



IDED Director Durham Visits NIACC JPEC



Photo from left: Dr. Lyn Broderson, Dr. Debra Derr, Ted Bair, Dan Smith, Jamie Zanios, Debi Durham, Kelley Crane, Josh Byrnes, Tim Putnam, Terry Schumaker

On July 15th, 2011, Debi Durham, the Director of the Iowa Department of Economic Development, visited the John Pappajohn Entrepreneurial Center at NIACC. Joining her were Dan Smith, Economic Development Liaison for Senator Tom Harkin; NIACC President Debra Derr; NIACC Vice President for Student & Academic Affairs Lyn Broderson; State Representative (and NIACC Division Head) Josh Byrnes; and NIACC Continuing Education Dean Terry Schumaker. The guests were given a comprehensive overview of the activities and impacts the NIACC JPEC is having on North Iowa and beyond, including NIACC's involvement with the National Virtual Incubation Network project through the Mott Foundation, the planning for Iowa's first MIT Fab Lab, and tours of the JPEC incubator and the Murphy Manufacturing Technology Center.



SBDC Earns Top Rankings in Iowa

Congratulations to Ted Bair, Regional Director of the NIACC SBDC office. In the State of Iowa's SBDC year-end report for the fiscal year ending September 30, 2010, NIACC's Small Business Development Center (SBDC) earned four first-place rankings and three second-place rankings in nine different categories. The top-ranking categories for the NIACC SBDC were part of the cost and impact subdivisions, and included *Capital Raised* and *Increased Sales for Clients Served*. The rankings were based on the fifteen regional assistance centers in the Iowa SBDC network. Ted has been Regional Director of the NIACC SBDC office since 2006.



SBDC Regional Director Ted Bair

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Owning a small business calls for vision, determination and all the sound expertise you can find. The SBDC can guide you down the road to success with:

- One-on-one counseling by qualified professionals,
- Learning opportunities, including workshops, classes, on-line assistance and publications and other resources,
- Connections to other service providers, federal, state and local resources, sources of capital and similar assistance for small businesses.

To schedule an appointment with the SBDC , contact Bair by phone at 641-422-4342 or 1-888-GO NIACC ext. 4342, or e-mail bairted@niacc.edu.



Global Entrepreneurship Week

November 14 - 18, 2011

For one week, millions of young people around the world join a growing movement of entrepreneurial people to generate new ideas and to seek better ways of doing things. Countries across six continents come together to celebrate *Global Entrepreneurship Week (GEW)*, an initiative to inspire young people to embrace innovation, imagination and creativity, to think big, and to turn their ideas into reality.

Each November, Global Entrepreneurship Week connects people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. Students, educators, entrepreneurs, business leaders, employees, non-profit leaders, government officials and many others participate in a range of activities, from online to face-to-face, and from large-scale competitions and events to intimate networking gatherings.

Through this initiative, the next generation of entrepreneurs are inspired to emerge. In doing so, they will begin to acquire the knowledge, skills and networks needed to grow innovative, sustainable enterprises that have a positive impact on their lives, their families and communities.

Global Entrepreneurship Week will be held at NIACC November 14 through 18, 2011.

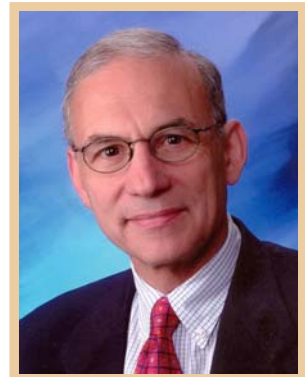
Director's Notes

It has been a busy year here at the NIACC JPEC. You will find data on the activity that occurred here during the fiscal year ending June 30, which includes an uptick in the number of businesses getting started with our help this year. That uptick in business is a welcomed turn around from the prior year, which had its first significant down year in business starts in some time. As those of you who have been receiving our newsletters over the past several years know, we report on business starts, jobs created and number of participants in our various programs each year. However that does not tell the full story of the NIACC JPEC and its impact or support for businesses in North Iowa and beyond.

Certainly, the NIACC JPEC helps get new businesses off to a good start as well as working with them throughout the life cycle. We also assist businesses that didn't get their start with the NIACC JPEC. We do standard business consulting, and we have seen increasing numbers of clients come to the center for analysis and support. We are committed to continuing to work with businesses of all sizes and at all stages of their business life cycle, and we encourage you to help spread the word. Some don't think of the NIACC JPEC early enough that we can help them steer clear of obstacles while planning for success; but rather only when they are in difficulty. Much like a physician, we would encourage you to "bring your business in for a yearly check up" so that we can help you succeed.

