

## Sarah Novacek, President & Owner, Legacy Logistics Freight, Inc. Iowa SBDC Deb Dalziel Woman Entrepreneur of the Year Award



The Deb Dalziel Woman Entrepreneur Achievement Award goes annually to an Iowa woman who significantly improves or changes her own personal situation, thus having an impact on others around her. The award highlights the accomplishments of women entrepreneurs in Iowa and honors Dalziel, a long-time advocate for women small business owners.

The North Iowa Area SBDC, Mason City, nominated Novacek for the Deb Dalziel Award. Director Brook Boehmler explains, "Sarah's a great example of a true entrepreneur. She saw a specific need and started a business to fulfill that need. Sarah is people smart and pays attention to the details. She isn't afraid to compete in a male-dominated industry. She earned recognition for her vision, hard work, and success."

Daniel Pitts Winegarden, one of Sarah's SBDC business coaches, relates, "Sarah's brokerage plays a critical role in moving our region's high value industrial output to national markets. She helps herself but also everyone else in the value chain. We love companies that import dollars to North Iowa. Sarah created systems so employees deliver consistent, quality service. The systems assure all the documentation for regulatory compliance and payment. It's a smart business that plays to Sarah's people skills, but it's also a business in a highly regulated industry that requires attention to detail. Legacy Logistics handles personalities and documentation equally well. Sarah's growing client list of Fortune 100 companies is proof of the value."

State award ceremonies included a day at the Capitol with legislative and executive leaders. Area legislators recognized Sarah from the floors of the chambers. Senator Amanda Regan and Representative Sharon Steckman met with Sarah and shared both policy insights and some of the architectural wonders of Iowa's Capitol. Sarah met with Governor Branstad, telling him about her company and the assistance received from the SBDC and NIACC's John Pappajohn Entrepreneurial Center.

The America's SBDC Iowa program is an outreach program of Iowa State University's College of Business. Funded in part through a cooperative agreement with the U.S. Small Business Administration, the organization has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the Center has helped hundreds of thousands of Iowa businesses and entrepreneurs through no cost, confidential, customized, professional business counseling and practical, affordable training.

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In the picture from left to right are: Maureen Elbert, Executive Director of the Kossuth/Palo Alto Co Econ Dev Corp and Chair of the SBDC State Advisory Board; Lisa Shimkat, State Director of America's SBDC Iowa; Lisa Swanton; Tony Halsted; Tim Putnam, Director, NIACC JPEC; Governor Branstad; Daniel Winegarden, Director of Incubation and Acceleration Services, NIACC JPEC; Sarah Novacek; Brian Novacek; Tricia Janes, Associate State Director, America's SBDC Iowa.

# DIRECTORS NOTES: GOOD OL DAYS

You know things are going well when you're making memories worth celebrating years from now as the "Good ol' days." We're having a great year at the Pappajohn Center and we're not waiting to celebrate. We have high profile clients hitting on all cylinders. Tony Halsted is adding accolades as the SBA's Iowa Small Business Person of the Year. We have less public but no less important clients stealing wins in national, even international markets. We have events coming up that are only possible because of the investments made over the last twenty years to build a best-practices national model for successful rural economic development.



**Tim Putnam, Director**  
John Pappajohn  
Entrepreneurial Center

## TWO MARCH EVENTS JOIN OUR GREATEST HITS PLAYLIST

• **COUNTRY MUSIC TELEVISION (CMT) EMPOWERING EDUCATION.** CMT brings rising star "Smithfield," a country music duo, to NIACC for a promotional concert on March 30. NIACC is one of four community colleges around the country to have this partnership opportunity with CMT, the national music industry powerhouse.

The event is fruit of the NIACC Pappajohn Center's leadership in the National Association of Community Colleges for Entrepreneurship (NACCE) and Director Tim Putnam is playing lead to make it all happen with plenty of help from elsewhere in NIACC.

The Country Music Television (CMT) Empowering Education event showcases careers that start at NIACC. We're bringing in prospective students by the busload. The day includes hands on activities, demonstrations, and simulations. Students, both current and past, will share their education and career stories. It's a great way to make abstract opportunities become real world choices for new students.

