



**Molly Foley, Next Generation Consulting**

## Community Leaders Symposium on Entrepreneurship

Elected officials and community leaders are invited to the Community Leaders Symposium on Entrepreneurship, formerly known as the Elected Officials Symposium. The event will feature Molly Foley of Next Generation Consulting, speaking about *Designing for the Next Generation*. The Symposium will be held on Wednesday December 14<sup>th</sup> from 8:00 a.m. to 1:00 p.m. at the Muse Norris Conference Center on the NIACC campus.

The purpose of the Community Leaders Symposium on Entrepreneurship is to educate local elected officials and other community leaders on the importance of entrepreneurial development and the role it plays in economic development as a whole. As we enter a new era in which cities have fewer resources, citizens are

uncertain about their futures and as people become more "home-oriented," civic leaders must remember what cities are for, and make smart, contemporary choices to endear them to generations to come.

This workshop addresses four key questions that will determine the future of our communities:

1. Why do cities exist?
2. What timeless wisdom can we rely on, in an uncertain future?
3. What contemporary issues must city leaders address to remain relevant for 21st Century entrepreneurs and business owners?
4. How do we make investments that the next generation will value and enjoy?

Next Generation has been studying the work and community preferences of young talent, ages 20-40, since 1998. In that time they have talked with over 50,000 people - most of them young, knowledgeable workers - who have shared their work and life preferences. During the Symposium, Foley will take us inside the minds of the next generation, to explain how and why young talent makes their relocation decisions. Think jobs are the only reason young talent leave - or come - to your community? Think again!

Molly came to Next Generation from the Chamber industry with a passion to create better places to live and work. As a founder of the Young Professionals Network of the Quad Cities (now The Network) she has worked to attract and retain young professionals to the Quad Cities, IL/IA region since 2002 and has helped grow The Network to over 2,500 young professionals.

To register for the Community Leaders Symposium, call 1-888-466-4222, ext. 4111 or 641-422-4111. The cost to attend the symposium is \$15, which includes a networking lunch following the program.

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### 3 Realities in Managing Millennials

(From Next Generation Consulting, blog posted October 5, 2011)

The Millennials...they're sociable, talented, well-educated, and collaborative. They're open-minded, influential, and achievement-oriented. They've always felt sought after and perhaps indispensable. They've been arriving in our workplaces with high expectations for both themselves and their managers. Doesn't sound so bad, does it?!

Why do today's managers struggle with these new up and comers? There are three realities all business leaders should and must face in today's multi-generational workplace:

#### **Reality #1 - Millennials are growing in numbers and influence.**

Currently Millennials make up about 35% of today's U.S. workforce. Born between 1982 and 2001, Millennials are fast approaching 30 and beginning to

(See Millennials, page 4...)

## **Business Plan Competition Finalists**

Judges of the John Pappajohn Iowa Business Plan Competition have narrowed the field of competitors to three finalists who will learn their final ranking and receive cash awards at a luncheon on November 16 at Drake University in Des Moines. During the luncheon, Gov. Terry Branstad and John Pappajohn will speak about entrepreneurship and the three finalists will provide brief overviews of their companies.

The three finalists, technology businesses located in Ames or Iowa City, are:

**M&S FlowMatics** is an Ames business founded in 2009. They have developed a unique flow meter for real-time measurement of granular materials, including gravel, grain, sugar or sand, through a pipe.

**Radiology Protocols** is an Iowa City business founded in 2008. It created an online medical imaging process to make radiologic imaging more efficient and accurate.

**VSI Aerospace Inc.** was founded in Ames in 2008. It has a product that combines software and air pressure sensors to alert pilots of trajectory changes that can enhance safety and fuel savings.

This year's contest began with business plans from 50 Iowa businesses. The field was narrowed to seven semi-finalists in August. The three finalists will each receive cash prizes provided by Iowa venture capitalist John Pappajohn. The prizes are \$25,000 for first place, \$15,000 for second place and \$10,000 for third place.

## **Director's Notes**

Innovation and invention; business start-ups and transition; funding opportunities and more are part of the package offered by the NIACC JPEC, Business Incubator, Accelerator and the Small Business Development Center. As we work with individuals and businesses throughout North Iowa and beyond, one thing is clear: there is no lack of ideas and innovations, but lots of work is needed to help make those innovations into a reality. One concept the NIACC JPEC is exploring is an innovators exchange, similar to the Entrepreneurs' Exchanges held six times per year. At the innovators exchange, we plan to bring in some legal and other experts to provide information on how to protect an innovation or invention while trying to get it off the ground, either in a new business or through sale to a larger company. Additionally, we expect that innovators and inventors from across North Iowa and beyond will have a chance to meet, exchange ideas and stimulate further development, excitement and new wealth creation. Stay tuned for information on this new initiative.

