

*Together, Shaping the Future*

# JEWELL

FAMILY DENTISTRY 

The dream of many young students attending dental school is to one day own their own practice. While a lofty dream for many, it became a real life success story for Dan Scarrow – with a little help from longtime Jewell residents, Fred and Ann Marcalus.

Dan’s journey began when Fred and Ann placed an advertisement on the University of Iowa College of Dentistry web page, looking for a dentist for their small community. For years, they waited. For years, no one showed any interest in the position. The dreaded call came after graduation each year, and it seemed to never be the news they wanted. Ann recalled, “They kept asking us if we wanted to keep our name on the list, and we just kept telling them yes, hoping someone would want to come to our town.”

When that day finally did come, Fred and Ann were elated. In fact, the entire town celebrated the good news.

Dan Scarrow came across the ad for a community seeking dentist and expressed interest. He and his wife, Meryl, fell in love with Jewell after their

first visit. Dan grew up in Clear Lake, and with Meryl being from the Quad Cities originally, the centralized location in the heartland of Iowa was a perfect fit. After researching the area, they found that families had to travel close to thirty minutes just to see a dentist. With Jewell being the home to South Hamilton School, this was disruptive to both students and parents. With such a great need in Jewell, they knew it could be a great success.

Located on Main Street in downtown Jewell, the beautifully restored office location holds a piece of town history. In its glory days, the Longhorn was the place to go to grab a drink and do a little dancing in town. However, after two fires and a collapsed roof, the building had reached the end of the line. The city decided to tear it town when Fred and Ann Marcalus stepped up to the plate and purchased it. They revived the dying building, breathing new life into the structure. The hardwood floors of the old dance hall still remain. Patients often enter and will say, “I used to dance on this very floor!”

Dan and Meryl continued the reconstruction with the help of family members and many local businesses in and around the area. But then the project stalled. “They don’t teach you about business in dentistry school,” both Dan and Meryl said, “we had no idea what to do next.”



*Dan Scarrow, DDS with Meryl and baby Caroline*

Fred suggested they look into programs at the NIACC Pappajohn Center. There, they connected with Brook Boehmler, director of the Small Business Development Center (SBDC). “We went to Brook knowing nothing,” Dan said. Brook helped the Scarrows with their business plan and cash flow projections so they could submit it to the bank. They also learned about the many aspects of marketing, advertising, and even the importance of building a social media presence for a small business.

They had been at a dead end; a stalemate for several months not knowing what to do next. “Without the help of Brook, the SBDC and the Pappajohn Center,” Dan recalled, “this project may have never happened.” Jewell family Dentistry will celebrate its one year anniversary this June. They are currently taking on new patients and would be happy to help you with all of your dental needs.

**628 Main St., Jewell, IA 50130  
515.827.9014**

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*May 2017*

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# Director's Notes

## Pitching to Win!

The John Pappajohn Entrepreneurial Centers recently completed the 16th annual Student New Venture Business Competition, awarding \$21,000 in prizes to students with the best business concepts from around the state. John and Mary Pappajohn have contributed over \$300,000 to these entrepreneurially minded students since 2001.



*Tim Putnam, Director  
John Pappajohn  
Entrepreneurial Center*

The next statewide opportunity for entrepreneurs to pitch their business concepts is the Pappajohn Entrepreneurial Venture Competition ([pappajohnentrepreneurialventurecompetition.com](http://pappajohnentrepreneurialventurecompetition.com)) with an application deadline of May 29th. This competition provides a total cash purse of over \$55,000 and has a long history of selecting businesses who have been very successful.

Every pitch competition varies in how they are judged and the criteria used to evaluate the completion. Here are a few simple guidelines to keep in mind when entering these competitions:

### **Describe the problem and the solution up front.**

Do not elaborate or tell a long story. It will be to your advantage to get to the point by simply stating the problem you are solving. Is your solution superior to the competition?

**How will you make money?** What does the business model look like for generating revenue and are there good profit margins?

**Who is your customer and how will you reach them?** Has a valid market been identified and validated? Avoid generalizations. Once you say 'everyone' you've just lost the competition.

**Demonstrated Progress:** Have you been able to raise any capital, gain customers or attract talent to your team? What is required to move forward?

Pitch competitions have proven to be a way for start-up businesses to win significant capital. In many cases these winnings come in the form of a grant, without having to give up equity or provide other guarantees. Cash prizes can range from \$500 to six figure amounts. There can also be in-kind awards of legal, marketing or financial services that can have a great impact for the new venture. Currently there are two student run businesses from the Pappajohn Center who have earned \$150,000 and \$250,000 in cash prizes. A current NIACC student has won 3 pitch competitions earning \$21,500 in cash and prizes for his efforts and you can read more about TJ Hauser in this current newsletter.

While there are no guarantees at winning, these efforts are still a win-win. The lessons learned are invaluable as you'll be better prepared to talk about your business in a more organized, strategic and meaningful way.

