

Together, Shaping the Future

Winners Announced at the inaugural NIACC Pappajohn Center Entrepreneur Gala



Front: Mary Spitz, John Pappajohn, Kelley O'Rourke
Back: Daniel Winegarden, Dr. Steven Schulz, Tim Putnam, Joyce Martin, Brook Boehmler

The 2018 Pappajohn Entrepreneur Gala celebrated North Iowa's entrepreneurs on September 26th at a special recognition event at North Iowa Area Community College in Mason City.

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Entrepreneurs and businesses across North Iowa were invited to apply for four awards categories: Young Entrepreneur of the Year, Entrepreneur of the Year, the Innovation Award, and Business of the Year. Twelve finalists were named, and the winners were announced at the gala.

John and Mary Pappajohn were honored with the Pappajohn Entrepreneur Legacy Award. The

Legacy Award recognizes an entrepreneur who has made significant contributions to North Iowa through their vision, their passion, and their leadership. Mr. John Pappajohn delivered the keynote address and made a surprise announcement awarding cash prizes to the award winners and finalists. He also made a \$250,000 donation to the NIACC Scholarship Fund.



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Tim Putnam, Director
John Pappajohn
Entrepreneurial Center

Director's Notes

Together, Shaping the Future:

The metrics for the Pappajohn Center and SBDC continue to be strong for the past three years. We recently shifted from reporting annual numbers to reporting the aggregate of the past three years to better see the impact

entrepreneurs are having on the region which is significant. The business survival rate of businesses who have worked with the Pappajohn Center and SBDC is 79%. This is a result we are extremely proud as building sustainable businesses has the greatest economic impact for our communities.

Inaugural Entrepreneur Gala:

The inaugural Pappajohn Entrepreneur Gala was truly years in the making. Finally, this was the year to kick off this event. From the beginning, we wanted the Gala to place a spotlight on the entrepreneurs themselves and to give them the stage. We also wanted to gather those from the region who support the entrepreneurs with the needed assets and expertise that allow them to prosper and that help them when times are tough. One of the biggest surprises was when the Gala sold out three weeks prior to the event!

John Pappajohn received the Legacy Award during the Gala. He shared with the audience his stories of growing up in Mason City and how the adversity his family experienced and his positive mental attitude served him well as he launched Equity Dynamics, his venture capital business started in the late 1960s.

Following the Gala, the comments we received emphasized that they enjoyed hearing these great success stories and how they look forward to the Gala next year.

Iowa Venture School

This February we will be partnering with The University of Iowa Venture School to bring a new entrepreneurial training program to North Iowa. Venture School will be delivered in place of our Launch & Grow Your Business Program and we look to deliver two to four times per year based on demand for the training. Venture School is an innovative training program focused on real-world experimentation, customer discovery, and Lean LaunchPad methodologies.

Over the last ten years, the start-up world has dramatically 'pivoted' (as they say in Venture School) away from traditional business plans to the Lean LaunchPad methodologies. In Venture School, the entrepreneur will be doing extensive research from the customer perspective to determine if this business should really exist. Everyone will start with an idea or product, meet with customers, build prototypes and variations of their original concept, and search for a scalable business model. In the end they will declare their startup a "go" or "no go". Venture School participants learn that it's all about building to scale, pivoting or declaring failure and moving on - all using a hypothesis-driven search for the truth.

Venture School is not just for start-ups! This program helps businesses become more entrepreneurial, consider new customer archetypes, and learn new tactics for marketing, distribution, or minimum viable product concepts. Non-profits can also benefit from the Venture School program, learning how to better run their organization.

Our first class will begin on Feb 19, 2019 and applications to attend are due Feb 4.

To apply visit: venture-school.com

North Iowa Business Mentor Network:

One of the important factors in changing to the Venture School format was the embedding of business mentors in each class to provide timely and real world input and feedback from experienced entrepreneurs, investors, attorneys, and marketing experts.

The Pappajohn Center would like to take the North Iowa Business Mentor Network one step further and use these mentors to assist other business who could benefit from outside expertise. With the steady increase in businesses being served each year and the variety of business coming in, we could use a mentor network like this to better serve our startup and existing business's needs. By this time next year we'd like to have well established mentor group who could help with this network.

If you are interested in helping to set this North Iowa Business Mentor Network up or would like to be a mentor please send an email to Tim.Putnam@niacc.edu

Together, Shaping the Future



Winners Announced at the inaugural NIACC Pappajohn Center Entrepreneur Gala *continued*

Katie Wold of K&D Enterprises (Mason City, IA) received Young Entrepreneur of the Year and was awarded \$5,000.