Recently, Debi Durham, the Director of the Iowa Department of Economic Development (IDED), visited North Iowa and the NIACC JPEC. During her visit, we had an opportunity to share with her the activities, plans and strategies we have employed to help business start and grow in North Iowa. Ms. Durham has tremendous energy and is excited about the future of Iowa, and North Iowa in particular. She gave us the vision of economic development for Iowa, and a significant part of the state's strategy is helping new businesses get started and helping existing businesses expand. Public-private partnerships will help spur this growth. The departments are changing their structure but are promising new streamlining and, much like the NIACC JPEC, promise to be much more of a public-private partnership going forward. It looks like we will maintain and improve our work with the state department and will work to assist our client businesses in navigating the new waters of economic development.

Please take time to read about the many activities, successes and plans for the future in this newsletter. Let us know how we can improve our communication with you, provide you better service or address issues in which you have an interest. The NIACC JPEC is here to serve you, and as a public-private partnership, we depend upon your support, as well. Thank you for helping make North Iowa a better place to do business and for allowing us to play a role in the support of business.



Jamie T. Zanios
NIACC Vice President
& JPEC Director

NIACC Vice President
and JPEC Director

Youth Entrepreneurial Academy a Summer Highlight

The 13th annual NIACC JPEC Youth Entrepreneurial Academy (YEA) was held from June 19 through 23, 2011. Fifteen high school students representing eleven school districts participated in the Academy.

YEA objectives included exposing students to entrepreneurship, providing students with an opportunity to apply their skills and creativity, helping them understand critical thinking skills, and giving students the career option of being a “job creator” instead of a “job taker.”

Because part of being a job creator requires developing a business idea and an action plan, student teams completed this challenge by developing business plans and presenting their ideas to an audience of 60 individuals. Ted Bair, SBDC; Mike Dirksen, NIACC Business Division Chair and Instructor; Sue Rognes from Sue Casa in Clear Lake; and Cathy Swager, of Cathy Swager Consulting LLC served on a panel that provided suggestions and encouragement for the students' business plan presentations.

Participant Alli Souhrada, North Butler High School, said, “The [Academy] was definitely an experience I will always remember, filled with lots of laughs, friends, and new windows of opportunity.”

Katie Cash of Clear Lake High School, said “YEA was a great learning experience and definitely a lot of fun!”

Zachary Schmidt from Northwood-Kensett High School described YEA as, “An all-in-one camp!”

Following daily classroom activities, the students traveled to several area Osage and Clear Lake businesses to learn first-hand from area entrepreneurs. Osage businesses included Milk House Candles, Kountry Kupboard, The Front Porch, Teluwut, and Ecky's Ice Cream Shoppe. In Clear Lake, participants toured Laube's Cutting Edge Fitness and Cabin Coffee and heard from Derek and Lizanne Engh from Britt Lumber, LLC. They enjoyed pizza as they listened to Pat and Gene Galasso's entrepreneurial story at GeJo's by the Lake.

Instructors were Cabin Coffee Company owners Brad and Angie Barber; Randy Smit, Dordt College instructor; and Tim Putnam, NIACC JPEC associate director. Tom Kirby, a John Adams Middle School teacher, and Diana Wright, an ISU student, served as counselors during the Academy. Two former YEA graduates, Kevin Breister and Morgan Wilde, also assisted the attendees during the week.

Funding for the 2011 Youth Entrepreneur Academy was provided by the John K. and Luise V. Hanson Foundation and the NIACC JPEC. Participants were able to earn two college credits or a \$500 scholarship for classes taken at NIACC.



2011 YEA participants pose with Eric Sparrow, Milk House Candles; Brenda Dryer, Mitchell County EDC; and Katie Rice, Mitchell County EDC assistant. Participating students & counselors (in no particular order) included: Clear Lake High School - Kaitlynn Cash; Garner-Hayfield High School - Samantha Guscette, Vanessa Hartman; Mason City High School - Calvin Becker; Newman Catholic High School - Aaron Morse; North Butler High School - Alli Souhrada; North Iowa High School - Jacob Crowder; Northwood-Kensett High School - Zachary Schmidt; Osage High School - Casey Palsic, Garret Spitz; Riceville High School - Kayla Rickerl, Tami Runde; St. Ansgar High School - Stephanie Kittleson; West Fork High School - Ethan Sprung, Sam Cain; and counselors Tom Kirby, Diana Wright, Kevin Breister and Morgan Wilde.