**Below is a list of the regional and statewide competitions that take place during the year. Please check the respective websites, or check in with the NIACC Pappajohn Center for more details.**

- > *Pappajohn Student Entrepreneurial Venture Competition: \$21,000 cash prizes*
- > *Pappajohn Entrepreneurial Venture Competition: Over \$50,000 in cash prizes*
- > *EntreFEST Pappajohn Pitch Competition: \$6,000*
- > *Young Entrepreneur Convention: over \$30,000 in cash and prizes*
- > *Main Street Iowa - OPEN 4 BUSINESS: up to \$20,000*
- > *Iowa's Great Idea Challenge: \$7,500 in cash prizes*
- > *Charles City Area Development Corporation Business Plan Competition: \$2,500*

## New JPEC/SBDC Advisory Board Member

Tim Putnam, Pappajohn Director, announces the addition of Danielle Goll, owner of North Iowa Designs in Garner to the advisory board. Danielle attended a private graphic design college in Omaha for two years and received an Associate's Degree in Graphic Design. She worked for her family's business for 12 years doing Advertisement, Marketing, Web Design, Sales, and PR work. She left the family business to work at North Iowa Printing Company (NIPCO) in October of 2014. She worked as the Manager and Graphic Designer. She opened her business North Iowa Design in April 2016 and has one full-time and one part-time employee. She has a unique business model of including other small businesses especially other women-owned businesses to market together to promote Garner a shopping destination.



*Danielle Goll*

## The Rural Experts

Recent client successes highlight what makes us different as a rural provider. Understanding our unique value shapes our strategic future and marketing focus.



**Dan Winegarden**  
*Director Accelerator &  
Incubator Services*

**Synergistic combination.** The blending of the North Iowa SBDC into the Pappajohn Center's daily functions is both unique and advantageous. Our North Iowa SBDC is the Pappajohn Center's primary sales funnel for the more sophisticated opportunities that lead to the big milestones. We deliver community-improving new businesses, new jobs, new investments, and new sales (particularly from interstate commerce). Our team expands the depth and breadth of business counseling. Synergy happens when the results are more than additive. It's not just more counselors, our experts multiply results.

**Real world business leaders.** The Pappajohn Center's approach is to hire business leaders with real world experience in making the tough calls in business. Leaders deal with change aggressively and motivate others to follow. Leaders want to ride the wave of change rather than get rolled by the wave. We are all well-educated and appreciate the value of education and life-long learning. Curiosity is essential to be a leader. We've faced the challenges of making money in a dynamic market. The NIACC Pappajohn team members each grew small organizations into larger organizations. We've dealt with the full spectrum from finance, to marketing, to operations, and building and managing the team (human relationships and people leadership).

**Pappajohn Forward.** For us, the Pappajohn name is our primary, top-level brand. We lead with the Pappajohn name and philosophy. It is our inspiration. That hunger for entrepreneurship and business excellence is our essential character and we wear it proudly. We raise clients' vision to larger targets and instill winning confidence. John Pappajohn's example is fuel for the journey. Business is not about who you know, it's about who you get to know. Success requires perseverance and passion for helping others succeed. When you help customers solve their pain points, you share in their success.

**Rural Subject Matter Experts.** The challenges of growing a business to sell the world from rural flyover country are different in both scale and detail from our urban peers. We are in effect the Pappajohn Rural Enterprise Center. We earned a national reputation cultivating entrepreneurship in the sparsely populated fields, towns, and small cities of rural Iowa. We know business but also know the culture of rural America. The coasts often see rural and agriculture as synonymous with unsophisticated. The reality is far different. Other than medicine, agriculture may be the most science-driven industry. Similarly, Iowans know far more about the world than the world knows about us. Credit our strong education. Distance from end-customers is a business challenge and can pose a cultural barrier in customer service. But don't underestimate rural Iowans. We love technology and are born problem-solvers. Apply that culture to an entrepreneurial business and it can catch fire.



NIACC John Pappajohn Entrepreneurial Center to Host Youth Entrepreneurial Academy

**June 19-23, 2017**

**Sign up Soon, Space is Limited!!**

*You earn a \$500 scholarship by completing the week long academy.*



**Left to right:** Jill Kramer, *Executive Director of Garner Chamber of Commerce*; Doug Morse, *NIACC Business Instructor*; TJ Hauser, *EcoPits*; Samantha Schupanitz, *Sami's Sock Monkeys*; Kelley Crane, *School Partnership Entrep. Coordinator*; Tucker Tusha, *Tusha Customs*; and Tim Putnam, *Director of Pappajohn Center*



Tim Putnam, *Director*; John Pappajohn, *President, Equity Dynamics Inc.*; Dan Storck, *CFO*; TJ Hauser, *NIACC Student and Matt Kinley, Sr. Vice President*

## NIACC students earn seed money in regional and state pitch competitions

Three students representing North Iowa Area Community College competed at the regional level in The Pappajohn Student Entrepreneurial Venture Competition held at NIACC on March 29, 2017. TJ Hauser, Sami Schupanitz and Tucker Tusha pitched their business ideas to panel members, Jill Kramer, Executive Director of the Hancock County Economic Development, Doug Morse, NIACC Business Instructor and Tim Putnam, Director of the Pappajohn Center. Students submitted executive summaries using the one-page Business Model Canvas format and financial projections and were judged by concept and viability of their business ideas.