Katie Wold is an artist turned entrepreneur who founded K&D Enterprises in order to open a boutique retail market in downtown Mason City. Katie undertook an extensive building rehabilitation on North Delaware - now Market 124 provides space for several tenants as well as an extensive boutique, and has been a major part of the downtown business district revitalization initiative.



Young Entrepreneur of the Year finalists **Derek Engh (North Iowa Lumber & Design; Britt, IA)** and **Jill Howarth (NuTreatment; Clarion, IA)** were awarded \$2,500 each.

The judging committee awarded a special recognition to student entrepreneur **Denzel Decker (Waukon, IA)** for his business, Decker Delish. Denzel received an award of \$1,000 for this recognition. Denzel founded Decker Delish in 2016 at the age of 12. Decker Delish sells cupcakes at weekly farmers markets, vendor shows, via direct order, and directly to businesses and event venues. Denzel has built an admirable business venture, displaying financial acumen and a strong grasp of marketing and community responsibility, all before the age of 16.



Dustin Balsley of Performance Livestock Analytics (Ames, IA) received Entrepreneur of the Year and was awarded \$5,000.

Dustin Balsley co-founded Performance Livestock Analytics in 2015. Performance Livestock Analytics helps livestock producers, many of whom are family farmers right here in Iowa, solve complex data management issues and decisions in a volatile market. Performance Livestock Analytics has grown from a startup to an organization with over 1 million in revenue in three years, and has been recognized as one of the fastest growing Ag Tech companies in the United States, revolutionizing the livestock industry.



Entrepreneur of the Year finalists **Cody Purvis (Pampered Pets Retreat & Spa; Kanawha, IA)** and **Bob Rolling (Lake Time Brewery; Clear Lake, IA)** were awarded \$2,500 each.

The Art of Education, founded by Jessica Balsley (Osage, IA), received the Innovation Award and was awarded \$5,000.

Jessica Balsley founded the Art of Education in 2011. The Art of Education has become the largest provider of professional development for art teachers around the world. By developing and implementing online courses, The Art of Education competes on a global level. The Art of Education's distance education courses, conferences, workshops, and other valuable resources provide unique and practical learning opportunities for every art teacher at every stage of their career.



Innovation Award finalists **EZ Manufacturing (Bruce and Connie Goddard; Charles City, IA)** and **Sukup Manufacturing Co. (Sheffield, IA)** were awarded \$2,500 each.

Sukup Manufacturing Co. (Sheffield, IA) received Business of the Year and was awarded \$5,000.

Sukup Manufacturing is the world's largest family-owned and operated grain storage, drying and handling equipment manufacturer. The company is headquartered in Sheffield, Iowa, and covers 1,000,000 sq. ft. of office, manufacturing and warehouse space. The company employs more than 600 people, making it one of the largest employers in North Central Iowa. In the last 15 years, Sukup Manufacturing's sales have grown by 800% and the company has increased employees by 200%. Sukup Manufacturing is driven by innovation and a culture of giving back - to its employees, to its community, and on a global scale with the Sukup Safe T Home.



Business of the Year finalists **Legacy Logistics Freight, Inc. (Sarah and Brian Novacek; Mason City, IA)** and **Kingland Systems (Clear Lake, IA)** were awarded \$2,500 each.

The NIACC John Pappajohn Entrepreneurial Center is the expert in rural business innovation and success. In partnership with North Iowa's Small Business Development Center, together we provide tools, support, and resources to Iowa's entrepreneurs. We counsel both new and existing local businesses, from Main Street to industry leaders. We're growing Iowa's entrepreneurial culture through grade school initiatives, college and community programs, and business training and development. Contact the NIACC Pappajohn Center at 641-422-4111 or pappajohn@niacc.edu.

Engaging New Partners to Build Entrepreneurial Communities

By Gary Schoeniger, founder and CEO, Entrepreneurial Learning Initiative, Mentor, Ohio & Chris Thompson, president, Civic Collaboration Consultants LLC, Akron, Ohio

We all know that entrepreneurship is vital to creating prosperous communities, and the need to encourage and support entrepreneurial activity at all levels of society has never been more important than it is today. Entrepreneurs have become the engines of economic growth, not only starting new businesses that create jobs and revitalize our communities, but also transforming existing organizations, advancing our understanding of the world, and improving the overall quality of our lives.

Yet we cannot rely solely on venture-backed high growth entrepreneurship or main street small business ownership to revitalize our communities. We must encourage and support the development of entrepreneurial mindsets at all levels of society and in all sectors, including public, private, academic, and nonprofit. In other words, we must work together to create entrepreneurial communities.

Shared Learning

Community colleges are ideally poised to catalyze such change. Yet creating entrepreneurial communities cannot be accomplished by a single entity or organization; it requires a shared vision and coordinated action among many, including public officials, business leaders, philanthropists, non-profit leaders, educators and other community stakeholders.

