



## Wright and Latham Join Pappajohn Advisory Board



*Julie Wright*

Julie Wright and Dan Latham have recently joined the John Pappajohn Entrepreneurial Center Advisory Board. Their business background and experience will provide another valuable resource for the Pappajohn Center and the services we provide.

Julie Wright is an entrepreneur, business strategist, writer, speaker, and creator of Business Mastery: What Works™ series. As owner of Executive Financial Architects, a business and financial firm, she specializes in simple effective strategies for profitable small businesses and professional practices. Wright is also owner of Essential HealthWorks, an energy medicine firm that works with restoring health and well-being naturally with clients across the world.

A graduate of Iowa State University with a Bachelor of Science degree in Business Administration – Marketing, Wright is a lifelong learner holding multiple professional designations including:

- Certified Financial Planner, College of Denver
- Certified Employee Benefits Consultant, Wharton School of Management, University of Pennsylvania
- Certified Health Consultant, Krannert School of Management, Purdue University
- Certified External Kolbe Consultant (team selection, RightFit hiring)
- Certified Three Page Business Growth Advisor
- Strategic Intervention Coach – Robbins-Madanesh Coach Training



*Dan Latham*

Wright is a frequent speaker and presenter at world and national conferences for business, financial and professional audiences. She may be reached at 641.357.1937 or JulieWrightCoach@gmail.com.

Dan Latham is currently the president and CEO of Be Informed USA and has thirty years experience in working with and leading high growth companies. Be Informed is a unique business process platform

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## 2013 Youth Entrepreneurial Academy

Owning your own business starts with passion, creativity and great ideas. The 2013 Youth Entrepreneurial Academy (YEA) will be held June 17-21 at North Iowa Area Community College. The academy is designed

to provide the fundamental skills to start your own business and become an entrepreneur. This year's academy has been re-designed to help young entrepreneurs launch real businesses.

The academy is FREE and will be held from 9:00am – 4:30pm each day. Participants will learn the ins and outs of starting a business and becoming their own boss. They will transform ideas and passions into a viable business plan. Upon successful completion of the Youth Entrepreneurial Academy, if they choose to attend NIACC, they will be awarded a \$500 Youth Entrepreneur Academy Scholarship. This scholarship can also be used for summer or online classes at NIACC.

To participate, you must be a current high school student. To apply, complete the YEA application found at <http://www.niacc.edu/pappajohn/youthacademy.html> and return it to the John Pappajohn Entrepreneurial Center at NIACC. Apply today to join us for fun activities and interesting guest speakers.

This program is sponsored by the John K. and Luise V. Hanson Foundation.

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## Director's Notes

**The Technology Association of Iowa (TAI), the NIACC John Pappajohn Entrepreneurial Center and the North Iowa Corridor EDC are excited to announce**



TechBrews are networking events designed to bring together entrepreneurs, technologists, creatives, business experts and investors.

**TechBrew programming is scheduled to begin in North Iowa Every Third Tuesday from 5 - 7 p.m**

**For Dates & Locations Check Our Website [www.niacc.edu/pappajohn](http://www.niacc.edu/pappajohn)**

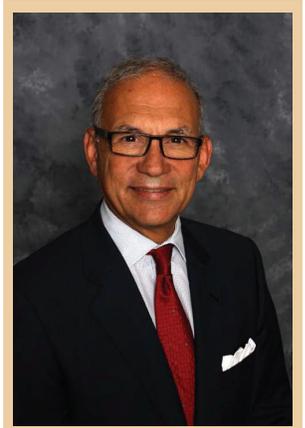
Corporate Entrepreneurship. Intra Entrepreneurship. Corporate Innovation. All terms used to describe gazelle type companies efforts to innovate and grow. Companies like 3M have been legendary in their success with innovation and creativity, allowing them to break the shackles of slow growth and shrinking margins and to see accelerated growth and prosperity.

The NIACC JPEC has searched nationwide for a program it could bring to North Iowa, with the hopes of unleashing the great talent and knowledge that exists in our local companies. We don't have the luxury of a research university in our back yard churning out new ideas and products to be commercialized. That limits the ability of North Iowa to generate many gazelle (high growth) companies from scratch. However, we have a plethora of great manufacturing and information technology companies in North Iowa, many of which may have ideas and concepts that have not yet been thoroughly tested, vetted and launched.

With the help of CIRAS, a part of Iowa State University Extension and Outreach, the NIACC JPEC came to an agreement and is participating in a federal grant to help us identify and support innovation within companies in North Iowa. The CIRAS program is designed to help companies through the innovation process, teaching them and assisting in their development of programs and procedures designed to identify and unleash concepts and products for development and sale. The NIACC JPEC's role is twofold: first, identifying and encouraging companies to join this effort and, second, to provide technical assistance to these companies, utilizing our college's vast resources, not least of which are prototyping machines.