The day concludes with the CMT concert by Smithfield. Smithfield's debut song "Good Ol' Days" earns CMT's "New artist discovery" on CMT Music!!  
<https://www.facebook.com/smithfieldmusic/> <https://youtu.be/OJGxfushBe8>

• **PAPPAJOHN ENTREPRENEURIAL VENTURE COMPETITION.** The 11th Annual John Pappajohn Entrepreneurial Venture Competition entry period opened in March. The Competition (formerly known as the Pappajohn Business Plan Competition) is jointly sponsored by the five John Pappajohn Entrepreneurial Centers in Iowa. John Pappajohn, Iowa's premier venture capitalist, celebrates the best up and coming Iowa entrepreneurial ventures every year since 2006. Since then John's awarded more than \$500,000 to winning startups from across the state. This year, a total of \$50,000 will go to the top three winning business opportunities: \$25,000 for first prize, \$15,000 for second, and \$10,000 for third.

The competition stimulates business development and supports Iowa entrepreneurial ventures. The 2016 Pappajohn Iowa Entrepreneurial Venture Competition is open to new and startup businesses. To be eligible the entrant must be located in Iowa and in business less than four years. Applications close May 17th.

Applicants submit entries via a secure online platform sponsored by the Kauffman Foundation. Information and competition details are available at: [www.pappajohnentrepreneurialventurecompetition.com](http://www.pappajohnentrepreneurialventurecompetition.com).

*It's a joy to contribute to the storied line of NIACC Pappajohn Center greatest hits. We love creating great memories and milestones for our students, clients and partners. Thanks for your help and support on these current events and all the future good ol' days we know are ahead for this great team.*



*Pictured L to R: Sarah Gaffney, Trey Smith, Brittney Jost, Rachel McGuire, Renee' Anderson, Valerie Zahorski-Schmidt, Tim Putnam, Jennifer Fiedler, Kendra Shimak, Dr. Steven Schulz*

## TONY HALSTED OF HOOVER'S HATCHERY IN RUDD

*Named SBA's 2016 Iowa Small Business Person of the Year*



Tony Halsted and his company, Hoover's Hatchery, LLC is on a roll. We've reported on a series of recent wins. In 2014 Hoover's was the runner-up in the state's annual Dream Big Grow Here competition on effective use of social media marketing. In late 2015, Tony was recognized as the statewide Iowa SBDC Neal Smith Entrepreneur of the Year with the formal awards presented in Des Moines on Capitol Hill in February 2016. Now Tony adds to the accolades with recognition as the 2016 Iowa SBA Small Business Owner of the Year.

The NIACC Pappajohn Center and its North Iowa SBDC team helped Tony and Hoover's down the path. We helped to negotiate a successful intergenerational family transition of leadership, the injection of new debt and equity financing to fuel growth, and the addition of new business growth funding expanded facilities and jobs in Rudd, Iowa. We're reveling in this small town success story that shows entrepreneurship and interstate commerce are not limited to our urban centers.

Tony follows his mom, Mary Halsted, in the business. Tony consistently credits his mom for laying the foundation for growth. "There are a lot of resources, not only in the community, but there are a lot people that care that run their own businesses," says Halsted. "We listen to our customers a lot, and I listen to my mom. To me, she's the finest entrepreneur that there is."

In addition to his contributions as an entrepreneur, Halsted is involved in his community. Tony's involvements include the United Way, Make a Wish Foundation, Habitat for Humanity and many other charities and benefits in North Iowa. He's also a fixture on Iowa high school athletic fields and courts as a sports referee.

"The SBA is extremely honored to recognize Tony as Iowa's Small Business Person of the Year," said Jayne Armstrong, director of the SBA's Iowa District Office. "It is small businesses like Hoover's Hatchery that are leading Iowa's economic growth."

The new SBA award will be presented to Halsted at the Iowa Smart Conference in West Des Moines on April 28th. He will go on to represent Iowa during National Small Business Week ceremonies held in Washington DC during the week of May 1st where he will compete for the National Small Business Person of the Year Award. He also will be recognized during the SBA's 2016 Small Business Week Awards Reception in West Des Moines on May 6th.

