



## Advanced Manufacturing Company Grows in Rural Iowa



*Sue Anne Hadacek, HMR Supplies; Lavurne Josten, Farm Bureau; Chris Holland, HMR Supplies; and Randi Benson, Farm Bureau with the Renew Rural Iowa Entrepreneur of January 2012 award which was presented to HMR Supplies.*

Holland Moving & Rigging (HMR) Supplies of Forest City, IA has been in the news recently. HMR Supplies was recognized as the January 2012 Iowa Farm Bureau Federation's Renew Rural Iowa Entrepreneur of the Month; they received an Iowa Demonstration Fund award last summer to expand their equipment marketing in the oil, gas, wind, heavy transport, large product manufacturers and marine industries; and they built a custom dolly which was used to set 10-ton trees at the 9/11 Memorial in New York City for the Memorial opening last fall.

Owners Chris Holland and Natalie Hammer are a young couple who have bucked the trend of moving away from Iowa, instead returning to Chris' hometown of Forest City to work with Ron Holland, Chris' father, in the family business, while raising their own children. Both Natalie and Chris are Iowa State University engineering graduates, and they saw opportunities for growth within Ron Holland Housemoving. Within the

past 5 years, Hammer and Holland have formed two companies, HMR Supplies and CR Holland Crane, which are separate from Ron Holland Housemoving, an active company in its own right.

HMR Supplies is an original equipment manufacturer which designs and manufactures equipment for the heavy transport industry, which Natalie described as weighing 50 tons (100,000 lbs) or more. They make dollies which hydraulically lift, lower, and move large items for industry, oil fields, cement plants, marine applications, and more. They also build specialty equipment to order, including the Straddle Mover, which was used to place trees at the 9/11 Memorial but could also be used to move bridge decks or other large products.

CR Holland Crane has grown from one crane in 2000 to nine cranes today which can lift from 15 to 500 tons. They work primarily with the agricultural and wind industries, and are growing rapidly as they meet a need for large crane lifts in the region.

HMR Supplies expanded their facilities in 2011 and are working toward ISO 9001 certification. In addition to creating innovative products that move large loads, the company is hiring. Natalie said they currently employ 18 people and hope to grow to 50 in the next five years. "We're helping bring people back to Iowa to work and raise their families," said Natalie. "It's part of the rural brain gain."

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Although Chris grew up in the housemoving and custom dolly business and was familiar with operating a small business, Natalie was new to both entrepreneurship and small town life, as she grew up in Omaha. She has appreciated the chance to raise her children in a small town, and looks forward to the educational opportunities available for them at both NIACC and Waldorf College.

Ted Bair, NIACC SBDC Director, said Holland and Hammer have worked with the NIACC SBDC and JPEC to secure capital and become more skilled in sales and marketing, and they have been really receptive to the tools the JPEC has to offer. "The crane business is a service business, while HMR Supplies is advanced manufacturing, and these companies are very different," Bair said. He praised the couple on their willingness to seek advice and learn.

## Director's Notes

### 2012 Pappajohn New Venture Student Business Plan Competition

Sponsored by John Pappajohn and Equity Dynamics Inc., the 2012 Pappajohn New Venture Student Business Plan Competition is a contest intended for college and university students in Iowa who have an interest in starting their own business. Plans will be judged based on the plan content and viability, with three seed capital grants of \$5,000 each awarded to the top three business plans submitted and presented in the competition.

Contest eligibility is limited to full or part-time undergraduate or graduate students registered for the 2011-12 academic year at any Iowa post-secondary educational institution. Plans may be submitted by an individual or by a team, and teams must include at least one student and cannot be larger than five members. Business plans must be for a start-up or new business only, not for an existing business.

Participants must complete an *Intent to Compete* form by February 29, 2012. Regional competitions and the first round of judging will be between March 28 and April 11. For competition guidelines and forms, visit [www.isupjcenter.org/programs/newventure/application\\_2012.pdf](http://www.isupjcenter.org/programs/newventure/application_2012.pdf)

What a year it was! Towards the end of the year I was appointed by Governor Branstad to the new Innovation Corporation Board. This new private, not-for-profit corporation is in the developmental stages. Did someone say entrepreneurship? With a charge of accelerating and supporting innovation in Iowa, this corporation has some great leaders with whom I will be privileged to work alongside. Meetings are planned monthly in Des Moines, but I hope to bring a North Iowa view to the table as well as experience in startups, owner transitions and management. Certainly building momentum and supporting innovation in Iowa are keys to expanding the funnel and increasing deal flow for a strong economic entrepreneurial environment. You will hear more from me as the plans are developed and actualized. Of course, I welcome input and engagement from all as I take on this additional role, supporting entrepreneurship on a statewide basis.