This effort has been very successful, both on campus and in the products that have been developed and tested using prototypes that were "printed" on a prototype machine here at NIACC. The funding has come through a Federal grant to CIRAS that supports the work we are doing. Perhaps by the time this newsletter is published, we will be able to release the names of the companies that are participating. Due to the intellectual property and the need for the companies developing the products to keep them under wraps for competitive reasons, until they are released, we are unable to share the names of the businesses so far that have engaged with us on this project. We are hopeful that this program will be successful and achieve the goals we have of acceleration and growth for North Iowa and the goals that CIRAS has as well. Assuming that is the case, we hope to renew and expand the partnership with CIRAS next year and expand to more businesses in North Iowa.

This is a great example of a public private partnership designed to accelerate business growth and jobs in North Iowa. It fulfills part of the President's Commitment to Entrepreneurship that NIACC President Derr signed last year. We are excited by the opportunities to help businesses in North Iowa become more entrepreneurial and grow. Please feel free to contact us for more information on this program or the myriad of other offerings and support that the NIACC JPEC provides.



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

# Pappajohn New Venture Business Plan Competition



*Alex Covington, John Pappajohn, Chris Norton, Dan Storck (Equity Dynamics), Tim Putnam (NIACC JPEC), Matt Kinley (Equity Dynamics)*



*Tim Putnam (NIACC JPEC), Deb Norton Luther, Chris Norton, Rich Vickers*

The 2013 Pappajohn New Venture Business Plan Competition finals were recently held in Des Moines. This competition is for Iowa university and college students with an interest in starting their own business. Three seed grants in the amount of \$5,000 each were awarded to the top three business plans. Plans were judged on content of plan and viability of plan. This competition is sponsored by John Pappajohn, Equity Dynamics, and the five Pappajohn Centers in Iowa.

The winners of 2013 competition are: Colin Hurd, Agriculture Concepts; Shivani Garg, Omega Chea Renewables; and Ryan Ries, TranslaCare.

Regional judging took place at each of the five Pappajohn Centers in Iowa earlier this spring. Chris Norton with Sci Can Foundation and Alex Covington with Covington Greywater Solutions were the winners of the North Central Iowa regional competition and presented their business plans at the finals.

## Area Business Receives NanoLoan

Marina Ludwigson, owner of Minding Victuals, recently received a nanoloan from the NIACC John Pappajohn Entrepreneurial Center to assist in starting her business. Minding Victuals is a nutritional culinary school offering education on the importance of nutrition in our foods and how it affects our health.

Ludwigson has taken classes in dietary management, natural health, holistic nutrition and has over twenty years experience in the food service industry. A few of her class offerings will include the nutritional value of herbs and how to use them, food safety, preservation of foods and nutritional gardening. Minding Victuals is unique in that you will not only learn how to prepare healthy foods but will also learn how these foods help us to live a longer, productive life. She also offers consulting for restaurant owners on healthy menu choices.

Ted Bair, NIACC JPEC's Small Business Development Center Director said, "Marina has developed a very compelling business model utilizing her involvement with training and services at our SBDC Center here at NIACC and spent time and money getting her home ready to implement cooking classes about healthy eating. She will not only help individuals in food preparation, but also set up and organize organic gardens for her clients allowing for multiple sources of revenue. Combined with her very extensive education, Marina has a very good chance of creating a successful business."

For more information or to check out classes, contact Ludwigson at 641-832-7843.

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 an approved entrepreneurial training course that will expose them to the key aspects of being a small business owner and help them put together a business plan. This training must be completed in order to receive the nanoloan.

The national NACCE Innovation Award winning NIACC JPEC provides college level courses and degree programs in entrepreneurship, as well as comprehensive consulting services for business start-ups, existing industries and owner transitions in the North Iowa region. Space is available for start-up businesses in the North Iowa Business Incubator. For more information, contact the NIACC JPEC at 641-422-4111.



*Ted Bair and Marina Ludwigson*

# Be Your Own BOSS

“Be Your Own Boss” was held at NIACC on April 3 for area high school juniors and seniors interested in exploring NIACC’s business programs. The program included presentations by entrepreneurs who have started their own businesses, an overview of the business programs at NIACC and a tour of campus.

The keynote presenter was Jason Engle, CEO of Legacy Electronics, Inc. Jason formed Legacy Electronics in 1993 & in 1996 expanded the firm to include the design and manufacture of memory products. To date, Legacy has delivered nearly \$1B in computer-related memory products to customers worldwide. Legacy received its first patent in 1997, and currently holds numerous worldwide patents for its Canopy technology and device carriers.

The other conference presenters were Holden Nyhus, Kevin Breister and Diana Wright. Holden Nyhus grew up on a farm in Forest City and has been an active entrepreneur from a young age. Holden participated in the NIACC entrepreneurship hub at Forest City High School. He joined Michael Koenig in 2011 in taking ScoutPro from concept to reality. ScoutPro was developed to take the guess work out of crop scouting and increase efficiency, making your business more profitable. ScoutPro is now one of the leading companies that specialize in mobile technology for crop scouting applications.

Kevin Breister is the owner of Accelerate Wraps, a vinyl graphics and web design business in Forest City. The business focuses on helping companies advertise their products and services as well as helping individuals with their vinyl graphic needs. Kevin had early aspirations of owning his own business after attending a “Be Your Own Boss” program and the Youth Entrepreneurial Academy at NIACC. Kevin had this advice for aspiring young business owners, “If you have a dream, go for it now. Build a team of people who can support and motivate your passions.”