For more information on Small Business Week 2016, visit <https://www.sba.gov/nsbw/nsb>



# Looking to cultivate Growth Companies for North Iowa

The NIACC John Pappajohn North Iowa Incubator and Accelerator work with high growth potential companies, both startups and existing, especially those engaged in interstate commerce or contemplating new or expanded facilities. We use both one-to-one coaching and one-to-many or community based education to assist entrepreneurs and grow our own success stories locally.

- **LAUNCH & GROW REWRITE.** We've been working to implement a rewrite of our local Launch & Grow (L&G) program to incorporate the best lessons of both L&G and the lean startup approach of Venture School. Historically, Launch & Grow (formerly Kauffman Foundation's Fastrac) emphasizes business planning. Lean startup recognizes you can have a great business plan for a bad business model, so focuses on testing the business model before expending effort on the business plan to implement the business model. A key tool is the business model canvas. We've done our own version of the canvas that highlights issues we see in rural economic development when our clients span the gamut from main street retail to high tech interstate commerce. We want to have unique and proprietary programming to set ourselves apart from other sources of entrepreneurial advice and assistance. Unique content creation is one way to pursue this goal. We have a particularly large spring Launch & Grow class in progress. The in-class discussion and mutual learning is always better with bigger classes. We see some future success stories in progress.
- **VENTURE SCHOOL.** We just completed a cohort of Iowa Venture School in partnership with the University of Northern Iowa as the host institution and with the support of the University of Iowa. Two of our clients participated, Angie Huffman ([www.BeWellGodBless.com](http://www.BeWellGodBless.com)) with an online marketing business model for faith-inspired businesses; and Mike Booth and Mark Fitzgerald (North Country Grain Systems) with a remote monitoring, Internet-of-Things (IoT) and big data, solution to total grain quality management. Both made significant progress in business model refinement and honing their unique value proposition in the voice of the customer.

With coaching from the NIACC Accelerator, North Country Grain Systems won the cohort award for best business opportunity. The new business line will be organized as a separate legal entity. Next step is implementation. Here the challenges are all around growing the organization's talent team fast enough to keep up with customer demand. Emerging technology enables the model but the customer pays for the resulting benefits or results. Customer #1 is raring to go with a significant recurring income contact (dependent upon delivering as promised of course).

- **INCUBATOR OR CO-WORKING SPACE AVAILABLE.** NIACC offers incubator or co-working space to non retail clients on very favorable terms to help entrepreneurs deal with the challenges of startup or transition. Two of our current tenants out-grew their respective basement home offices and wanted a more professional working environment. NIACC students have free use of the co-working space to start a business. Non-student clients can lease space at significant discounts to market for up to three years. It's incubation to grow the business. After three years companies graduate to market rents and other landlords or their own buildings. The Incubator includes access to a professional conference room, business coaching, and more. We have two private office spaces available and two smaller work cubicles. To illustrate the following office space is available for a first-year monthly rental payment of \$192.78. Call 641-422-4111 or e-mail [LavalAnn@niacc.edu](mailto:LavalAnn@niacc.edu) for more details.



Do you need a better place to work?

Check into the Business Incubator

Call Today 1-888-GO NIACC ext. 4384  
or visit us at - <http://www.niacc.edu/pappajohn/incubator.html>

NIACC PAPPAJOHNS ENTREPRENEURIAL CENTER

The Incubator and Accelerator Programs' elevator speech or unique value proposition is, "We help entrepreneur's tell their **best story** in language meaningful to the listener." We tell the story with both words and numbers but translated to the viewpoint of the audience. It works.

# \$500 SCHOLARSHIP OPPORTUNITY!

"FREE"  
WHAT:

Week-Long Summer Entrepreneurship Event and earn a \$500 NIACC Scholarship

WHEN:  
TIME:

2016 Youth Entrepreneurial Academy

Fun, interesting opportunity to learn about starting your own business

WHERE:  
WHO:  
DETAILS:

Monday, June 20 – Friday, June 24

9:00 am – 4:30 pm

North Iowa Area Community College

Current high school students

Over 240 North Iowa students have participated in this program. Approximately 25 aspiring student entrepreneurs from North Iowa will participate. Join in the interesting activities, insightful guest speakers, and fun field trips!

APPLY:

Applications are available from your guidance counselor or the NIACC John Pappajohn Entrepreneurial Center website.

