

GLORY WELDING

"Simon Rodrigues grows business with focused marketing"



Simon Rodrigues is a recent graduate of the NIACC Pappajohn Center's Launch & Grow Your Business program. Launch & Grow prepares prospective business owners to successfully launch new ventures and assists existing business owners grow or otherwise deal with change. Simon came in with deep experience in welding but learned that running a business is more than technical expertise in the service offered. The discipline of working through the operational details and operational budget was essential to go live.

"As a welder, I immediately understood the production time and consumables required for a particular welding job. Those were variable costs in my operating budget. It required more planning and helped me to think through all the fixed costs like rent, insurance and basic equipment necessary before I could do job one. These fixed costs are there regardless of how many customers or projects I have. When you're an employee, these are the employer's problem. When you're the business owner you can't ignore the fixed costs or the time to ramp-up sales with marketing," Simon explains.

"With the help of friends, I've kept my start-up and fixed costs low. And I've focused on a different market than my day job. This allowed me to start my business part-time."

One of the key things Launch & Grow focuses on is solving a problem for a clearly defined customer. Selling to everyone almost never works. Offering a solution for a customer's problem does work for most small businesses. Keeping a customer is less expensive than constantly getting new customers. Knowing this, Simon looked for customers in a position to deliver repeat projects. "If I keep them happy, they'll be back," Simon concludes.

"In brainstorming with my NIACC business coaches, I identified the architectural and construction industry as a repeat buyer of custom architectural, ornamental iron and steel work. I've landed some good projects building custom railings and stairs. These show off my craftsmanship and attention to detail and satisfy my artistic side. They also work on the business side. The construction industry needs parts built to specifications, but on time and on budget is also important because my work eventually gets incorporated into the final building."

Simon concludes, "I do a variety of on-demand work including repairs and fabrication. I need some of the repeat, volume jobs to make the numbers work. Fabricating for the architectural market is great. I love that people see and touch my craftsmanship every day. The Pappajohn Center and Small Business Development Center helped me understand how I solve problems for customers. Architects and building contractors need a welder to build custom details that can deliver the fabricated steel to realize their vision. I can see the growth in my business as a result."

Glory Welding, in Mason City, Iowa, offers custom welding and steel fabrication.

www.glorywelding.com Owner, Simon Rodrigues works in a variety of metals and welding techniques and offers more than ten years of welding experience.

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TOGETHER. SHAPING THE FUTURE

The fiscal year for the NIACC Pappajohn Center ended on a high note with the hosting of the Midwest Educators Forum on Entrepreneurship. For us at the Center, this was a culminating year ending event that exceeded everyone's expectations including our own.

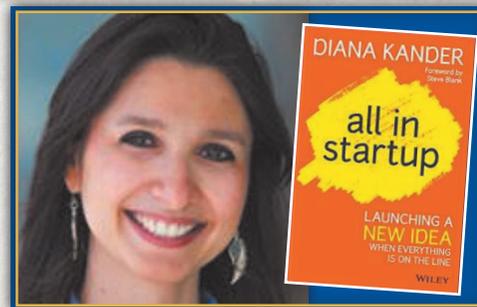
MIDWEST EDUCATORS FORUM ON ENTREPRENEURSHIP: As with many conferences the networking and positive interactions are why people enjoy attending these events. We have received positive remarks from many of the participants expressing gratitude for hosting the conference and compliments regarding the quality of the keynote speakers and the breakout presentations. This provides opportunity for insights for national best practices as we revisit our own programming.

There were 147 attendees representing over 60 schools and organizations including 28 presentations from 12 different states. The conference utilized several of Mason City's unique attractions including the Historic Park Inn Hotel, MacNider Art Museum, North Iowa Regional Commerce Center and North Iowa Area Community College.

Photos and links to the conference presentations can be found at www.niacc.edu/mefe.



Tim Putnam, Director
John Pappajohn
Entrepreneurial Center



Cheers to

WORTH BREWING COMPANY: It was an honor for us to have been included in a ceremonial keg tapping with Governor Branstad announcing the expansion plans for Worth Brewing. Owners Peter Aussenhus and Margaret Bishop harbored the dream of expanding into bottling and distribution since opening Worth Brewing in 2007. This year the dream is becoming a reality. Remodeling work is progressing on the building across the street. Upon completion it will offer more than four times the existing space with room for new and expanded operations. As with any project there are always a number of people working behind the scenes to bring projects like this to fruition. A few of the indispensable partners on this project are: Northwood Mayor Jane Bloomington, City Administrator Amber Julseth and Aaron Carman with NSB Bank and the Northwood Development Corporation. We are all looking forward to their next ceremonial keg tapping when they open the doors to their new tap room.





CREATING A PATH TO YOUR DOOR

HOST SPONSOR: NIACC Pappajohn Center brings the **2015 Midwest Social Media Summit** to the North Iowa Area Community College's Mason City, Iowa campus on **Saturday, October 24, 2015**. This full day event will bring national speakers and regional social media practitioners and information technology experts together with business owners, operators and entrepreneurs.

LEAD SPONSORS: Social Connections, LLC; Clear Lake Area Chamber of Commerce and Webster City Area Chamber of Commerce, all feature leadership experienced in creating customer connections through social media and using technology to craft and facilitate customer communication that creates a path to your door. Come learn from experts.

The Summit offers hands on workshops to help small businesses successfully integrate social media and digital marketing with other marketing efforts. Attendees will be offered tracks for both First Steps (for beginners) and Step Up Your Game (for the more advanced or experienced).

Attendees will leave with concrete accomplishments, supporting materials to follow through on a social media work plan, new networking connections, market intelligence and motivation. You'll hear real world success stories that prove the value of social media.