Diana Wright is a graduate of Clear Lake High School, and a recent grad of Iowa State University where she studied Marketing, Advertising & Entrepreneurial Studies. Her entrepreneurial path got a jump-start when she attended NIACC’s Youth Entrepreneurial Academy. Diana has been active in the startup scene in Des Moines while working at Dwolla this fall. Now she’s building her company, Vibes & Tribes Marketing, which caters to small businesses.

Brady Christianson, Jessica Graham and Val Paulson, members of NIACC’s Collegiate Entrepreneurial Club (CEO CLUB), were student hosts for the conference speakers.



*L to R front - Diana Wright, Val Paulson, Jessica Graham, Kerry & Jason Engle; L to R back - Tim Putnam, Holden Nyhus, Brady Christianson*

## ***Latham & Wright Continued From Page 1***

that will improve productivity of knowledge workers. He is also the co-owner of Three Degrees Holdings, a business that assists companies to reduce costs and increase revenue through the application of text understanding software. Latham has a reputation in the technology industry sector of designing innovative solution offerings that become the platform for exceptional growth.

A Mason City native, Latham graduated from Mason City High School and earned an Associate of Arts degree from NIACC. He has a bachelor’s degree in marketing and finance from the University of Northern Iowa.

Latham has a reputation for turning around declining businesses and positioning them for growth in new markets. Some of his past successes include president of the enterprise division for Seisint Inc. where he targeted a new innovative technology to the federal government’s intelligence community; CEO of Imagelinks where he turned around the unprofitable company in one year growing their revenue 250%; and president of Coyote Network Systems where he grew revenues from \$5 million to \$32 million.

# Who is most likely to start a business?

By Daniel Winegarden, Director of Incubation and Acceleration Services, NIACC JPEC

Some people are more likely to become new business owners than others. For instance, new entrepreneurs are most likely to be in their twenties or late forties/early fifties. Age influences risk appetite.

Younger entrepreneurs appear motivated by independence and an increasing recognition that corporate employment is unlikely to be lifelong, so why not be your own boss sooner rather than later?

Late career entrepreneurs often take the experiences accumulated along the career ladder and apply the lessons learned. They exploit the resulting market access to customers by flying solo in their own company. Prospective business owners see the promise of realizing their own vision as an alternative that serves both their own needs and solves a problem faced by customers they know and understand.

You don't have to be twenty or fifty to be an entrepreneur, but chances are you're thinking about your own business if you are. The build-it-yourself nature of entrepreneurs offers a way to grow a secure income when coupled with the discipline of business planning and purposeful execution.

New immigrants, women and minority ethnic and racial groups also have a history of pursuing business ownership and startups. These groups often benefit from unique market insight into target customers by virtue of being a member of the target group and thus understanding the customer's unique tastes and needs.

New businesses have to solve a problem for a willing and able customer. Knowing the market is a key to success.

Another group of emerging importance is the veteran transitioning to civilian life by building a tailor-fit job and business. Veterans can employ the leadership and problem solving skills learned in America's professional military to serve customers. These "vetpreneurs" are a rich source of leadership talent as the country winds down major overseas commitments.

There are programs and resources to address all of these "typical entrepreneurs" and more through North Iowa Area Community College's (NIACC's) John Pappajohn Entrepreneurial Center and its North Iowa Business Incubator and Accelerator. If you're thinking about being your own boss, about spinning off an idea, or growing an existing business, we can help with business planning, talent recruitment and training, entrepreneurial coaching, access to capital, and more.

NIACC's John Pappajohn Entrepreneurial Center, Small Business Development Center and the North Iowa Incubator, offer an integrated and coordinated range of services to improve businesses success. We are the North Iowa business sparkplug. Call Daniel Winegarden @ 641-422-4191 for more information.



## **John Pappajohn Entrepreneurial Center**

500 College Drive, Mason City, IA 50401

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

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*Ted Bair*

Small Business Development Center Director

*Daniel Pitts Winegarden*

Incubation and Acceleration Services Director

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## Spring 2013 JPEC Launch & Grow Graduates

Pictured are graduates of the Spring 2013 JPEC Launch & Grow class. Launch & Grow Your Business assists the start-up and current 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 business plans, which can be used to create and grow successful businesses. Participants work on their own business ideas or ventures throughout the course moving



*From left to right:*

*Natashia Newhouse, Alberto Tello, Zoami Sosa, Michael Brown, Facilitator, Desiree Chaney, Kimberly Claypool, Marlene Harmon, Derek Saltou, Lisa Cheney, Dan Winegarden, Shari Hampton*

*Not Pictured: Jay Bahl, Diane Erickson, Kara Pralle, Elizabeth Schupanitz*

their ventures to reality or new levels of growth.

The next NIACC JPEC Launch & Grow class will be held Sept 12-Nov 14 on Thursdays from 6:00-9:30 p.m. in Clear Lake. To register, call 641-422-4358.

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