Ultimate Sales Academy Classes

Effectively Presenting Your Product or Service

September 16, 2011 - Course # 78751

30-Second Speech

September 30, 2011 - Course # 78752

Add-On Sales

October 13 and 14, 2011 - Course # 78753

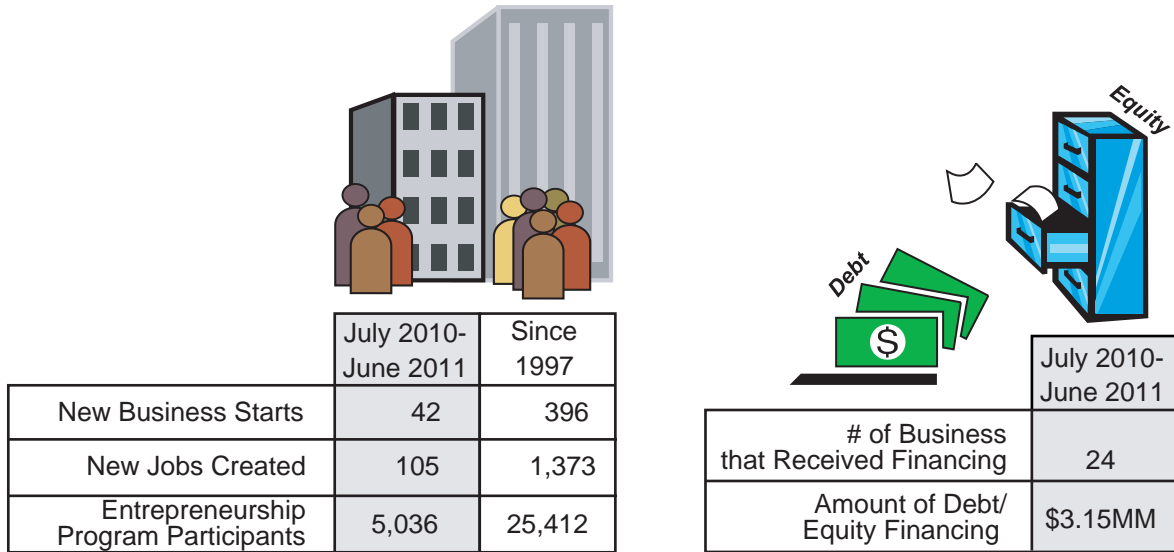
Ultimate Sales Academy

October 24-26, 2011 - Course # 78754

Register for any of these classes by calling NIACC Continuing Education at (641) 422-4358 or 1-888-466-4222 ext. 4358.

July 2010 - June 2011 Statistics: NIACC JPEC, SBDC, and Business Accelerator / Incubator

Working to Grow Business in North Iowa



Bumbleberry Bakery Receives NanoLoan

Roxann Owens, owner of Bumbleberry Bakery at 418 1st Street SW in Mason City, was recently awarded a NanoLoan from the NIACC JPEC. After opening the bakery, Roxann used her NanoLoan to purchase supplies and ingredients. Owens said, "Working with Ted Bair at the NIACC SBDC was a very good experience. He made me feel hopeful and that opening my own business was indeed possible."

"It was a rewarding experience to help Roxann move forward to achieve her dream of owning and operating her own business. I look forward to being of service to her as her business grows," said Ted Bair, NIACC SBDC Director.



Ted Bair, SBDC Director, awards a NanoLoan to Roxann Owens.

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.

Applicants are required to successfully complete the FastTrac® New Venture™ course; a 10 week 'business boot camp' that exposes entrepreneurs to key aspects of being a small business owner and helps them put together a business plan.

The next FastTrac® class will be offered from Wednesday, September 28 through November 30 at NIACC.

KAUFFMAN | FASTTRAC. 2011 Courses

FastTrac® LaunchPad™

is a FREE introductory session (2 hours) for those interested in FastTrac who need more information. FastTrac® LaunchPad™ will be offered September 21, 2011 at the NIACC JPEC Center room 224 in Mason City. Sessions are from 2-4 p.m. and 6-8 p.m. Call (641) 422-4358 to register.



FastTrac® NewVenture™ assists the start-up entrepreneur in developing a business concept and evaluating it through each step of the business planning process. This is a course designed to teach participants how to research, develop, and write detailed start-up business plans which can be used to create successful businesses. FastTrac® NewVenture™ will be offered Wednesdays at NIACC in Mason City from September 28 through November 30, 2011. 6:00 - 9:30 p.m. Course BUS-143-N001. Register for FastTrac® by calling (641) 422-4208.

