



Dr. Steven Schulz

New NIACC President - Dr. Schulz

Dr. Steven Schulz, who grew up in Franklin County, has been selected to serve as the next President of North Iowa Area Community College. The announcement was made by the NIACC Board of Trustees during the Board's meeting on October 17. Schulz attended the meeting with his wife, Cathie, and daughters, Lindsey and Caitlyn.

"We are so pleased to have Dr. Schulz as our incoming president," said Board President Toni Noah. "This is a very important day for the College."

Dr. Schulz has expressed his enthusiasm to be at NIACC, and he is knowledgeable of the prior success of the NIACC JPEC. He looks forward to a continuing and growing role for NIACC in supporting business starts and acceleration in North Iowa.

Dr. Schulz received his B.A. from Wartburg College, his M.A. from the University of Northern Iowa, and his Ph.D. from Iowa State University. He has been serving as Provost at the DMACC Carroll campus since 2006. He was the 2+2 Coordinator at the University of Northern Iowa in Cedar Falls from 2004-2006 and the Superintendent of Carroll Community Schools from 2000-2004.

Jamie Zanos said, "We are excited that Dr. Schulz is here to lead NIACC. He has valuable experience and was engaged in economic development and in assisting business growth through partnerships that he initiated and nourished while in Carroll, Iowa. He brings a passion and knowledge of the role of entrepreneurship in a vibrant growing business ecosystem and how it impacts all of our communities and the College as well."

Dr. Schulz officially began his duties at NIACC on December 1.

2013 Fall Launch & Grow Your Business

The ten-week Fall Launch & Grow class produced well-developed business plans and several entrepreneurs are already "live" or set to come on-line soon. The class of eighteen was hosted by the Clear Lake Chamber of Commerce in the CLTel Conference Room. <http://www.clearlakeiowa.com/> Chamber Director Tim Coffey attended several evenings, including final presentations and we drew technical presenters from the Clear Lake community. The final pitches were judged by fellow entrepreneurs for best overall business plan, best presentation and best class contributor. The class was taught by Michael Brown, an experienced and successful Forest City area business owner. www.crsccraft.com

Best Business Plan -- John and Colleen Thompson, Iowa PowderCraft. <http://www.iowapowdercraft.com/>

Runner-up -- Scott Hart, Firstlook Estimating in Clear Lake.

Runners-up -- Dave and Mary Hopper, Natural Plus Nursery. <http://www.naturalplusnursery.com/>

Best Presentation -- Jennifer Cash, Sew Embroidery. www.etsy.com/shop/sew-personalizedbyjen; www.facebook.com/sewpersonalizedbyjennifer

Runner-up Kizzy Jansen, The Cookie Jar, a bakery and restaurant at 15 S Hawkeye Ave., Nora Springs. Opens December 9.

Runner-up Brian Waldron, Leaf it to Brian Hydroponic Lettuce in Clear Lake.

Best Class Participation -- Robert Berry. http://www.amazon.com/The-Slackers-Guide-To-Undergrad-ebook/dp/B00GCMBI7E/ref=sr_1_1?ie=UTF8&qid=1385494961&sr=8-1&keywords=Slackers+Guide+to+Undergrad

Runner-up Paula Hanus, Institute for Design Exploration and Advanced Studies (IDEAS).

Runner-up Spenser Rahm, Spenser Rahm Live Music. <https://www.facebook.com/groups/400998093264616/>

Launch & Grow participants also included Brook Boehmler, Hampton Mayor-Elect, and his wife Carol. Brook explained, "I wanted to see why Launch & Grow produces such enthusiastic advocates. Now I understand. The process works. Follow the steps and you leave with an expanded business network, a

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**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](http://www.niacc.edu/pappajohn/resources/tech-brew)**

Director's Notes

During October, I was privileged to attend the National Association of Community Colleges for Entrepreneurship (NACCE) Annual Conference. At the conference I received a National award for **Entrepreneurial Impact**. National recognition of the NIACC JPEC program and its impact on businesses and entrepreneurs through the award I received is very humbling. All of us here at the NIACC JPEC have worked hard to make resources available to assist businesses, whether they are in startup mode, reinvention mode, growth mode or even owner transition mode. We have worked with companies of all sizes, from a single employee to companies with hundreds of employees. The needs and challenges they face vary and our job has been to help them identify the issues impeding their growth or survival and help bring resources to them to try to help solve those issues.

None of what we do could be accomplished without the support of a vast array of partners. It starts of course with John Pappajohn and his vision to establish five John Pappajohn Entrepreneurial Centers. His continued financial support and commitment has allowed us to continue and serve the North Iowa business community and develop and sustain new programs while changing the culture. Economic development corporations in our region play a significant role in engaging and challenging us to assist their clients and provide programming to assist their efforts. North Iowa financial institutions contribute to the success with funding support and client referral. Chambers of commerce, elected officials, community leaders, business owners, past graduates of our programs and many more have played an integral part in helping sustain and achieve our mission.