Schupanitz and Tusha were awarded \$500 as regional winners. Hauser was selected to move on to the state competition on April 21, 2017, at the Pappajohn Higher Education Center in downtown Des Moines and pitch his

business to John Pappajohn and his team at Equity Dynamics for a chance to win \$5,000 in seed grants. He was awarded \$500 at the competition and asked to compete at the Young Entrepreneurs Conference on April 22, 2017. He finished third out of a field of 60 collegiate students and awarded \$1000 cash and an in-kind agreement from the Zarley Law Firm of Des Moines for Intellectual Property services valued at \$20,000.

Both Hauser and Schupanitz attended and were past winners at the Youth Entrepreneurial Academy (YEA) hosted by the NIACC JPEC and held every summer for high school students interested in creating and nurturing business ideas.

**For descriptions on the student businesses please read below:**

**EcoPits: TJ Hauser**

EcoPits offers a proprietary answer to car wash owners' recurring pain

point of sludge removal and disposal. EcoPit uses a patent-pending system to remove car wash sludge and offers an environmentally safer and economically superior solution to disposal.

**Sami's Sock Monkeys: Sami Schupanitz**

Sami's Sock Monkeys creates with the goal to bring a smile to all customers. Sami's Sock Monkeys offers everything from personalized items to available monkey making courses. The focus is to promote the value of a handmade item. Each monkey is personalized to the customer's individual preference.

**Tusha Customs: Tucker Tusha**

Tusha Customs is a fabrication shop that can build anything from roll cages, rock crawlers, motorcycle frames, trailers, and most things to do with metal. Tusha Customs specializes in rail frames for Model A and Model T cars.

## Pappajohn Launches Annual Iowa Entrepreneurial Venture Competition

**New and startup businesses can enter to win up to \$25,000**

John Pappajohn, Iowa's premier venture capitalist, has announced the launch of the 2017 Pappajohn Iowa Entrepreneurial Venture Competition. This is the 12th annual competition sponsored by John Pappajohn. Since 2006, more than \$550,000 has been awarded to startups across the state. This year, a total of \$50,000 will be awarded to the top three submitted business opportunities: \$25,000 for first prize, \$15,000 for second, and \$10,000 for third. Last year the \$25,000 winner came from our Center.

The competition is designed to stimulate business

development and provide support for entrepreneurial ventures. The 2017 Pappajohn Iowa Entrepreneurial Venture Competition is open to new and startup businesses (in business for less than four years and located in Iowa).

The first round of the competition is currently accepting application through **May 29th**. During this time, businesses are invited to submit business information via a secure online platform. Information and competition details are available at [www.pappajohnentrepreneurialventurecompetition.com](http://www.pappajohnentrepreneurialventurecompetition.com).



# Two 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. For more information, contact the Pappajohn Center at 641.422.4111.

## Little Chicago of Mason City

1343 N. Federal Ave.  
Mason City, IA 50401  
(641) 424-1215

*Pictured left to right:*  
**Darin Reynolds, Owner**  
and **Tim Putnam,**  
Pappajohn Center Director



## Planted Treasures Garden & Gifts

116 S Broad St., Stacyville, IA 50476  
641.710.2544

<http://www.plantedtreasures.net>

*Pictured left to right:* **Brian, Marsha Smith** and future business owner **Baby Braden** and **Daniel Winegarden,** Director of Acceleration Services

## SPRING LAUNCH & GROW YOUR BUSINESS CLASS



Front Row Left to right: **Nate Laugen, Kris Laugen, Debra Bielefeld, Elizabeth Morse, Angel Dickinson, Jill Ihrke, Kristen Sanchez, Jin Xu, Jacalyn Stiles, Gavin Sheakley.** Back Row Left to Right: **Joseph Hill, Todd Bielefeld, Cole Kruse, Ross Bissen, TJ Hauser, Dan Winegarden, Michael Brown, Tiffany Rottinghaus, Megan Friedow, Ingri Tutu, Matthew Curtis** and **Tyler Curtis.** Not Pictured: **Luis Garcia, Ronald Rikala, Charles Sheakley, Matthew Stiles** and **Lorenzo Victorino.**

## FALL LAUNCH & GROW YOUR BUSINESS

### Not sure where to start?

**START HERE** with a 1 evening per week for 10 weeks course through the NIACC JPEC Launch & Grow Your Business is designed to teach participants how to research, develop and write detailed business plans. It covers all aspects of launching a business, including licensing, bookkeeping, marketing and how to set up shop. Participants work on their own business ideas throughout the course moving their venture to reality or new levels of growth. It is recommended that participants have a specific business concept they would like to pursue.



THURSDAY EVENINGS, 6-9:00 PM  
September 14 to November 16, 2017

Instructor Michael Brown

CL TEL in Clear Lake

Address: 107 N. 4th St.

Tuition \$199\* | Course #108899

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*



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Mason City, IA 50401

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

Q and A

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

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



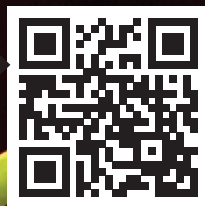
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