



## New Director of Incubation and Acceleration Services



Daniel Pitts Winegarden joined NIACC's John Pappajohn Entrepreneurial Center as Director of Incubation and Acceleration Services in December. Mr. Winegarden is a graduate of Iowa State University and the University of Iowa, College of Law. He brings both private and public sector experience to the task including more than twenty years of work in economic and entrepreneurial development, both in Iowa and nationally.

Dan's previous work includes entrepreneurial coaching for the National Science Foundation's commercialization grant programs where he reviewed and helped develop business plans arising out of the national research labs and universities. "It is critical to translate ideas into the language of business understood by investors and creditors necessary to fund a growth company. That means explaining what technology, a new product, or service is worth to the paying customer. Explaining the value proposition in convincing terms is the first step to successful sales," said Winegarden. Dan has also participated in an Iowa venture capital growth equity fund targeted in rural development with investments in food, fiber, alternative energy and biotechnology. This experience matches up well with North Iowa's strong market clusters that are natural foundations for future regional economic growth.

"North Iowa is well-positioned for economic growth compared to many small city and rural regions," said Winegarden. "The NIACC Incubator offers both coaching support and rental space for non-retail businesses. We can reduce the cost of launching a new business or growing an existing business and enhance the likelihood of long term financial market success. The steps from concept to market success are well-known and so are the missteps. NIACC can help keep our entrepreneurial businesses on the right path. We offer a full set of incubation and acceleration tools, from training the owner/entrepreneur, to subsidized warehouse/work space, to workforce development and rapid prototyping of products to test market response and demonstrate traction. Entrepreneurs succeed by delivering high-value solutions to customer problems. The NIACC Incubator and John Pappajohn Entrepreneurial Center resources deliver high-value solutions to entrepreneurs, reducing risk and shortening time to market success. I plan to contribute to our area's growing, regional entrepreneurial culture. This is a great place to live and work. We can profitably service regional, national and international markets and enjoy a great life/work balance and lifestyle. Creativity and risk-taking is not limited to urban centers."

Mr. Winegarden lives in Clear Lake with his wife, Lori, a commercial real estate construction senior project manager, having recently moved back to Iowa from Arizona.

## Putnam selected NACCE Fellow



The National Association for Community College Entrepreneurship (NACCE), the nation's leading organization focused on promoting entrepreneurship through community colleges, has named its first-ever NACCE Fellows. The one-year fellowship will include applied research in entrepreneurship education and will improve NACCE's educational offerings to members. The areas of focus for this year's NACCE Fellows will be Curriculum & Training and Community Outreach.

Tim Putnam, Associate Director of the John Pappajohn Entrepreneurial Center (JPEC) at North Iowa Area Community College (NIACC), has been selected a fellow for Community Outreach. Putnam joined NIACC in 2000 and has developed and delivered entrepreneurial training programs for grades K-16 and for adults. He led the effort for the creation of the North Iowa Venture Capital Fund, now with \$4.1 million in two funds, for investment in early stage, emerging and growth companies. He also managed the Iowa Entrepreneurial Consortium, a statewide entrepreneurial FastTrac® training program.

### INSIDE

Director's Notes .....2

Incubator Welcomes  
Campbell Industries .....3

Annual Iowa Business Plan  
Competition Announced .....4

Innovation .....5

## **An Exciting Opportunity For Student Entrepreneurs**

### **2013 YOUTH ENTREPRENEUR ACADEMY (YEA)**

**June 17 - 21**

North Iowa Area  
Community College

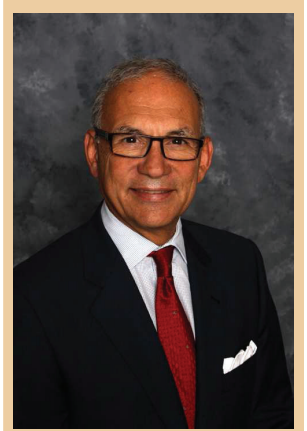
Learn the ins and outs of starting a business and becoming your own boss. Students will transform ideas and passions into a viable business plan. Every participant will receive a \$500 NIACC scholarship and have an opportunity to compete for seed money to launch their business this summer.