Elsewhere in this publication you will read about the successful "graduation" of our most recent business to leave the JPEC Incubator. Control Print has now moved into a building on North Federal Avenue in Mason City which they share with another business. They have also purchased The Sweat Shoppe, which produces and sells custom-printed clothing for clients. This expansion will allow sales of additional products to Control Print's existing customer base and provide employee and space economies of scale. The move doesn't mean the end of the support we can and will provide to them; it marks a milestone in their successful development and new jobs in North Iowa. We expect to see Les Seltun coming back regularly, as many of our clients do, to use us as a sounding board or guidepost and in some cases to act like a board of directors, challenging and encouraging while also providing direct advice on the various business challenges that occur.

A continuing relationship with our clients is a hallmark of the NIACC JPEC. We intend to always be here to help any of our clients and we accept all businesses, regardless of size or age, into our consulting practice. We take great pride in the success of our clients and are here to support them in times of need as well. If you haven't checked out our services, stop by and visit with one of the professionals on our staff. We have a varied background, with one common factor, we have all led organizations and industries of various sizes and many of us also have experience with our own start-up businesses. While we can't guarantee success, we do have a strong track record of success among the businesses with which we have consulted. Bring us your dreams, challenges, and opportunities and let us help you, too. North Iowa is alive and well by every indication we see at the NIACC JPEC. The time to start and grow is now!



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

A handwritten signature in black ink, appearing to read "Jamie T. Zanios".

**NIACC Vice President**  
**and JPEC Director**



## Google Offers Free Business Websites to Iowa Small Businesses

*Iowa Get Your Business Online* is a Google-led program dedicated to driving economic growth by providing Iowa businesses the tools and resources to get online and succeed. Google, along with business and economic development partners from across Iowa, have created the *Iowa Get Your Business Online* initiative to help small businesses, which are vital to America's economic future. The nation's 27.5 million small businesses comprise half the U.S. Gross Domestic Product and create two-thirds of all new jobs. While 97% of Americans look online for local products and services, 63% of American small businesses do not have a website. That's a lot of small businesses that are virtually invisible to potential customers looking online.

The *Iowa Get Your Business Online* events are completely **FREE**. The Mason City events, sponsored by Google and the NIACC JPEC, are scheduled for Tuesday, November 15 at the Pappajohn Entrepreneurial Center, Room 117, from 9:00-11:30 a.m. and from 12:30-3:00 p.m. Classes at the Mason City event are:

1. **Running Your Business Online** – Find out how to take advantage of online tools to run and promote your business.
2. **Get a Free Website** – Create and publish a website for your business in less than 60 minutes. Learn how to customize your Google Places listing.

If you don't have a website or Google Places listing for your business, you will find everything you need to get started with web professionals at your side every step of the way through the free website class. If your business is already online, you will find tools and resources to help your business succeed online through the online business class.

You must register online to take advantage of the Mason City events. Space is limited, so register online at <http://www.iowagetonline.com/events>. Although you can set up a website without attending an event, you get assistance from professional web developers at the events.

By participating in an *Iowa Get Your Business Online* event, you will receive:

- A free, easy-to-build, professional website
- A free customized domain name and hosting for one year
- A free local business listing on Google places
- Free tools, resources, and local events

In addition, Google representatives will also present "Running Your Business Online" at the Entrepreneurs' Exchange on November 15 at 6:00 p.m. in McAllister Hall, Room 104G on the NIACC campus. To pre-register for the Entrepreneurs' Exchange, email [incubator@niacc.edu](mailto:incubator@niacc.edu) or call toll free 1-888 GO NIACC, ext. 4384.

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### *Spring 2012 Courses*

#### **FastTrac® LaunchPad™**

is a FREE introductory session (2 hours) for those interested in FastTrac® who need more information. FastTrac® LaunchPad™ will be offered February 2, 2012 at the Pappajohn Center room 117 in Mason City. Sessions are from 2-4 p.m. and 6-8 p.m. Course # 80488 or 80510. Call (641) 422-4358 to register.

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**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 Thursdays at NIACC in Mason City from February 16 through April 19, 2012, 6:00 - 9:30 p.m. Course BUS-143-N001. Register for FastTrac® by calling (641) 422-4208.

