

*Together, Shaping the Future*



[IveGotYourMarketing.com](http://IveGotYourMarketing.com)

**Miriah Whitehurst;** owner of Marketing#360, lives her passion as a freelance marketing director for businesses and non-profits.

"I love marketing, design, and being creative. Helping small businesses and nonprofits succeed is a thrill. You can see the fire when a marketing message connects with a client's customers. You can also see the frustration when a business owner's current marketing isn't working. I see so many owners struggling because they don't understand how to market or don't have the time to do everything well. I get to apply my passion for graphic arts and wordsmithing. My clients get a stronger brand and more effective marketing both online and offline. The solutions are unique to each client and budget. Recent work includes creating logos, to brochures and websites. I really focus on helping my clients with online marketing such as their social media brand building and email marketing."

Marketing#360 is thriving. Miriah credits the business growth and success of the last eight months to business counseling from the North Iowa SBDC. "My SBDC Counselor, Brook Boehmler, helped me believe in the opportunity and got me to map out a plan to follow," according to Miriah. She has her first global account and a partnership with Constant Contact teaching e-mail marketing systems. Miriah helps clients use e-mail and other tools to cultivate new customers and retain and grow relationships with existing customers.

Miriah explains, "Constant Contact gives me a toolbox of solutions to produce immediate and measurable results for clients." Miriah is even helping the NIACC John Pappajohn Entrepreneurial Center with its own event and program marketing. Constant Contact allows far more precise targeting of messages and measuring of results. We can see the impact in event attendance and client engagement. "Miriah is helping us get the right stories and words out the door," says Dan Winegarden, Director of Business Acceleration.

"From a young age we are taught to join a team because they help us be the best we can be. We are taught to be a part of something bigger than ourselves," says Miriah. "Part of business success is building your team of supporters. The NIACC Pappajohn Center are top notch team players. My business would not be where it is today without their guidance and expertise. Thank you from the bottom of my heart to each and every one of you as have helped me grow my business into something bigger than I ever imagined." Miriah's lesson? "To my fellow entrepreneurs; if you never met with the SBDC and Pappajohn Center, make that your first priority on your to-do list."

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Miriah's clients echo the success. According to Kathy Boyd with WB's "The greatest boost for our small seasonal shop began when we hired Miriah. She set us up with business cards that were more than just words and numbers. Miriah designed our postcards to portray who we are. Miriah introduced us to current technology using proper on line etiquette and sound business marketing advice. We appreciate Miriah's energy, thoughtfulness, and quick responses to our questions."



Miriah Whitehurst and Brook Boehmler, Director, Small Business Development Center

# TOGETHER. SHAPING THE FUTURE

## *Celebrating the 20th Anniversary of John Pappajohn Entrepreneurial Centers 2006-2016*



*Tim Putnam, Director  
John Pappajohn  
Entrepreneurial Center*

This fall marks the 20th Anniversary of the creation of the five John Pappajohn Entrepreneurial Centers.

In September 1996, John Pappajohn and then-Governor Terry Branstad traveled to the University of Iowa, Iowa State University, North Iowa Area Community College, Drake University and University of Northern Iowa. One by one, each institution was awarded funds to use in the development of an entrepreneurial center that would provide education, resources and coaching to support aspiring entrepreneurs. There were no strings attached, just a generous opportunity to make Iowa the most entrepreneurial state in the country.



*John Pappajohn*

**Invested:** John and Mary Pappajohn made an initial investment of \$5 million dollars, today their investment in the five Pappajohn Centers exceeds \$25 million.

**Impact:** The Pappajohn Centers collectively accumulated a tremendous track record for the Great State of Iowa and beyond. Over the past 20 years, 6,123 start-ups clients created 11,941 new jobs. The number of Iowans touched as a student, program participant or client totals 237,524 and climbing!

**Statewide:** These five Centers are truly one of a kind, you will not find a statewide system anywhere in the country that replicates what the Pappajohn Centers have done and continue to do. The Centers work together over the years to bring new events and programs to stimulate and grow the Iowa entrepreneurial environment.

**Collaborative:** Here is a short recap of some of the programs the Centers developed and led in the early years when very few entrepreneurial initiatives existed: The Centers were the catalyst behind the creation of the Iowa Entrepreneur and Venture Capital Conference (2000 – 2009), the Collegiate Entrepreneurs Iowa Conference (2001 – 2010) and EntreFest (2008-2015). An integral function in entrepreneurial efforts is conducting business plan competitions and matching strong venture plans with funding opportunities. Joint continuing efforts for the Centers include: Pappajohn Student Entrepreneurial Venture Competition (2000), John Pappajohn Iowa Entrepreneurial Venture Competition (2006) and the Wellmark Community Ventures Fund (2002).