To apply for this free academy or for more information, contact Mary Spitz at 641-422-4111, toll-free at 1-888-GO NIACC, ext. 4111 or [spitzmar@niacc.edu](mailto:spitzmar@niacc.edu).

**Open to current  
high school  
juniors & seniors**

## **Director's Notes**

Activity is in high gear at the NIACC JPEC with the launch of the John Pappajohn Iowa Business Plan Competition for businesses that are startup or in business four years or less. This statewide competition begins now and concludes in the fall with the awarding of over \$50,000 to the top three winners and includes some additional funding for runners-up as well as wide exposure. No less important is the process of working on the business plan with professionals to fine tune and polish it for execution. Many of the past candidates who did not receive an award have indicated that just going through the process has helped lead to success in their business. This process, supported by the statewide JPEC's, SBDC's and Business Accelerators, has had profound effects on previous participants helping them secure their future. We hope that we will see many new companies participating this year. Give our office a call or go to the web site [www.iowabusinessplancompetition.com](http://www.iowabusinessplancompetition.com) to get the rules, timeline and details of this competition and to participate.



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

We continue to work on culture change in North Iowa through the expansion of the Entrepreneur for a Day (E4D) program which introduces young people to the concept of business ownership and also by expanding our entrepreneurial high school programs. We expect these efforts to be rewarded in the future with the establishment of new businesses by some of our young people allowing them to stay in North Iowa, be successful in business and contribute to the economic vitality of the region. Perhaps we will see another Winnebago, Curries or Stellar Industries started by one of these young people. The upcoming Be Your Own Boss (BYOB) day promises to be another opportunity for exploration and learning about entrepreneurship giving students the opportunity to dream big!

Additionally, we welcomed Dan Winegarden to the NIACC JPEC to lead the Business Acceleration and Incubation Services working with existing growth companies and with companies interested in getting a jump start by using the intensive services offered in the NIACC JPEC Incubator. Dan has an extensive background in business development and funding and has been hard at work sharing that expertise and value with our clients.

Partnerships abound with our activities working with CIRAS from Iowa State to expand the efforts of innovation in our existing North Iowa businesses leading to prototype development and business expansion as a goal. We are also partnering with UNI on an economic gardening project that has two area companies following that intensive track towards future growth.

We have recently received additional recognition in the form of Tim Putnam, our Associate Director, being selected as a National Fellow. Putnam was just one of two people selected as a Fellow by the National Association for Community College Entrepreneurship (NACCE) and will serve a one year fellowship in Community Outreach. This prestigious award is recognition of the leadership and success Tim has demonstrated at the NIACC JPEC and of his frequent invitations to consult on best practices in entrepreneurship around the country. It is a reflection of the success and national prominence of the NIACC JPEC, which is a direct result of Tim's hard work, vision and yes, entrepreneurship.

There are lots of ways for our readers to participate, either by receiving assistance or, on the other side of the ledger, by supporting other businesses through mentorships and investment. We are always looking for successful business people in North Iowa to help us achieve our mission of entrepreneurship education, business consulting support and partnerships to stimulate entrepreneurship. If you have an interest in giving back, give us a call to discuss how you can help North Iowa grow and prosper.

Visit us! [www.niacc.cc.edu/pappajohn](http://www.niacc.cc.edu/pappajohn)

# North Iowa Business Incubator Welcomes Campbell Industries



North Iowa Area Community College's John Pappajohn Entrepreneurial Center is pleased to announce that Campbell Industries, Inc., owned by Douglass Campbell, is a new tenant in the North Iowa Business Incubator located on the NIACC campus. Campbell is a pharmacist with thirty years of experience in health and wellness. His daytime job is serving patients for a national pharmacy chain. Campbell Industries is an opportunity to pursue his passion to help consumers in ways prescription medications cannot.

Doug is an avid outdoor enthusiast. He enjoys bicycle racing and cross country skiing and was a

springboard diving competitor. Being out in the sun so much is what inspired his interest to develop a sun care product.

Campbell Industries first offering is a topical skin cream protective of sun and wind exposure. The cosmetic cream operates, not through reflective properties like SPF tanning oils, but by protecting genetic material against ultraviolet light damage. Doug developed a unique process to produce a cream that allows the skin to breathe or transpire while delivering protective antioxidants and three botanical extracts to support skin health and fortify its defenses against sun and wind exposure.

