



Iowa PowderCraft, LLC -- 12 Lessons for Aspiring Entrepreneurs

John and Colleen Thompson are doing it right at Iowa PowderCraft, LLC, a new growth business in Clear Lake, Iowa. Iowa PowderCraft, LLC provides metal finishing services, including media blasting (surface preparation) and powdercoating -- a form of dry paint that is electrostatically bonded to and baked onto metal for greater durability and longer lasting finishes than wet spray paint.



John and Colleen started with a visit to the NIACC Small Business Development Center (SBDC) in the John Pappajohn Entrepreneurial Center. Then SBDC Director, Ted Bair laid out a plan to plan and the Thompsons listened. John and Colleen followed through with almost two years' of research, interviewing and visiting other powder coating operations around the country.

The Thompsons opened in December 2013 after completing the NIACC John Pappajohn Entrepreneurial Center's Launch & Grow Your Business program. In seven months they've grown from three employees to fourteen. They're cash flow positive. This included even working for free in several operations to really understand tools, systems, and operations.

The Thompsons sought to create an asset for their community and credit their team for building the dream into a living business. NIACC and the Pappajohn Center are part of that team. See the following link for the full-story, including: Iowa PowderCraft, LLC -- 12 Lessons for Start-up Success or How to Build a Million Dollar Company Overnight. <http://www.niacc.edu/pappajohn/resources/success-stories/>

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Director's Notes

Directors Notes: How time flies by when you are busy. I have been at NIACC leading the NIACC JPEC for 11 ½ years already. We have been fortunate to have had the continued support of John Pappajohn and have leveraged that financial support with local, state, federal governmental and foundation support to sustain and grow the services we provide. Later in this newsletter you will read the current statistics for the past year and some accumulated reporting on activity since inception. It has been a wonderful journey and we have been blessed with the opportunity to help businesses along the way. We wish we could have helped make them all successful, but we know that is impossible. What we have accomplished is increasing the likelihood of success beyond the “valley of death” and through the first five years of existence.



Jamie T. Zanios

NIACC Vice President
& JPEC Director

Over the years we have begun working with existing businesses through our acceleration program to help diagnose issues impeding their growth and bringing appropriate resources to assist them. Recently the focus has intensified on owner transitions, as this area of economic development is important in retaining businesses already in our communities. We adopted the slogan of serving business from “Birth to Rebirth” helping them regardless of what stage of their life cycle, some time back to reflect the variety of business cycles we hope to assist. We have done that by finding the mentors, advisors and support required. Of course the incubator developed at NIACC has helped businesses get started, as well. We are proud of the work we have accomplished, but the work is never really finished as there is always a new idea, new business, change of ownership or just new business issues that arise.

Personally, it has been a great pleasure to work at NIACC and lead the NIACC JPEC through the past few years. The leadership NIACC has in place with the support of so many advisory boards and committees gives NIACC an edge and a confidence as it approaches its 100th year anniversary of its founding in 2018. Not many organizations last 100 years! So it was with mixed emotions that I provided a letter of “retirement” to President Schulz, effective December 31, 2014. Dr. Schulz is a strong advocate of the role of Community Colleges in economic development and I can attest that he is firmly committed to continuing the support of the NIACC JPEC.

While I will relinquish day to day operational and direction of the JPEC, I intend to volunteer as a business mentor in North Iowa and continue to stay involved in the North Iowa Venture Capital Fund. It is my hope we will find more successful business persons willing to step forward and serve as mentors to startup businesses in the area to help sustain their growth and to help others get a solid start. I know the staff here is solid and has the kind of depth of experience that will allow them to continue their successful support of business development and growth in North Iowa. I have been blessed with a great team to lead and they will continue to evolve and develop this program to meet the changes and growing needs of North Iowa business and industry. NIACC is committed to the long term success of the NIACC JPEC, as is John.

If you have need of business consulting, give the JPEC a call. If you are a seasoned business leader and want to give back to the community either in financial support or in mentoring, give us a call. There is no lack of need for support by our community and its businesses, and you can make a difference.

Dan Winegarden... Where to Look for Opportunities for Innovation

The box of the possible – the market space in which you can operate is constantly changing at the margins. Regulations change, constricting or expanding what is legal. Technology enables new products, services, channels of distribution, efficiency and more. The prices of inputs change in a dynamic market. The prices of outputs, including the cost of waste or pollution, change. Demographics change. Customer needs, tastes and preferences change. And where there is change there is opportunity to address trends along the margins of the box of the possible.

The new Affordable Care Act (ACA), popularly known as Obamacare, is changing a lot in health insurance, health care and government. For the entrepreneurial innovator, the question isn't whether the new law is good or bad policy. The question is what changes or trends result from the law. Opportunities for new products or services arise to serve the pain points caused by the pressure of new regulations.

An example, the federal government is the largest payer for health care even before the ACA through Medicare (healthcare for the elderly and disabled) and the federal share of Medicaid (healthcare for the poor with cost-sharing with the states). The ideal data set for federal health care spending would encourage financial accountability, detect fraud, improve cooperation among clinicians and other healthcare providers, and enable data mining to analyze efficiency and efficacy (results) which together deliver value. The old billing system failed at all of these in multiple ways. One of the first steps the Federal government took was to move towards Electronic Medical Records (EMR) first by incentives, then by penalties and finally by mandates. A cluster of successful entrepreneurs have grown up serving this new demand, first collecting the data, and increasingly doing the analysis to look for opportunities to improve medical practice by finding what works and what doesn't.

Change is both a threat and an opportunity in the market. Those who understand the trends and respond early and quickly can ride the wave to success. Market participants who don't understand the changing box get rolled by the wave of change as the edges move.

