roles of TV show hosts Samantha Harris and Tom Bergeron, as well as business leaders Suku Radia, Rosalie Gallagher and Stan Reynolds as the show’s judges.

Griswell and Richer have been tirelessly practicing with their partners Joyce Ludwig and Steve Berry for weeks at Betty Hill Dance Studios (where Shawn Johnson practiced for the Hollywood show while in town), but they will not disclose the style of dances they’re performing. Indicating their routines are “highly secret,” Griswell and Richer are taking their head-to-head competition seriously and have only seen each other’s developing skills previewed in a short clip promoting the event.

Griswell says, “I am very excited to be dancing again. My stop in New York at the Hudson Theater only involved one brief performance. I am sure my mother would be pleased to know that those dance lessons are finally paying off!”

To that, Richer says, “Unlike Barry, I have not had the benefit of any formal dance training. So my partner, Steve Berry, and I have to work extra hard to win the competition. Also, The Principal is a household name that dwarfs my CRM software company, so we’re preparing for a David and Goliath contest.”