Campbell plans to add nutritional supplements in the future. The 1994 Dietary Supplement Health and Education Act opened the regulatory door for companies like Campbell's to develop and promote over-the-counter (non-prescription) food supplements and cosmetics for personal health needs using known, safe compounds. The human safety research is already done and many of the beneficial properties are known. Doug's knowledge of chemistry and health creates a business opportunity to target these benefits to consumers with matching needs. Doug has worked on formulations and processes up to now and it's time to go to market. The company is in the initial growth and development stage, offering unique technology, and seeking to prove market traction through revenues. We expect consumers will love the sun cream. Early internet sales look promising. Production is currently focused on preparing for the outdoor bicycling season in Iowa and beyond.

To learn more, visit <http://secondskinsuncreme.com> or [www.ursolicare.com](http://www.ursolicare.com).

## Entrepreneurs' Exchanges

**March 19 – Employment Law – What You Need to Know**

**Presenters: Sarah Reindl and Dan McGuire**

**April 16 – Prospecting for Dollars: The Art of Finding**

**Your Next Customer – Presenter: Leann Capesius**

**May 21 – Technology Association of Iowa**

All Entrepreneurs' Exchanges are free and will be held from 6:00-7:30 p.m. in McAllister Hall, Room 104G on the NIACC campus in Mason City. To pre-register, call 641-422-4384 or email [incubator@niacc.edu](mailto:incubator@niacc.edu).

### Need a better place to work?

The NIACC JPEC Business Incubator is a great place to create your future

Office and manufacturing space currently available

Call 1-888-GO-NIACC ext. 4384  
or visit us at  
[www.niacc.edu/pappajohn/incubator](http://www.niacc.edu/pappajohn/incubator)

## Pappajohn launches Annual Iowa Business Plan Competition

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



John Pappajohn, Iowa's premier venture capitalist, has announced the launch of the 2013 John Pappajohn Iowa Business Plan Competition. This is the eighth annual business plan competition for Iowa sponsored by Pappajohn. Since 2006, more than \$350,000 in prizes has been awarded to start-ups across the state. This year, a total of \$50,000 will be awarded to the top three submitted business plans: \$25,000 for first prize, \$15,000 for second and \$10,000 for third.

The competition is designed to stimulate business development and provide support for outstanding business plans. The John Pappajohn Iowa Business Plan Competition is open to new and start-up businesses (in business for less than four years).

The first round of the business plan competition will take place between March 1 and April 30. During this time, businesses are invited to submit business information via a secure online program called Gust. A link to Gust is available at [www.iowabusinessplancompetition.com](http://www.iowabusinessplancompetition.com).

In May, selected companies will be contacted and invited to submit full business plans through Gust. The competition will then be narrowed to seven to 10 companies to present to judges in August. The winners will be recognized at a special awards luncheon on September 26th in Des Moines.

Assistance with business plan entries is available at the John Pappajohn Entrepreneurial Centers located at Drake University, Iowa State University, North Iowa Area Community College, the University of Iowa and the University of Northern Iowa; the Small Business Development Centers throughout the state; and the business accelerators in Des Moines, Red Oak, Spencer, Cedar Rapids, Davenport and Mason City.

Rules, eligibility, timelines and assistance information are available at the competition website, [www.iowabusinessplancompetition.com](http://www.iowabusinessplancompetition.com).

The John Pappajohn Entrepreneurial Centers provide entrepreneurial education and business support, partnering with agencies like the Small Business Development Center, the Iowa Economic Development Authority, Entrepreneurial Development Centers and local entrepreneurs to assist with funding and other business needs.

For additional information about the competition, contact the NIACC JPEC center at 641-422-4111 or [zaniojam@niacc.edu](mailto:zaniojam@niacc.edu).

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### ***Putnam Continued From Page 1***

"I am honored to be selected as a NACCE Fellow," said Putnam. "I look forward to the opportunities this award will bring and hope to make it a meaningful investment for the stakeholders. The NACCE organization is always evolving and trying to find ways to better support their base and to bring meaningful programs and content to its community college members. As a NACCE Fellow, I will have the opportunity to work with community colleges all across the United States and this experience will also benefit us here at the NIACC JPEC to continue to be one of the leading comprehensive entrepreneurial programs in the country."