For instance, new technology with cloud-based storage and low cost mobile devices created an opportunity to dramatically lower the cost of sophisticated point-of-sale systems (POS) for retailers. Several powerful new competitors using iPads, iPhones or Android mobile devices are undermining traditional PC-based local server POS systems. Examples like Square, LightSpeed, and more enable real-time financial reconciliation, improving inventory control and management information. They eliminate the errors of manual entry. Old POS companies that stick too long with legacy systems are being left behind.

It's a variation of the Wayne Gretzky advice when asked what made him a hockey superstar, "I skate to where the puck is going to be, not where it's been." Be an entrepreneurial superstar. Skate to where the market is going to be. **Continued on Page 4.**



Dan Winegarden
*Director of Incubation &
Accelerator Services*

Looking up from the day-to-day activities in the market is essential to see what's coming. It's why the Pappajohn Center emphasizes the need to spend time working on the business, and not just in the business.

Whether you are a start-up entrepreneur or a current business owner you can look for opportunities for growth and success by considering the trends influencing your industry of focus. Figuring out where change is creating pain or passion can help you build a new and compelling unique value proposition and exploit change through innovation for a well-defined customer segment.

The NIACC John Pappajohn Entrepreneurial Center Accelerator exists to help entrepreneurs with such market insights shape the spark of innovation into a successful business.

We can help with ideation – or intentional innovation with facilitated workshops to help you see change in your industry.

We can help with building a business model responsive to the opportunity through the Lean LaunchPad methodology offered in cooperation with The University of Iowa John Pappajohn Entrepreneurial Center's Iowa Venture School. Daniel Winegarden, NIACC's Director of Acceleration is one of a small group of nationally certified instructors in Lean LaunchPad – the emerging standard for start-up success.

And when you have the model right, we'll help write the business plan and find the money to implement your now clearly articulated and proven idea. You'll have learned how to communicate the benefits in terms your customers care about. If you can sell to customers, you can raise capital.

Start by focusing on the changing box of the possible and look for innovation opportunities where change is causing pain or passion.



North Iowa TechBrew

**Meets the 3rd
Tuesday of the
month
5 – 7 p.m.**

TechBrews are informal networking events designed to bring together entrepreneurs, technology and business people. North Iowa TechBrews are sponsored by the Technology Association of Iowa, the NIACC John Pappajohn Entrepreneurial Center and the North Iowa Corridor EDC with a local or area business as a principal sponsor each month.

**For Dates & Locations
Check Our Website
www.niacc.edu/pappajohn/resources/tech-brew**

NIACC JPEC, SBDC, and Business Accelerator

July 2013 – June 2014

Year-to-Date Business Statistics

TOTAL CAPITAL (Loans + Equity) = **\$7,872,900**



	JULY 2013 JUNE 2014	SINCE 1997
NEW BUSINESS STARTS	25	483
NEW JOBS CREATED	60	1588
ENTREPRENEURSHIP PROGRAM PARTICIPANTS	4243	40,404

JPEC Launch & Grow Your Business



The next Launch & Grow 10 week session starts on September 9, 2014. Every Tuesday from 6:00 – 9:00 pm.

Charles City – NIACC Center Room #110, 200 Hardwood Dr.
September 9, 16, 23, 30 & Oct. 7

Osage – Osage Library, NIACC Classroom, 406 Main St.
October 14, 21, 28, November 4 & 11

Tuition - \$199.00 Course# 93363

Call NIACC's Continuing Education Department at
641-422-4358 to Register.

Recommended: Participants must have a specific business concept they would like to pursue.

JPEC Launch and Grow Your Business assist the start-up and current entrepreneur in developing a business concept and evaluating it through each step of the business planning process. This course is designed to teach participants how to research, develop, and write detailed business plans. It covers all aspects of launching a business from licenses to bookkeeping to marketing to setting up shop. Participants work on their own business ideas or ventures throughout the course moving their ventures to reality or new levels of growth. ***If you plan to attend with a friend or spouse and will be sharing materials, it is only an additional \$100 for the second person.**

Watch for Start Smart classes in your Community

Start Smart is a two-hour workshop designed for anyone who is considering starting a business. You will learn how to create a business plan, do market research, evaluate demand and business strength, consider different types of business ownership, and how to register your business.



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NIACC John Pappajohn Entrepreneurial Center Hosts Youth Entrepreneurial Academy

The North Iowa Area Community College John Pappajohn Entrepreneurial Center (NIACC JPEC) conducted the Youth Entrepreneurial Academy on June 16-20. This **free** annual academy is offered to all high school students interested in entrepreneurship and is sponsored by the John K. and Luise V. Hanson Foundation. Every student completing the Academy received a \$500 NIACC scholarship funded by John and Mary Pappajohn.

This year 22 area high school students completed our academy, compared to last year's 16.

Clear Lake - Kyle Calaguas, TJ Hauser, Jacob Peterson and Devin Uhlenhopp
Corwith /Wesley - Shayla Banchs and Jessica Nielson
Forest City - Rachel Snyder
Garner/Hayfield/Ventura - Corey Hauptmann and Zac Scholl
Hampton/Dumont - Allen Teggatz and Duncan Wood
Mason City - Jordan Johanss, Skyler Marshall, Alex Noto, Ashley Rottinghaus and Pauline Walker
Mason City Newman - Melonie Gretillat
North Butler - Gavin Scroggin
Osage - Madison Potter, Rebekah Sletten and Wyatt Spitz
West Fork - Lea Carlson

The winners were: back row: Scoops-Madison Potter and Rebekah Sletten; TranStar-TJ Hauser; The Freckled Toe-Rachel Snyder; Scroggin Custom Sheds-Gavin Scroggin; and DU Lake Services-Devin Uhlenhopp

