

*Together, Shaping the Future*



## PERFORMANCE LIVESTOCK ANALYTICS

**Performance Livestock Analytics** is the brainchild of two Osage, Iowa, area farm kids all grown-up to become high-tech entrepreneurs. Dane Kuper and Dustin Balsley were high school wrestling teammates. They built muscle and the Iowa work ethic throwing hay bales and doing the daily work of raising cattle and hogs. They went off to college for degrees in Agriculture. Their sales success and hustle won them careers in California with an early innovator in analyzing data to maximize row crop production and profitability. They decided the same information technology trends and tools could be applied in livestock production and marketing. While still working that row crop day job, they built their livestock platform by side hustling at night and on the weekends.

Performance Livestock Analytics is changing livestock marketing by putting key data and timely action alerts in a cattle producer's hand, **and doing so when it's time to act, with powerful real-time software.** Ag producers can't afford hit or miss marketing anymore. They have to take advantage of narrow market windows to lock in profits as they occur. Reading about yesterday's closing market prices in the newspaper the next day is too late. Even seeing today's market data on the desktop computer after field work is done is too late. Markets are closed. It's not actionable information. The opportunity is history not news.

Dane explains, "Our Cattle Krush app puts the key data already custom analyzed to the farmer's unique situation into

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*Dane Kuper, Dustin Balsley and Dan Winegarden*

an easy to understand format on a 4G high-speed smartphone or tablet. It's in the farmer's hand whether he or she's in the pickup, at the sale barn, or in the field. A desktop computer sitting in the farm office just isn't convenient or timely enough. To succeed today, it has to be my farm's data and current prices in my local markets. Our pop-up alerts help farmers pull the trigger before the target disappears."

The Osage company was the winner of the 2016 John Pappajohn Iowa Entrepreneurial Venture, receiving \$25,000 in startup funds to go toward its Cattle Krush management platform.

That's software that helps farmers manage data to have an easier time making business decisions.

"When you look at technology in today's world and now everything's changed from our cell phones to smart TVs, and just having digital access to information in any aspect of your life, you know farmers and livestock producers didn't necessarily have that type of access in technology. We've created a cloud base management solution for them to better manage towards profitability," says Dane Kuper, co-founder of Performance Livestock Analytics.

The software is available as a phone app and can be accessed on any mobile device.

*For more information you may go to*  
[www.performancelivestockanalytics.com](http://www.performancelivestockanalytics.com)

# Trouble? oh we got trouble!

Being an entrepreneur you have to be on the lookout for opportunities as well as for troubles. Since the recession of 2007 the NIACC Pappajohn Center has been working with an increasing number of existing businesses. These businesses come to us for a number of reasons, including: wanting to expand their products and services, work on successions plans, position their business for sale and to help them turn around a troubled business.



*Tim Putnam, Director  
John Pappajohn  
Entrepreneurial Center*

This fall I attended the National Association for Community College Entrepreneurship (NACCE) in Sacramento. The Pappajohn Center has been a member of NACCE since inception in 2002 and NIACC President Dr. Steven Schulz serves as treasurer on the board of directors. Mike Splinter, Retired Executive Chairman of the Board for Applied Materials, Inc., addressed a difficult topic in a presentation titled "Are We in Trouble?" In his presentation, Mr. Splinter provided ways to identify if you are in trouble, how to stay out of trouble and his 'secrets' to success.

The first step is to be able to recognize the signs that you are in trouble which include: having less than 12 months of cash, revenue is not increasing, profits are not increasing, you have too much stuff (people, inventory, property, too big of an office, or too nice of a car), you have quality issues and customers are complaining, and you do not trust your team to execute.

Mr. Splinter said, "You need to be on the lookout for trouble" and taking action to correct your course takes real leadership. While most entrepreneurial companies should also always be in trouble just due to the nature of being a start-up, there are

a few rules to help stay out of trouble. First, don't hire anyone before their time; never forward hire unless growth is assured by contract.

People can always do more and do it more efficiently if challenged. Don't own anything you do not absolutely need to own. Never expand space before you need it...CRAM! Once the leadership team identifies the trouble, taking decisive action is critical. The first action Mr. Splinter outlined was to:

- Aggressively and immediately reduce costs: head count, space and inventory.
- Improve your team, everyone is critical and they have to be able to contribute in meaningful ways in troubled times.
- Improve your product and determine what it is that your customers really value in your products and services.
- Change your go-to market strategy, fix your pricing model and raise funds.

Mr. Splinter spent over 20 years in key marketing and production roles with Intel Corporation and believes delivering great products that people really want is the secret sauce. The key to this is Differentiation, Value and Sustainability (DVS). You have to analyze the DVS for each of your products and services. Are you charging what they are worth? Do you know who really values your product?

In summary, always remember trouble is everywhere and if you are not in trouble, you should be! Be alert to the signs of trouble and do not be in denial. Take action quickly and decisively. Hopefully these suggestions will help to better identify trouble and be ready to act on it when it happens.