"The NACCE Fellows Program is an exciting new addition to our offerings that will benefit our members across the country by increasing their access to research and education that will help them support and grow entrepreneurship in their communities," said NACCE Executive Director Heather Van Sickel. "We are extremely grateful to our partner, the Coleman Foundation, for providing the funding to support this program."

The National Association for Community College Entrepreneurship (NACCE) is an organization of educators, entrepreneurs, and distinguished business development professionals providing quality programs and services in entrepreneurship education and serving as advocates for community-based entrepreneurship. Founded in 2002, NACCE is at the heart of the "entrepreneurship movement." NACCE serves as the hub for the dissemination and integration of knowledge and successful practices regarding entrepreneurship education and student business incubation. These programs and courses advance economic prosperity in the communities served by its member colleges.

# Innovation

What is innovation? It's novel. It's new. It's valuable because competitors don't offer it. Innovation is something new for which someone is willing and able to pay. But innovation doesn't have to be a matter of luck. Successful firms continually produce reliable innovations using a systematic approach. The goal of innovation is positive change to deliver better value to the market. Innovation can be a repeatable process and done well, it adds top line revenue growth and protects margins. As a strategy, innovation delivers better return on sales than any other market strategy, including quality. Innovation is an opportunity for market differentiation from competitors.

Iowa State University's Center for Industrial Research and Service (CIRAS), NIACC's John Pappajohn Entrepreneurial Center and the North Iowa Corridor EDC recently joined forces to offer a series of seminars on innovation and how all companies can use innovation as a source of increased profitability.

In the introductory session, participants discovered the critical components of the innovation cycle, what behaviors and best practices are used by firms that succeed at innovation and what behaviors and practices create confusion and reduce the likelihood of success. The goal was to learn how to leverage the key aspects of the innovation cycle to improve profitability and provide a sustainable competitive advantage.

Interested companies then participated in an all-day "Create" session where they went through a series of exercises to learn how to improve the flow of ideas and creativity in the workplace.

The last two sessions covered concept discovery, the logic, strategy, and data needed to determine if new concepts justify further investment, and product development techniques.

Collectively, the methods outlined and tools provided by CIRAS apply proven best practices that distinguish consistent innovators. NIACC's Pappajohn Center offers ongoing support for participating companies, including rapid prototyping services to evaluate and test ideas. A company can get to a rapid go/no-go decision on new products or new methods with rapid prototyping support. CIRAS and JPEC together offer innovation support services as a strategy to support company growth and regional economic success.

Several North Iowa businesses participated in the seminars and came away with a renewed commitment to be innovative and implement the techniques they learned. We anticipate some future success stories as a result.

The NIACC JPEC offers a wide range of entrepreneurial support services and expertise to help companies grow and to support the region's economic development. We work in close partnership with our region's community economic development officials and other partners in the state and nationally. For more information, contact the NIACC JPEC at 641-422-4111.



## *John Pappajohn Entrepreneurial Center*

500 College Drive, Mason City, IA 50401

888-GO NIACC 641-422-4111

[www.niacc.edu/pappajohn](http://www.niacc.edu/pappajohn)

### **NIACC JPEC Staff**

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NIACC Vice President & JPEC Director

*Tim Putnam*

Associate Director

*Ted Bair*

Small Business Development Center Director

*Daniel Pitts Winegarden*

Incubation and Acceleration Services Director

*Kelley Crane*

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*Linda Rourick*

Business Incubator

*Mary Spitz*

Administrative Assistant - NIACC JPEC & SBDC

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# Be Your Own BOSS

**When:** Wednesday, April 3, 2013  
**Time:** 10:00a.m. – 1:30p.m. (Lunch provided)  
**Where:** NIACC, Muse Norris Conference Center  
**Who Should Attend:** North Iowa Area High School students

Want to “Be Your Own Boss”? Attend this free seminar, check out NIACC’s business programs and learn from young entrepreneurs who have started their own businesses.

**Speakers for the 2013 “Be Your Own Boss” include:**

- Jason Engle, Legacy Electronics
- Micheal Koenig & Holden Nyhus, Scout Pro
- Kevin Breister, Accelerate Wraps
- Diana Wright, My Unfair Advantage.

To register, students should contact their high school business teachers.