Achieving such cross-sector collaboration can be challenging and efforts to do so often devolve into “co-blab-oration” - endless meetings, a lot of talk, and few results. Yet when properly organized and implemented, collaboration can become a powerful force for enduring, positive change. Engaging new partners to align interests and coordinate actions requires a data-driven process designed to build trust. Facilitating such a process requires the capacity to foster shared learning, build consensus and communicate with diverse stakeholders. Most importantly, such efforts demand the exercise of collaborative leadership to build, support and sustain momentum while ensuring a commitment over the long haul.

Community colleges are well positioned to initiate and support such cross-sector collaborations in part because they work with all segments of the community and regularly convene and engage with diverse stakeholders to help

develop on-the-ground solutions to complex challenges ranging from workforce development to public health. And, as demonstrated by the growing membership of NACCE, there is increased awareness and commitment by community colleges to fostering economic vitality through entrepreneurship.

Long Partner List

Catalyzing a collaboration designed to build an entrepreneurial community will require community colleges to engage new partners in purposeful and intentional ways. The list of potential partners is long and includes chambers of commerce and individual businesses, financial institutions, community-based social ventures, local governments, community, family and private foundations, and United Ways. Each of these potential partners has different perspectives, priorities and motivations. The temptation to convene all of these players is great, and community colleges certainly

have the facilities to host such convenings. But experience teaches us that effective collaborations move at the speed of trust. And trust begins with one-to-one conversations rather than community-wide events.

Because of their strong connections across all

sectors and their long-term commitment, community college leaders can initiate cross-sector collaboration by engaging new partners in one-to-one conversations to explore their willingness to build a more entrepreneurial community. These conversations should be designed to help stakeholders explore compelling questions that prompt new ways of thinking, inspire creativity, and help frame further discussions.

What compelling questions should community college leaders ask to engage partners in building a more entrepreneurial community? We might begin by asking, What would our community look like if everyone was empowered by an entrepreneurial mindset? By asking such aspirational questions, community college leaders can engage new partners to create a shared vision for a community that is better prepared to adapt and thrive in today's rapidly changing world.

“*Such cross-sector collaboration can be challenging and efforts to do so often devolve into “co-blab-oration” - endless meetings, a lot of talk and few results.*”

Entrepreneurs of the Month

Every month, the Pappajohn Center recognizes the North Iowa entrepreneurs who make our region a success. We encourage you to self-nominate or nominate a local business for Entrepreneur of the Month. To nominate a business, please go to www.niacc.edu/pappajohn/resources

August 2018



Luis Garcia
Mr. Taco
Mason City, IA

September 2018



Staci Ackerson
Shankland Insurance
Charles City, IA

October 2018



Deb & John Currier
Got You Covered
Hampton, IA

November 2018



Susan & Scott Moorman
Moorman Clothiers
Mason City, IA

December 2018



Marcia & Dean Sonquist
Plas-Tech Tooling, Inc.
Garner, IA



Enrique Torres
10,000 Small Business Graduate

Take your business to the next level with:
practical business education and a supportive network of advisors & peers

The Goldman Sachs 10,000 Small Businesses program provides you with the tools and support to take your small business to new heights. Through convenient online learning and in-person sessions, you will learn from some of the brightest minds in business, learn about access to financial capital, and build a powerful network of professional support. Together with other entrepreneurs, you'll make strong connections that will have an immediate impact on your business.

If accepted, the program tuition will be at no cost to you. And that's just the first example of how we'll be there to help your business succeed every step of the way.

Applications for the second class, to begin in April 2019, are being accepted now through January 10, 2019. Apply at 10KSBApPLY.com/lowa



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Apply By
**FEB. 4,
2019**



Kurt Heiar, Venture School Director will be the lead facilitator. Sessions are every Tuesday evening starting February 19—April 9, 2019 from 5:30 - 9:00 pm on the NIACC campus. Cost for the program is \$299 per business.

FIND OUT MORE AT www.iowajpec.org/community/venture-school or call 641.422.4111

Iowa Venture School and Business Mentor Information Sessions

Join us to learn more about the University of Iowa Venture School and the North Iowa Business Mentor Network.

Who should attend: Potential Venture School participants, business mentors, and community leaders

Kurt Heiar, Venture School Director; Tim Putnam, NIACC Pappajohn Center Director and Brook Boehmler, NIACC SBDC Director

Locations and times:

January 14, 2019

NIACC - Mason City	9:30 – 10:30 am
Forest City	2:00 – 3:00 pm
Clear Lake	5:30 – 6:30 pm

January 15, 2019

NIACC - Charles City	10:00 – 11:00 am
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Look for additional details on our website and Facebook page



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www.niacc.edu/pappajohn

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Q and A

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

Click on Business & Community and then scroll down to our logo.



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