

NEWS RELEASE

CONTACT | Karmen Wilhelm | KWilhelm@vanmeterinc.com | 1-800-247-1410

LURA MCBRIDE RECEIVES OSCAR C. SCHMIDT IOWA BUSINESS LEADERSHIP AWARD

CEDAR RAPIDS, Iowa – (November 13, 2025) – The University of Iowa Tippie College of Business presented Lura McBride, president and CEO of Van Meter Inc., the Oscar C. Schmidt Iowa Business Leadership Award at a ceremony Tuesday night at Big Grove Brewery in Cedar Rapids. This award recognizes McBride and the employee-owners of Van Meter for their exceptional leadership and transformative impact on Iowa’s business landscape and economy.

McBride joined Van Meter in 2008 and has served as President and CEO since 2016. Under her leadership, Van Meter has grown from an Iowa-based company to 27 locations across the Midwest. The company is recognized as a USA Top Workplace. Van Meter ranks 12th nationally among mid-sized companies and is consistently named one of Iowa’s best places to work.

Over half of Van Meter’s 850 employee-owners are based in Iowa. For nearly 100 years, the company has been creating lasting value for those it serves by putting people first, delivering on promises and giving back to its communities.

Amy Kristof-Brown, dean of the Tippie College of Business said, “Lura McBride exemplifies the kind of visionary leadership and values-driven culture that the Schmidt Award was created to honor. Her commitment to leadership development, customer and community impact, and employee empowerment sets a powerful example for our students and alumni.”

Established in 1980, the Oscar C. Schmidt Iowa Business Leadership Award celebrates outstanding Iowa business leaders who have demonstrated significant achievement and influence across the state.

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Headquartered in Cedar Rapids, Iowa, Van Meter is an award-winning workplace and the nation’s 15th largest electrical distributor with 27 locations in nine states. The 100-percent employee-owned company provides electrical and automation products and services to contractor, industrial and commercial customers. Van Meter’s offering encompasses lighting, data communications, utility, automation, power transmission, renewable energy, core electrical components and more. To learn more visit www.vanmeterinc.com