The Mission and Vision of the NIACC JPEC:

Mission Statement

The NIACC John Pappajohn Entrepreneurial Center seeks to enhance the quality of life through:

- Entrepreneurship Education – teaching skills to maximize the likelihood of entrepreneurial success.
- Entrepreneur and Business Support – helping businesses launch and thrive in a dynamic environment
- Partnerships to Stimulate Entrepreneurship – work with others to leverage resources and maximize impact

Vision

The vision of the NIACC John Pappajohn Entrepreneurial Center is to serve as the primary source for entrepreneurship education programs, business counseling/support services, and as liaison to additional resources to enhance the entrepreneurial environment.

We wish you the best during the upcoming holiday season!! Thank you for your support and have a Happy and Prosperous New Year.



Jamie T. Zanios
**NIACC Vice President
& JPEC Director**



They Are Their Own Boss

Seventeen students from Mason City recently attended the Be Your Own Boss camp for sixth, seventh and eighth grades during the month of November. Students pitched their ideas at a business fair held on November 21st for their families and public at John Adams Middle School Media Center in Mason City, Iowa. Businesses included lawn and snow removal service, pet grooming and photography, video game development, hunting and fishing lessons, music recording, and honey production and sales.

The camp focused on entrepreneurship education and small business development. Each camper developed an original business plan and marketing materials for their business. Facilitators from the NIACC John Pappajohn Entrepreneurial Center (JPEC) held nine sessions to help students develop their businesses, business plans and marketing strategies. One of the goals of the camp was to provide students the experience of putting ideas into a "real world" setting.

"The middle school camp segues off of the Entrepreneur for a Day (E4D) program taught to 5th grade students in Mason City and the NIACC service area," said Kelley Crane, School Partnership Entrepreneurial Coordinator from the JPEC and camp facilitator. "Students learn about job creation and self-employment while building a "can do" attitude."

Guest speakers visited the camp and shared their entrepreneurial journeys. Brad Barber of Cabin Coffee explained to the students the value of entrepreneurs to communities and the importance of doing what you enjoy and making other people happy. Kevin Hardy from Cutting Edge Tree Service spoke to the students about customer service and commitment.

Gary Hall, Iowa State University Extension and Outreach Regional Director said, "Students learned how to write business plans, heard from local entrepreneurs, and made new friends during this experience."

Chloe Ihlenfeldt, camp participant, had this to share about the experience, "I liked the classes because it showed me how to get started in my own business and what it could look like in the future."

The NIACC JPEC partnered with Iowa State University Extension and Outreach in Cerro Gordo County to conduct the camp and Ag Ventures Alliance provided funding.

Fall Launch & Grow continued from page 1

great set of questions to answer, a framework to find answers, and a realistic, believable business plan."

Fall 2013 Launch & Grow Graduates (Presented Business Plans)

- Tom Solberg, P&T Sales, Mason City

Fall 2013 Launch & Grow Participants (Business Plans still in Development)

- Brook and Carol Boehmler, Property Management, Hampton
- Gentry Galbreath, Food Safety, Mason City
- Stephen Schlosser, Pet Services, Mason City

Spring 2014 Launch & Grow Class begins Thursday, February 20 and runs through April 24, from 6:00-9:00 PM every Thursday for 10 weeks. For more information or to enroll call 641-422-4358.



Be Your Own Boss participants prepare to share their business ideas with the public. Members include: Hawque Christensen, Adam Dettmer, Nathan Elsbernd, Myah Hanson, Chloe Ihlenfeldt, Carsen Johnson, Carter Janssen-Sather, Samuel Knox, Cenai Lewerke, Eden Lewerke, Jonathan Love, Ethan Malek, Camden Nicholson, Brianna Philpott, Jordan Sherriff, Joshua Smith and Devin Ward.



Service Partnerships

Commentary by Daniel Pitts Winegarden, NIACC Director of Incubation & Acceleration

NIACC John Pappajohn Entrepreneur Center (JPEC) partners extensively with other service providers to maximize North Iowa's access to tools and resources to grow businesses and maximize entrepreneurial success. Two current examples include:

CIRAS Intentional Innovation – Don't Leave Innovation to Chance

Iowa State University's Center for Industrial Research and Service (CIRAS) is our Manufacturing Extension Partner. CIRAS offers a deep list of resources to help area manufacturers grow profitability. NIACC JPEC is a lead partner in offering support for intentional innovation. This effort includes programming for each stage of the innovation cycle from ideation (structured brainstorming to generate ideas) to product development and more. Innovation as a corporate strategic emphasis has the highest return on investment. NIACC offers rapid prototyping, including both financial and technical resources through CIRAS to assist area manufacturers. NIACC's Advanced Manufacturing and Tool & Die Department can work in traditional subtractive manufacturing and molds, but also offers 3D printing or additive manufacturing. Several prominent area manufacturers have already used the program to produce early prototypes for customer feedback or to otherwise help plan and test new offerings. Program participants include: VanSon Enterprises, LLC (Bleacher Buddy) and Stellar Industries. Our 3D printer can print a prototype from SolidWorks or other design software quickly without expensive tooling or setup time.