In September, we will be honoring John and Mary Pappajohn for their vision, dedication, and the passion in creating the five Pappajohn Centers. As part of this celebration we have partnered with the Des Moines Register to help recount John and Mary's story as well as the history of the John Pappajohn Entrepreneurial Centers. On September 11, 2016 the Des Moines Register will publish a special edition insert in the Sunday paper along with a chronicle of success of the five of the Pappajohn Centers. So be sure to mark your calendars and pick up your copy.

We know you'll find the Pappajohn feature to be informational & inspiring.

## The John Pappajohn Entrepreneurial Centers

- Drake University • Iowa State University • North Iowa Area Community College
- The University of Iowa • University of Northern Iowa



*National Association for Community College Entrepreneurship  
2009 Lifetime Achievement in Entrepreneurship Award  
Back Row--Jamie Zanios, Tim Putnam, Mark Olchefske  
Front Row--Mary Pappajohn, John Pappajohn, Dr. Debra Derr*

# NIACC PAPPAJOHN CENTER ACCELERATOR OUTLOOK

Securing funding is important to continue the Pappajohn Center's track record in cultivating significant businesses and all the benefits that flow to the regional economy. The bulk of our business coaching services are free to the client. The people and resources to deliver our entrepreneurial services are a significant cost to the college.

The state is looking for effective leverage of State dollars to start new high-growth, high-tech businesses and to help existing businesses use innovation to reinvigorate business models and fuel job and revenue growth. Accelerators like ours help shape business models serving customers in interstate or international commerce (importing dollars and jobs to Iowa). Results or metrics that matter include new: business starts, capital invested (debt and equity), jobs created, and sales or revenue growth.



*Dan Winegarden,  
Director Accelerator &  
Incubator Services*

## NIACC Pappajohn Accelerator today



**NIACC Pappajohn Center** (Director Tim Putnam, Education Coordinator Kelley Crane) Hires business coaches with high level private sector experience within a national best-practices, fully integrated entrepreneurial development model. Our regional SBDC Director Brook Boehmler, and Office Manager Mary Spitz are an integral part of the center. Through education and coaching our mission is to transform North Iowa into a leading center of rural entrepreneurial growth. Base financing for the Center comes from a generous philanthropic commitment by our namesake, John Pappajohn. John began his entrepreneurial journey in North Iowa and NIACC, explaining why NIACC is the only community college with a Pappajohn Center.

**Pappajohn Accelerator** (Director Dan Winegarden, Admin. Asst. Anna LaVallee)

Are focused on emerging and early-stage innovation companies and growth companies pursuing interstate commerce. The Accelerator is historically funded through grants and partnership revenue, including the states Entrepreneurial Investment Award Program in Fiscal Years 2014 and 2015. (No one received Entrepreneurial Investment Award Program funds in FY16 as the state worked to implement legislative changes in focus and eligibility.) Accelerator staff are also part of the SBDC and use the SBDC tracking system and other support structures. This is what we mean by fully integrated.

Operating under common tools and methods and as a team, the various parts of the NIACC Pappajohn Center offer a national best-practices rural entrepreneurship model. We've literally written the book on virtual incubators in rural or low population density markets. We have a unique Launch & Grow Your Business training program for business owners. Launch & Grow is inspired by the best of national programs like Lean LaunchPad and FastTrac. But it is optimized to rural/small city delivery and Iowa industries. We work to get the business model right and the write the business plan for an operating roadmap.

We offer special expertise and significant success in:

- **Ag and Value-Added Ag** (food, fiber & energy): Latham Hi Tech Seeds, Hoover's Hatchery, Worth Brewing
- **Logistics:** Iowa Northern Railway, Legacy Companies, UpCraft Club
- **Advanced Manufacturing:** Metalcraft, Iowa PowderCraft
- **Big Data, Intentional Innovation, Change Leadership, Key Partners, and Lean start-up:** Performance Livestock Analytics.

We produce strong economic results or performance metrics year-after-year, with third-party verification of metrics and client attribution. Our clients say we make a difference.