*Tim Putnam, Director of NIACC  
Pappajohn Center and Mike Splinter*



BE WELLness is an integrated holistic wellness center offering personal training, aromatherapy, health education and coaching, food consulting, healing touch and a small-scale health store.

Owner, Shea Coleman grew up in Clear Lake, Iowa and graduated from Garner-Hayfield High School in 2005. Following school, he joined the U.S. Air Force and began his career as an Air Traffic Controller. In 2008 Shea married Ashley and shortly after was honored as Airman of the Year for Whiteman Air Force Base, MO. As part of his award package, Shea got selected to relocate to Ramstein Air Base, Germany. There Shea served as an Air Traffic Controller and also a Personal Training Leader.

Following his certification, Shea started FitFaith. About a year after starting the gym, Shea's wife teamed up with him to teach food and wellness education in order to offer more comprehensive wellness services. By May 2014, Shea and Ashley's vision came into clearer focus and BE WELLness was born. Shea has been training clients at BE WELLness since August 2014.

Shea is also a Licensed Massage Therapist and a Myoskeletal Alignment Therapist. He integrates his training and therapeutic massage skills to provide unique and highly beneficial training, focused on helping his clients to achieve a Better Moving Body. Most of his training utilizes bodyweight, resistance bands, stability exercises and stretching.

[www.bewellnessclearlake.com](http://www.bewellnessclearlake.com)





# NIACC PAPPAJOHN CENTER ACCELERATOR OUTLOOK

The fastest way to fail in business is to just keep doing what made you successful. The problem with standing still is that nothing else does.

- Technology and the art of the possible change.
- End-consumer's change in demographics (physical characteristics) and psychographics (behavior – tastes and preferences).
- The problems to be solved by the market change or evolve.
- Inputs and input costs change.
- The price of competitive options or substitutes change.
- Customers or clients change.
- Competitors change.

Avoiding change and success are mutually exclusive. These two things do not go together. Far better to lead change than to become a victim of change.

The most common objection to pursuing opportunity is, "But we've always done it that way." Closely followed by, "We sell a quality product and have great people." The problem is, that's exactly the same line used by most of your competition. No one advertises lousy quality and poor service. Increasingly high quality and good service are assumed by customers. Neither claim are a unique or distinguishing competitive advantage. Even if they were in the past.

Resisting change is a fatal trap. But easy to fall into as owners and managers spend time in the business focused on the current day-to-day. Planning for a better future requires time on the business. Seeking out opportunities to lead change is difficult. The alternative is worse.

It's getting more dangerous to ignore the future. The rate of change is accelerating. Technology plays a huge role, but so does the changing demographics with generational switch-overs looming. Leadership is shifting from baby boomer leadership to Generation Y. The high-consumption youth market is switching from Generation Y to the Millennials (Generation X).

If you've built your business-to-business (B2B) sales success based upon a relationship with an individual in the customer's organization, what happens when the person in that decision-making chair changes? For that matter, do you have a succession plan for all the leadership roles in your own organization, including your own chair?

We've seen whole industries wiped-out by change with shining stars flipping to smoking holes in the ground. The cause? Inability to change fast enough to meet new realities. Rent videos from Blockbuster recently? Netflix? Blockbuster passed on an opportunity to buy Netflix for



Dan Winegarden  
Director Accelerator &  
Incubator Services

**We've  
always done  
it that way**



**Accelerating rate  
of change requires  
innovation not  
stagnation**



\$50 million. Netflix is now valued at \$35 billion (or more). Blockbuster is bankrupt and it's then \$5 billion in market value erased.

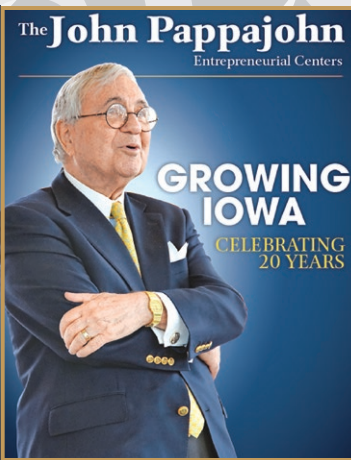
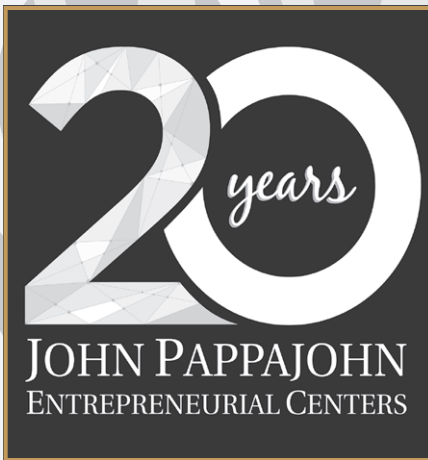
Existing businesses have some significant advantages over new start-ups. They have revenue and cash flow, customer relationships market access, and have experience and market insight. And yet too many are caught asleep at the switch.

If you haven't recently, it is time to revisit the basics of your business, the so-called business model.