Stratasys 3D Printer

Lean LaunchPad – Getting the Startup Business Model Right

NIACC JPEC is among the first in the nation to be trained and certified in Lean LaunchPad, the systematic business model generation and validation process now used by the National Science Foundation (NSF) and a handful of national business accelerators. Daniel Winegarden, NIACC JPEC's Director of Incubation and Acceleration, attended the inaugural training session in September conducted by the program developers, Steve Blank and Jerry Engle, at Columbia University in New York City. NIACC is participating as a partner with the University of Iowa's John Pappajohn Entrepreneurial Center courtesy of a state grant. The first cohort of startup business teams began using the process in November in a new University program called Venture School. Startup teams are prepped to succeed in the Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and commercialization grant program. Lean LaunchPad is intended to significantly improve startup success and survival by using intense, structured customer discovery to get the elements of the business model correct before writing the business plan. Iowa would like to capture more SBIR/STTR funding, but the process can help focus innovation efforts headed for market, regardless. It answers the issues angel and venture capital investors pose by assuring startups can demonstrate market insight and access. Lean LaunchPad assures the market wants what you are selling. NIACC and the University of Iowa plan to offer a North Iowa Lean LaunchPad program to area startups in Spring 2014. Startups can be a proposed new business or a proposed new business line of an existing business. "The rapid prototyping service NIACC provides helps us to develop and check concepts very quickly. The NIACC team has expertise in preparing 3D modeling with the proper tolerance to work for items that must move, rotate, or hold tight clearances. The whole process has a very fast turnaround and they were excellent in communicating the status of the 3D print and coordinated delivering it to us. We will definitely work with NIACC in the future for our rapid prototype needs," Matt Schroeder, Engineering Manager, Stellar Industries, Inc.

Interested in Intentional Innovation, Rapid Prototyping or Lean LaunchPad? Contact NIACC JPEC at winegdan@niacc.edu or 641-422-4111.



Ultimate Sales Academy

3 Day • March 5-7, 2014

NIACC Course #89309

8:00 am - 4:00 pm

Setting Goals With Consistent Habits: A Pathway To Success

Measuring success is key to determining if entrepreneurs/business owners are achieving their goals.

Unless goals are established, measured against results and metrics, it is difficult to determine whether a business or organization is successful or not. Certainly part of having goals must be balanced with an action plan to achieve those goals. Actions on goals along with team based processes allow those goals to be obtained. Zig Ziglar, a well-known inspirational speaker and author has weighed in on goal setting relative to successful businesses and organizations and mentions 5 Habits which are critical to achieve success.

They are as follows:

1. Invest time: To reach our goals, we need time to think, study, make phone calls, try things, and much more. Goals are always important, but seldom seen as urgent. To achieve goals faster you must schedule time to work on them.
2. Create better timelines: Create milestones and timelines to transfer the good intentions of goal setting into the reality of goal achievement.
3. Give consistent effort: Goals are best achieved through consistent, persistent, on-going effort. Resolve to make one positive step towards your goal each day. This builds momentum and prevents the block of not knowing what to do next.
4. Create frequent reminders: Find ways to keep your goals in front of you. Read them daily-some suggestions would be post-it memos in your office, discuss progress at regularly scheduled team/employee meetings.
5. Raise expectations: Expect that your goals can be reached. Expect that roadblocks and unintended consequences can be overcome. This mindset feeds beliefs in success and momentum as well.

One's capacity and potential is nearly boundless, and goals are a key ingredient for businesses and organizations to achieve even part of that potential.



NIACC students attended Collegiate Entrepreneurs Organization conference in Chicago in October.



John Pappajohn Entrepreneurial Center

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JPEC Launch & Grow Your Business

NEW CLASS BEGINS FEBRUARY 20TH

1 evening class per week for 10 weeks

Instructor: Brown/Putnam
When: Thursdays, February 20 – April 24, 2014
Time: 6:00 - 9:30 pm
Where: NIACC Campus, Pappajohn Center #224 (2nd floor)
Tuition: \$199*
Course#: 91487

*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.

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.

Call 641-422-4358 to Register.

Visit us! www.niacc.edu/pappajohn