Zarley Law Firm: Transforming Ideas into Realities

Patent and intellectual law office provides guidance and meets needs of inventors and entrepreneurs

An inventor and toy manufacturer once stated, "Working with an inventor is similar to working with a child; his/her focus is limited to one thing – the idea of creating something." Inventors and entrepreneurs live to create; it's that simple. But as we all know, nothing in life is *that* simple. What about all of the other aspects involved with transforming an idea into a reality? How do inventors navigate the endless paths associated with product research, design and development? How do they establish a network of authentic and dependable experts to guide them and reduce risk in all necessary aspects of the intellectual property process, many of which are a source of discomfort for inventors?

They seek counsel from patent and intellectual property attorneys – a majority of whom are centralized in large metropolitan areas. Mason City has been an exception to that fact thanks to the collaboration between the NIACC John Pappajohn Entrepreneurial Center and Des Moines-based Zarley Law Firm. Since the end of 2007, the Zarley Law Firm has had an office in the NIACC JPEC Business Incubator.

"Inventors exist everywhere," said Tim Zarley, Zarley Law Firm founder. "My firm recognizes and respects two things - that Iowa creators shouldn't be forced to travel to large cities for assistance, and that people still want to meet face-to-face and share a handshake. Maybe it's considered doing business the old fashioned way, but it works for my firm."

Many Mason City area entrepreneurs and small business owners have found value in the firm's expertise regarding patents and trademarks. Zarley Law Firm also provides services addressing intellectual property litigation, foreign protection, copyrights, licensing agreements, and trade secrets.

"The Zarley Law Firm breaks down the intellectual property process into bite-size chunks for those not as well versed in the minutia of patent law," said Mark Olchefske, North Iowa Business Accelerator & Incubator Director at the NIACC JPEC.

"We have ongoing issues for which the Zarley firm has provided excellent counsel and advice," said Chip Kinsey, attorney at law with Brown, Kinsey, Funkhouser & Lander, P.L.C. and vice president of Wright on the Park Inc, a non-profit organization that is restoring The Historic Park Inn Hotel designed by Frank Lloyd Wright and located in Mason City, IA.

Kinsey said, "The firm's personnel have been most pleasant to work with. Tim and his associates have been available to take our calls and promptly address our issues with grace and professionalism. We could not be more pleased with our working relationship."

To make an appointment, contact the Zarley Law Firm at (515) 558-0200.



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E4D Expands to Central Iowa

Poweshiek County Extension purchased a license of the NIACC JPEC's Entrepreneur for a Day (E4D®) curriculum in order to bring the program to fifth grade students in Poweshiek, Mahaska, Marion and Jasper counties in Iowa.

"This program is a perfect fit for our schools and will help them meet the 21st Century education requirements," Catherine Lents, Poweshiek County Extension Education Director, said.

E4D®, the affectionate name given to the Entrepreneur for a Day program, uses unique and exciting curriculum to educate fifth graders on entrepreneurship. After visiting Springfield Technical Community College and observing their Entrepreneur for a Day program and based on the concepts of Play-Doh Economics from the Council of Economic Education, NIACC's John Pappajohn Entrepreneurial Center (JPEC) staff developed E4D®. Envisioned as a key ingredient needed to increase the number of rural entrepreneurs, the E4D curriculum packages entrepreneurial concepts in a two-day format that captures the attention of fifth graders. Students begin to think about becoming a job creator rather than a job taker.

A pilot test of the E4D program in the four counties had excellent results. "This was our first experience with E4D," Paula Rudolph, teacher at Newburg Elementary, Grinnell, "and it is something I would recommend doing again next year." Rudolph thought that the students enjoyed learning about entrepreneurship. "The students were engaged and developed teamwork skills," she said.

"The continued expansion of the E4D program that was developed here at the NIACC JPEC to help change the culture in North Iowa is a great testimony to its success. We are excited that elementary students in other regions of Iowa will have the opportunity to participate in this dynamic, hands-on experience," Jamie Zanos, NIACC Vice President, John Pappajohn Entrepreneurial Center/Institutional Advancement, said. "We look forward to future generations of entrepreneurs and the businesses that they will bring forth as a result."

For more information regarding the E4D and how your school districts or organizations can utilize this exciting and proven curriculum, please contact Kelley Crane at the NIACC JPEC at 641-422-4234 or cranekel@niacc.edu.