- Are you solving your customer's current problems?
- Are there new customers whom you might serve?
- Is your unique value proposition still unique?
- Are you creating the lasting customer relationships expected by your best bullseye target customers?
- Are new distribution channels arising you haven't addressed? (a' la Blockbuster.)
- Are there new revenue models emerging?
- Are there opportunities for strategic partners you haven't pursued?
- Have you considered stopping anything that's become unprofitable or a drag?
- Can you change your cost structure with new technology or new partners?

The Pappajohn Center can help. For 2017 we are focusing on Iowa's rural advanced manufacturers. We want to make sure that our manufacturing base is growing and changing successfully to keep up with the rate of change in sophisticated Original Equipment Manufacturers (OEMs). Here technology like 3D printing and CAD/CAM are fundamentally changing the art of the possible. Lead times and turnaround expectations are fundamentally changing. The Pappajohn Center is leading a manufacturing business model innovation program. This program is a partnership with the Iowa Economic Development Authority (IEDA), the Iowa Innovation Corporation (II Corp), Iowa State University's Center for Industrial Research and Services (CIRAS), and the Iowa Association of Business and Industry (ABI). Together we can help rural manufacturers apply some of the same tools as start-ups to discovering and implementing successful innovation and business model change.

Call 641.422.4191 or [Daniel.Winegarden@niacc.edu](mailto:Daniel.Winegarden@niacc.edu)



**John Pappajohn Entrepreneurial Centers 20th Anniversary Gala:**  
 John and Mary Pappajohn were recognized for their leadership, vision, generous gifts, and the legacy for the State of Iowa they created by starting the five Entrepreneurial Centers.

Articles and videos from the event can be found at  
[www.desmoinesregister.com/pappajohn](http://www.desmoinesregister.com/pappajohn) and [www.niacc.edu/pappajohn](http://www.niacc.edu/pappajohn).

## LAUNCH & GROW *Your Business...*

helps entrepreneurs and business owners maximize the likelihood of success. By using the Business Model Canvas, group interaction and shared experiences of other entrepreneurs; participants will develop their own business idea through the course. You get the tools and network connections to win, moving from concept to reality or improving your existing business with new growth. It's a group hands on learning experience. The ten-week program is facilitated by the NIACC Pappajohn Center and North Iowa Small Business Development Center. *We help you ask the right questions!*

**THURSDAY EVENINGS, 6-9:30 PM**

**February 16 - April 20, 2017**

NIACC CAMPUS, Pappajohn Center Room #117

Instructor Michael Brown

Tuition \$199\* | Course #105772

Call 641.422.4358 to Register

*\*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*





# Two Osage Businesses are recipients of NanoLoans

The NanoLoan Program targets a specific, underserved segment of the entrepreneurial community: businesses in the 'pre-bankable' phase. NanoLoans up to \$2,500 can be used

to move a business model farther along in its development by paying for prototype development, patents, equipment, working capital and other start-up costs.

## TK Sales & Services, LLC

2019 Hwy 9, Osage IA 50461

Phone (641) 832-7115

tksales@osage.net

*Pictured left to right: Terry Geistler, Co-Owner; Brook Boehmler, SBDC Director and Kurt Elliott, Co-Owner*



## Ocean's Oasis Fish & Pets

518 Main Street, Osage, IA 50461

Phone (319) 429-4546

Oceansoasisfishandpets@gmail.com

*Pictured left to right: Tim Putnam, Pappajohn Center Director; Lieren, Ariana and Dan Andersen, Owners; Brook Boehmler, SBDC Director*

## Angie Huffman is passionate about wellness

Website: [www.bewellgodbless.com](http://www.bewellgodbless.com)

Their newly developed "Be Well God Bless" website joins like-minded individuals, non-profits, and businesses with potential customers, who are seeking specific services and products. "Members of the site can now share their passions, products, and services through a marketing directory and web pages," said Huffman. They help these businesses create webpages & a social media presence as well as train them how to build a community. They believe God has a plan for everyone and that everyone has opportunities to learn, share, and grow in a positive way through interacting with others. They want their clients to focus on their talents while they handle the marketing side of it, so to speak.

When asked how the Pappajohn and Small Business Development Centers assisted you? Angie said, "Brook



Boehmler, SBDC Director has been on hand to ask her tough questions, keep her on-topic and on-task, making sure she's structured and has a timeline with personal accountability. The personal attention has really helped as well as his views on the business, resources and knowledge." Prior to starting her business, when she was the Director at Cedar River Complex, she took "JPEC Launch & Grow" course at NIACC. Since starting Be Well God Bless, she's also worked with the Pappajohn Center (Tim & Dan) to apply for Dream Big Grow Here grant program and has attended Venture School and the Start Smart workshop.



JOHN PAPPAJOHN ENTREPRENEURIAL CENTER  
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Visit us online @ [www.niacc.edu/pappajohn](http://www.niacc.edu/pappajohn)

QA

and "How do we find you on the NIACC website?"

ANSWER: Scroll to the bottom of the page  
 & click on the PAPPAJOHN CENTER logo



## NIACC JPEC STAFF

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 It will take you directly to our website!