# ***Unleashing Ideas during Global Entrepreneurship Week***

## **November 14 – 18**



"Global Entrepreneurship Week is a wonderful opportunity to recognize those entrepreneurs who have taken the steps and accepted the risks that go along with starting a new business," Tim Putnam, JPEC associate director, said. "It's also a nice opportunity to encourage people to look into what being an entrepreneur is all about. They can even give it a try through our NIACC Marketplace, where students, faculty, and staff are provided a venue to sell their art, jewelry and other creations."

The 2011 theme for Global Entrepreneurship Week (GEW) is *Unleashing Ideas*. GEW activities will spark and feed the entrepreneurial spirit. The 2011 GEW events at NIACC include:

### **Monday, November 14**

**Multilevel Marketing** – Presenter 6:00 p.m. to 7:30 p.m.; Visit exhibits 7:30 p.m. to 8:30 p.m. This is a **free** event and will be held in Activity Center, Room 101 on the NIACC campus.

### **Tuesday, November 15**

**Google-Iowa Get Your Business Online classes** - 9 a.m. – 3 p.m., Pappajohn Center, Room 117. See page 3 for registration details.



**Entrepreneurs' Exchange** – 6:00 p.m. to 7:30 p.m. A Google representative will present "Running Your Business Online". This is a **free** event and will be held in McAllister Hall, Room 104G on the NIACC Campus.

### **Wednesday, November 16**

**John Pappajohn Business Plan Competition Awards** – 11:00 a.m. – 2:00 p.m., Drake University, Des Moines

**FastTrac®** - 6:00 p.m. to 9:30 p.m. This ten-week class is currently in progress on the NIACC campus.

### **Thursday, November 17**

**NIACC Student/Faculty/Staff Marketplace**- 10:00 a.m. to 2:00 p.m. Open to the public to visit the merchants. This event will be held in the Activity Center on the NIACC campus.

## **Millennials (Continued from page 1...)**

swamp our workplaces. And their influence on our work cultures is increasing with their deeply rooted technology skill set.

### **Reality #2 - Talented employees need great managers!**

Talented young employees may join your company because of its creative, flexible culture or commitment to career development, but how long the young and talented stay and how productive they are, is determined by their relationship with their manager. In Next Generation's research among 20-40 year-olds, when asked, "Why did you leave your last job," the most common responses all fall into one category: bad management.

### **Reality #3 - The next generation may - and likely does - see the world differently than their managers.**

Too often managers quickly chalk up difficulties among teams in the workplace to different levels of experience. Although levels of experience can cause hiccups in the workplace, sometimes the issues occurring are more related to generational differences than experience. The fact is most Millennials are simply looking for a different style of management. What they seek in a manager is different from what their managers sought in a boss.

Millennials value coaching and feedback. They want to know what the expected outcome is and the best way to achieve it from past experience. They are team oriented. They want to be invited into the conversation and given the opportunity to provide input. They value structure AND flexibility.

The realities are that Millennials will continue to invade our workplaces and managers need to provide them opportunities to succeed and grow.

## Control Print Graduates from NIACC Business Incubator

Two and a half years ago, ControlPrint didn't exist, except in the mind of owner Les Seltun. Looking for affordable space and help with his start-up business, Seltun and ControlPrint landed at NIACC's Business Incubator.

"Ted Bair, the NIACC Small Business Development Center Director, recommended I look into the space and services offered at the incubator," Seltun said. "It was a good fit with my goals and objectives. I knew the printing industry, but being able to work with experienced business people on all the other things that go along with owning a business made all the difference."

Being a tenant in the NIACC Business Incubator helped Seltun start and grow his business. "Their expertise helped me in so many ways," he said. "I learned about outsourcing versus adding capacity, handling human resource issues, how fast to expand and how to finance expansion, opportunity prioritization and evaluation—all sorts of things that you don't have to think about when you don't own the business."

Control Print LLC has recently purchased *The Sweat Shoppe*, a custom-printed clothing business located at 524 N. Federal Avenue in Mason City, and Seltun has moved the printing business into that location. Both businesses operate in the same building and are owned by Seltun.

"When the opportunity came up to buy *The Sweat Shoppe*, it made more sense to consolidate in their retail space on North Federal than to move us both to a new location, Seltun said. "We will continue to utilize all the services of the Pappajohn Center, just not as an incubator tenant."

Seltun said, "Starting a new business is tough; even under the best of circumstances. Take advantage of all the resources you can to help you. The Pappajohn Center and your local economic development offices are really good places to start."

Space is currently available for start-up businesses in the North Iowa Business Incubator. For more information, contact the NIACC JPEC at 641-422-4111.



Control Print LLC owner Les Seltun in his new location at 524 N. Federal, Mason City.



**John Pappajohn Entrepreneurial Center**  
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