Several of our lead programs are offered in cooperation with urban/academic partners including IEDA, Iowa State's CIRAS, the University of Iowa's Tippie School of Business, and University of Northern Iowa's MyEntrenet and IASourcelink. We work to make sure the full spectrum of entrepreneurial support services are available within our service territory. We partner rather than reinventing every wheel. But we always adapt and translate to the specific needs of our rural and small city clients and our local industries.

### **Planned impact within Iowa's Entrepreneurial Ecosystem:**

Funding continues the Accelerator's rural and small city success stories and associated economic growth averaging over \$6M/yr in new high-growth entrepreneurial investments (debt or equity), yielding seventy-seven (77) new jobs and over \$3.5M+ in new client revenue for FY16. We bring a solid ten-year track record of strategic successes.

# YOUTH ENTREPRENEURIAL ACADEMY

The North Iowa Area Community College John Pappajohn Entrepreneurial Center (NIACC JPEC) conducted the Youth Entrepreneurial Academy on June 20-24. 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. Participants receive a \$500 NIACC scholarship provided by John Pappajohn when they attend NIACC. This year 13 area high school students completed the academy which is held as a day camp from 8:30am-4:30pm. This is the fourth year the Business Model Canvas curriculum, the same explanatory tool we are using with high tech startups.



Six students received \$500 seed money for the businesses they developed during the week.

Friday, June 24, the final day of the academy the students pitched their business ideas by submitting an executive summary that included a company description, financial plans, and business model key measures that included startup costs and sales projections. The Academy's mentors included: Jim Elias, Muscatine Community College (facilitator), Holden Nyhus, Scout Pro; Jeffrey Short, Entrepreneur (Bleacher Buddies), YEA Alumni; Corey Behrens, YEA Alumni; Kelley Crane, NIACC Pappajohn Center.



2016 Youth Entrepreneurial Academy Participants:  
Pictured from left to right: Sami Schupanitz, Alissa O'Dell, Mariah McKenzie, Katie Hirv, Blake Buttweiller, Trevor Singh, Morgan Krull, Ethan Evans, Carsen Johnson, Kelley Crane, Jim Elias, Tyson Stromer, Travis Brick, Alex Kreittlow, Melonie Gretillat, Holden Nyhus, Jeffrey Short

The top businesses presented their businesses to a panel of five judges: Rick Whalen, Butler County REC; Mary Hopper, Natural Plus Nursery; Renee Anderson, NIACC Project Manager, Grants & Workforce Initiatives; Barrett deCathelineau; SVP – NSB Bank; and Tyler Anderson, Roller City. Tony Halsted from Hoovers Hatchery in Rudd was the keynote speaker and shared his entrepreneurial journey. Hoover's Hatchery won the Neil Smith SBDC and SBA Entrepreneur of the Year awards.

#### GUEST SPEAKERS:

Tyler Anderson, Roller City (Being an Entrepreneur)  
Brad Barber, Cabin Coffee Franchise (Customer Service)  
Miriah Whitehurst, Marketing#360 (Social Media marketing)  
Kayla Kearns, YEA & NIACC Alumni (Pitch Coaching)  
Regatta Ollinger, YEA & NIACC Alumni, Tropical Sno Owner (Pitch Coaching)

## DOLLARS TO GROW MASON CITY SMALL BUSINESSES

\$1,000 now for Small Businesses in Mason City, IA. The Pappajohn Center is the administrator for a unique economic development program offered by the City of Mason City. A qualifying small business occupying commercial real estate in Mason City will receive a minimum of \$1,000 the first year of participating in the MicroEnterprise Program. The three-year program offers a prorated commercial real estate property tax rebate of up to half paid on the property for the business occupant (leased or owned). The tax rebate to improve the business or commercial property must be spent with other Mason City businesses.

Let the Pappajohn Center help build your Mason City small business sales and business success. *Call the Pappajohn Center for further details and conditions at 641-422-4384 or lavalann@niacc.edu.* If you know a Mason City business owner share this information. A thousand dollars or more can make a smart improvement in operations, sales or facilities.



### North Iowa TechBrew

Meets the 3<sup>rd</sup> Tuesday of the month  
5-7 pm @ Mason City Brewery  
28 E State St, Mason City, IA 50401



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

# Brook Boehmler Becomes Certified Business Advisor

America's SBDC Iowa (SBDC) is pleased to announce that Brook Boehmler, regional director of the North Iowa Area Community College SBDC completed National certification as a Certified Business Advisor® (CBA). The CBA program is an incentive, best practices training program for SBDC professionals who counsel, guide, and inform potential and existing entrepreneurs.