**Applications are due by April 18th or until academy is full.**

**The Youth Entrepreneurial Academy is FREE!!!**

PLUS...

Students who choose NIACC First will receive an automatic \$500 Youth Entrepreneurial Academy Scholarship and gas money provided! Up to \$3000 in scholarships are available to students enrolling in the Associate in Applied Science Degree program at NIACC!

Kelley Crane, E-mail: [cranekel@niacc.edu](mailto:cranekel@niacc.edu) • (641) 422-4111 • [www.niacc.edu/pappajohn](http://www.niacc.edu/pappajohn)



RESERVE  
YOUR  
SPOT  
TODAY!

## \$\$ DOLLARS TO GROW MASON CITY SMALL BUSINESSES \$\$

The Pappajohn Center is the administrator for a unique economic development program offered by the City of Mason City. Small businesses occupying commercial real estate in Mason City can receive a refund of up to half the property taxes paid on the share of the building the business occupies. This money is available to help build sales and business success so long as it is spent with other Mason City businesses. Call the Pappajohn Center business coaches for further details and conditions at **641-422-4111** or [lavalann@niacc.edu](mailto:lavalann@niacc.edu). This can mean thousands of dollars over three years for typical participants.

## STEVE KRUSE JOINING AMERICA'S SMALL BUSINESS DEVELOPMENT CENTER AS A PART-TIME BUSINESS ADVISOR

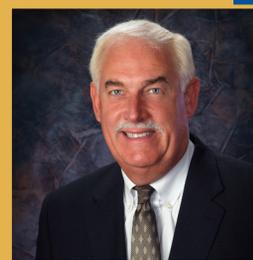
Brook Boehmler, Regional SBDC Director, "We are pleased to announce that Steve Kruse has joined our office part time as a Business Advisor. Steve will have office hours on Wednesday's, you can call 641.422.4342 to set up an appointment. Steve recently retired as Vice President and Branch Manager of NSB Bank East Office, at the end of December 2015.

Steve began his banking career with the Farmers Home Administration back in 1976 through 1978, and then worked for Hampton State Bank for 20 years. He then continued his banking career with Commercial Federal and Community National Bank until 2010, when he joined NSB Bank. In September 2010, Steve accepted the position at NSB Bank, as Vice President and Branch Manager of the East office in Mason City.

Steve grew up on a farm south of Hampton, Iowa. Along with his education from Hampton High School, he received his degree from Iowa State University. During his banking career he graduated from the IBA/ISU Agricultural Credit School, ABA Iowa School of Banking and IBA Commercial Lending School.

He has been involved in many civic and community programs; Mason City Chamber Ambassador where he was named Ambassador of the Year for four consecutive years, Mason City Chamber Ag Committee, Mason City Noon Kiwanis as a member, board member and life foundation member for 39 plus years, Elderbridge Alliance Board, Business and Industry Group Program Committee, ISU Alumni Ambassador, Mason City Schools Benchmark evaluator, Leadership Iowa Alumni Association and Good Shepherd Board as Chairman, Vice Chair, and Secretary/Treasurer.

Steve also plans to enjoy retirement with his civic involvement, by traveling and following his beloved Iowa State Cyclones.



Steve Kruse



DES MOINES, Iowa – (February 24, 2016) It is with great excitement that the Technology Association of Iowa (TAI) and LWBJ announce finalists for the 2016 Prometheus Awards. The eleventh annual Prometheus awards marks the arrival of two new award categories – Ag Technology Company of the Year and Technology Community of the Year. 124 nominations across 14 award categories represent a record variety of companies and communities. The 2016 class of Prometheus nominees stands as the most diverse and competitive pool to-date.

At the awards ceremony, LWBJ will also announce the winner of their newly renamed award, the “LWBJ Impact Award: Impacting Iowa’s Technology Future.” The LWBJ Impact Award recognizes an individual or organization that has made a significant impact on the growth, success and sustainability of Iowa’s technology industry.

The annual Prometheus Awards is considered to be the most prestigious recognition for Iowa’s tech industry. Winners will be announced at a ceremony held Thursday, April 14 from 5 – 8:30pm at the Community Choice Credit Union Convention Center in downtown Des Moines. Nearly a thousand leaders from business, education, and government are expected to attend.