Attendees will get one-on-one assistance in the workshop sessions. Depending on the track attendees will establish their own social media accounts, practice effective posting, and gain experience with capturing customer data, tracking metrics and cross platform management tools that allow businesses to target customers through content created once and used across multiple platforms. It's easy once you know how.

CONFIRMED SPEAKERS INCLUDE:

- **Scott Meyer** — **Keynote Speaker:** Predictive Social Media: Growing Business and Changing a Community
- **Shannon Latham** — Using social media as another marketing tool for your small business.
- **Lori Lite** — How social media marketing led to real world sales and fed the famous Shark Tank investor. Using Twitter as an effective tool.
- **Professor Kelli Bloomquist** — Building Your Online Presence
- **Darcy Maulsby** — Shoot! How to Dramatically Improve Your Social Media Photos
- **Noah and Brooke** — Instagram and building your business
- **Tony Halsted** — How we used social media to reinvigorate a 70-year old family business to multiple year-over-year sales growth greater than 30%.

For more information, including sponsorship and exhibitor information, call Anna LaVallee at (641) 422-4384.

Social media and digital marketing assistance is an emerging area of strong demand for entrepreneurial assistance. You need to go where your customers live today - **online**.

Mark your calendar and plan to attend. Join the discussion - **#marketingmidwest**

For registration information visit www.niacc.edu/pappajohn/resources/midwest-social-media-summit

#marketingmidwest



Social Connections, LLC
Social Media Marketing & More



YOUTH ENTREPRENEURIAL ACADEMY

The North Iowa Area Community College John Pappajohn Entrepreneurial Center (NIACC JPEC) conducted the Youth Entrepreneurial Academy (YEA) on June 15-19. This free annual academy is offered to all high school students interested in entrepreneurship and is sponsored by John K. and Luise V. Hanson Foundation. All participants receive a \$500 NIACC scholarship donated by John and Mary Pappajohn.



On the final day of the academy the students pitched their business ideas by submitting executive summaries that included company descriptions, financial plans and business model key measures that include startup costs and sales projections to the Academy's Mentors, which included: Jim Elias, Muscatine Community College (facilitator), Holden Nyhus, Scout Pro, Kelley Crane, NIACC JPEC, Aaron Morse, U of I student/YEA Alum, Kayla Kearns, NIACC graduate/YEA Alum/Entrepreneur and Gavin Scroggin, YEA Alum. Six participants were selected and awarded \$500 seed money based on strength and viability of their business.

GUEST SPEAKERS:

Scott Moorman (*Moorman Clothiers*)

Mark Miller (*Fitness Digest/NIACC Instructor – Marketing and Social Media*)

Brad Barber *Keynote Speaker (Cabin Coffee Co.)*



2015 Youth Entrepreneurial Academy Participants



Pictured from left to right:
Corey Behrens, Alysia Thorpe, Lauren Klaashen,
Noah Taylor, Jenna Borcharding, Brianna Carroll.

THE TOP BUSINESSES PRESENTED THEIR BUSINESSES TO A PANEL OF FIVE JUDGES:

Tyler Heeren, *First Bank Hampton*

Brad Barber, *Cabin Coffee Company*

Rick Whalen, *Butler County REC/EDC*

Jeffrey Short, *Co-Founder of Writerr (YEA Alum)*

Brook Boehmler, *NIACC SBDC*

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 must be spent to improve the business or commercial property and 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 641-422-4111 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 Tech Brew

Meets the 3rd 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: www.niacc.edu/pappajohn/resources/tech-brew

Check Our Website

John Pappajohn Iowa Entrepreneurial Venture Competition

In 2015, the John Pappajohn Iowa Business Plan Competition was re-christened the John Pappajohn Iowa Entrepreneurial Venture Competition to celebrate its 10th year and better define the evolution of the competition over time. The competition is designed to stimulate entrepreneurial activity and greater awareness of the resources available to grow entrepreneurs in Iowa.

This year 43 Iowa companies submitted their executive summaries for the competition. There were three local submissions where by two among the 24 advanced to stage 2. The Awards Luncheon will be held at Drake University with the Governor, IEDA Director and John Pappajohn on **September 24th, 2015**.



The competition is hosted each year by the five John Pappajohn Entrepreneurial Centers in Iowa located at Drake University, Iowa State University, North Iowa Area Community College, University of Iowa, and University of Northern Iowa.

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.

YEAR-END METRICS: This year the NIACC John Pappajohn Entrepreneurial Center and the NIACC Small Business Development Center worked to help 26 new businesses get started creating 65 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 \$6,276,900 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 5,265 program participants. By all accounts, we had a productive year.

NIACC PAPPAJOHNS CENTER, SBDC, & BUSINESS ACCELERATOR

JULY 2014 – JUNE 2015

YEAR-TO-DATE BUSINESS STATISTICS

TOTAL CAPITAL (LOANS + EQUITY) = \$6,276,900

	JULY 2014 JUNE 2015	SINCE 1997
New Business Starts	26	509
NEW Jobs Created	65	1,653
Entrepreneurship Program Participants	5,265	45,669

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, 6-9:30 PM
September 10 to November 12, 2015
FOREST CITY INNOVATION CENTER

Address: 1144 Hwy 69 N (Former AEA building)

Tuition \$199 | Course #99572

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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JOHN PAPPAJOHN ENTREPRENEURIAL CENTER

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Mason City, IA 50401

Visit us online @ 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



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

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



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- | | |
|-------------------------|--|
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| 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 |

NIACC JPEC ADVISORY BOARD

- | | |
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