The CBA program, developed by the University Of Toledo Graduate School Of Business and its professors, offers a concise and comprehensive curriculum designed for maximum on-the-job performance. Certified Business Advisor® is a yearlong graduate level program consisting of: human resources, marketing, and financial analysis with integrated case study work.

Boehmler counsels businesses in the North Iowa SBDC territory of Butler, Cerro Gordo, Floyd, Franklin, Hancock, Howard, Mitchell, Winnebago, Worth, and Wright counties. Brook is beginning his third year as director.

Lisa Shimkat, America's SBDC Iowa State Director, says, "Brook has really excelled in this program. His proficiency with the material is top-notch, and he is looking forward to doing similar programs in the future, he shares his personal entrepreneurial experience and professional insight with clients."

America's SBDC Iowa is an outreach program of Iowa State University's College of Business. Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 3350 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, email eoffice@iastate.edu.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC helps hundreds of thousands of Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.



Brook Boehmler  
Director of Small Business  
Development Center



**YEAR-END METRICS:** This year the NIACC John Pappajohn Entrepreneurial Center and the NIACC Small Business Development Center worked to help 22 new businesses get started creating 106 new jobs in North Iowa. One of the first questions we hear from our client's is usually concerning their need for capital. This year we assisted new and existing business acquire \$4,705,775 in debt or equity funding to help them start or grow their businesses. The number of people we help to educate, coach and inform totaled 4,711 program participants. By all accounts, we had a productive year.

NIACC PAPPAJOHN CENTER, SBDC, &  
BUSINESS ACCELERATOR  
JULY 2015 – JUNE 2016  
YEAR-TO-DATE BUSINESS STATISTICS  
TOTAL CAPITAL (LOANS + EQUITY) = \$4,705,775

	JULY 2015 JUNE 2016	SINCE 1997
NEW BUSINESS STARTS	22	535
NEW JOBS CREATED	106	1,718
ENTREPRENEURSHIP PROGRAM PARTICIPANTS	4,711	50,934

## 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 a detailed business plan and business canvas. 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.



INSTRUCTOR: MICHAEL BROWN  
WHEN: THURSDAYS, SEPTEMBER 15 – DECEMBER 1, 2016  
(NO CLASS ON NOVEMBER 24)

TIME: 6:00 - 9:00 PM

WHERE: CL Tel in Clear Lake at 107 N 4th St.

TUITION: \$199\*

COURSE#: 102835

CALL 641-422-4358 TO REGISTER



JOHN PAPPAJOHN ENTREPRENEURIAL CENTER  
North Iowa Area Community College  
500 College Drive, Ste 120  
Mason City, IA 50401

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

500 College Drive, Mason City, IA 50401

1-888-GO-NIACC or 641-422-4111

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



## NIACC JPEC STAFF

Tim Putnam	John Pappajohn Entrepreneurial Center Director
Brook S. Boehmler	Small Business Development Center Director
Daniel Pitts Winegarden	Acceleration & Incubation Services Director
Kelley Crane	School Partnership Entrepreneurial Coordinator
Anna LaVallee	Administrative Assistant - Accelerator/Incubator
Mary Spitz	Administrative Assistant - NIACC JPEC & SBDC

## NIACC JPEC ADVISORY BOARD

Brenda Dryer	Mitchell Co. EDC
Jim Erb	Mayor, Charles City
Neil Fell	Reliance State Bank
Natalie Hammer	Consultant
Tom Jolas	Schoneman Realtors
Bob Klocke	First Citizens National Bank
Scott Moorman	Moorman Clothiers
John Pappajohn	Equity Dynamics Inc.
Robert Perry	Retired Educator
Ronnie Pitzen	OmniTel Communications
Jayson Ryner	NIACC Vocal Music Instructor/Director
Chad Schreck	North IA Corridor EDC
Dr. Steven Schulz	NIACC President
Terry Schumaker	NIACC Cont. Ed Dean/Director Econ. Dev.
Ted Vosburg	Retired Businessman
Steve Weiss	Nutriquest
Rick Whalen	Butler/Grundy REC
Terry Wisner	Titan Pro SCI, Inc
Laura Wood	Business, Ag & Industrial Division Chair
Jamie T. Zanos	Special Assistant to NIACC President



Be sure to check our Website for  
Upcoming Events  
<http://www.niacc.edu/pappajohn/>



Read our Success Stories here:  
<http://www.niacc.edu/pappajohn/resources/success-stories/>