The event’s title sponsor is LWBJ. Other major sponsors include the Iowa Economic Development Authority, Workiva, Palmer Group, the City of West Des Moines, Iowa Biotech Association, Iowa’s Cultivation Corridor, Spindustry, Markey’s, Applied Art and Technology, BrownWinick, Next Level Ventures, Renew Rural Iowa and Dealerbuilt.

# CONGRATULATIONS TO ALL NORTH IOWA STARS!

## 2016 PROMETHEUS AWARD FINALISTS VIEW AWARDS ONLINE @ [www.technologyiowa.org/en/events\\_services/prometheus\\_awards/2016\\_prometheus\\_awards](http://www.technologyiowa.org/en/events_services/prometheus_awards/2016_prometheus_awards)

### SOFTWARE COMPANY OF THE YEAR

Dealerbuilt; My Online Camp; Phantom EFX; Telepharm; Workiva

### MOBILE APP OF THE YEAR

80/35 Music Festival; ChurchHub; Grievance Tracker by Trokt;

LiveAtHome Pro; RANQ

### IT SERVICE PROVIDER OF THE YEAR

Alliance Technologies; Circle Computer Resources, Inc.;

HealthNet Connect|BroadNet Connect; Involta; Keyot

### TOP GROWTH COMPANY OF THE YEAR

BirdDogHR; Dealerbuilt; Higher Learning Technologies; Involta; Workiva

### BEST USER OF TECHNOLOGY

Harrisvaccines; MediRev; Merchants Bonding Company; Nationwide;

Principal Financial Group

### CIO/CTO/CSO

Allen Bierbaum (Priority 5 Holdings, Inc.); Dan Greteman

(FBL Financial Group); Ken Kramer (Involta);

Mark Mogler (Harrisvaccines); Terry Reinsager (MediRev)

### CEO OF THE YEAR

Bruce Lehrman (Involta); Chris Nelson (Kemin); Frank Russell

(Propositions, Inc.); Roby Miller (Telepharm); Todd Skokan (BirdDogHR)

### STUDENT INNOVATION OF THE YEAR

4axit IT Solutions USA (University of Northern Iowa); KinoSol

(Iowa State University); Seed Slide (Morningside College);

SettIn Real Estate Technologies (Iowa State University/University of Iowa);

SwineTech (University of Iowa)

### OUTSTANDING STARTUP COMPANY OF THE YEAR

BeraTek Industries; FunnelWise; Pear Deck;

Viewpoint Molecular Targeting, LLC; VOXELLO

### LIFE SCIENCES COMPANY OF THE YEAR

Harrisvaccines; Kemin Industries; Viewpoint Molecular Targeting, LLC

### AG TECHNOLOGY COMPANY OF THE YEAR

Agrisync; DuPont Pioneer; GlobalVetLINK;

John Deere Intelligent Solutions Group; SwineTech

### TECHNOLOGY COMMUNITY OF THE YEAR

Ames; Cedar Falls; Cedar Rapids; Council Bluffs; Fairfield;

Greater Des Moines; Iowa City Area; Mason City/Clear Lake Area

### TECHNOLOGY COMPANY OF THE YEAR (SMALL/MEDIUM)

Harrisvaccines; Higher Learning Technologies;

My Online Camp; Propositions, Inc.; Telepharm

### TECHNOLOGY COMPANY OF THE YEAR (LARGE/ENTERPRISE)

Involta; Phantom EFX; Sogeti USA; Workiva; YASH Technologies



## North Iowa Tech Brew

Meets the 3<sup>rd</sup> Tuesday of the month

5–7 PM

*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

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



Be sure to check our Website for Upcoming Events

<http://www.niacc.edu/pappajohn/>

Read our Success Stories here:

<http://www.niacc.edu/pappajohn/>





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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)



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

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

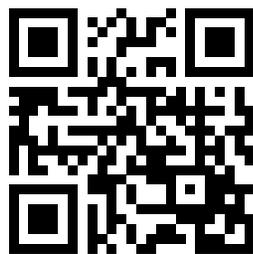


## NIACC JPEC STAFF

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

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