Jamie T. Zanios  
NIACC Vice President  
& JPEC Director

Soon you will be hearing of a new project that the NIACC JPEC will launch in the innovation arena. We are working on plans to host an Innovation Conference and Symposium here in North Iowa. The goal is to bring many new inventions, inventors and innovators together to learn how to protect their ideas. At the same time we'll focus on helping to bring those ideas to fruition, whether through licensing, building a company and sales organization or at the prototype stage using some of our NIACC facilities to model their idea. The overall goal is to increase the pipeline and connect entrepreneurs and innovators with support and funding. Stay tuned for much more in the weeks ahead.

By now you have probably read that Mr. John Pappajohn has made a new commitment to the five John Pappajohn Entrepreneurial Centers in Iowa and the NIACC JPEC in particular. He has committed \$1 MILLION per year for 10 years to help support the programs at the five centers that have started and grown through his initial funding and prompting. That is a \$10 Million pledge to help the state grow! This funding, **\$150,000 per year for the NIACC JPEC**, is critical for us to maintain the business support services and programming we have developed over the years. He is looking also to finally see matching support for these programs, as the cost of the programs exceeds the funding he provides and most importantly, the needs and demands for help exceed the capacity of the programs as they exist today. We will be looking for some assistance from federal and state governments as well as local governments to help sustain and grow these programs. Funding from a variety of sources, in addition to that from Mr. Pappajohn, has allowed us to develop many new innovative programs to support entrepreneurship. As a result, the NIACC JPEC is an award-winning nationally-recognized program and in demand from others developing similar programs. We cannot sit still, however. We must continue to reinvent ourselves and develop new programs to help North Iowa grow. We are dedicated to the mission of the NIACC JPEC which is:

- Entrepreneurship Education
- Business Support
- Partnerships to Stimulate Entrepreneurship

If you have a need, call us. If you want to help us, give us a shout. If you have ideas and want to share them, we welcome your thoughts. Come be a part of this exciting entrepreneurial community. We are here to serve all businesses, from birth to rebirth.



## Presidents for Entrepreneurship

The National Association for Community College Entrepreneurship (NACCE), the nation's leading organization focused on promoting entrepreneurship through community colleges, has launched an effort to engage community colleges across the nation in response to President Obama's *Startup America* call to action to accelerate the success of American entrepreneurs. Through its new Presidents for Entrepreneurship Forum, NACCE is asking community college presidents to agree to five commitments that will increase both the focus on entrepreneurship at community colleges and the impact these colleges have on the economic well-being of the communities they serve.

Community college presidents who join the new Forum commit to the following:

- 1) Develop transparency of community college and community assets
- 2) Create internal and external teams dedicated to entrepreneurship
- 3) Increase entrepreneurs' engagement in community colleges
- 4) Engage in industry cluster development
- 5) Create buzz and broad exposure of your college's commitment to entrepreneurship.

"As a national organization supporting entrepreneurship development, NACCE touches the lives of students and community members across the country," said Ron Thomas, NACCE board chair and president of Dakota County Technical College in Rosemount, MN. "NACCE has an obligation to lead the way in providing assistance to entrepreneurship education programs, which are an essential part of the economic recovery at local, regional, national and global levels. Research is clear - new businesses are the key to job creation now and in the future."

Over 100 community college presidents have agreed to become part of the Presidents for Entrepreneurship Forum. NACCE expects to have 300 presidents in the Forum by April and 600 by the end of 2012, comprising half of all community colleges in the U.S.

Dr. Deb Derr, NIACC President, said, "NIACC is proud to be a partner in the Presidents' Commitment to Entrepreneurship. We take our mission of improving the quality of life for the people of North Iowa very seriously. By supporting the job creators, the entrepreneurs of North Iowa, NIACC is supporting the economic growth and vitality of our region. The support we provide, beginning in elementary school with Entrepreneur for a Day, through the ongoing support the JPEC provides to small business developers, is core to the college's strategic pillars of keeping NIACC first in Education, Leadership and Partnership."

Tim Putnam, Associate Director of NIACC's Pappajohn Center said, "This commitment for NIACC helps to reinforce the work that we've been doing for over fifteen years and the direction that we have been moving towards. NIACC has many options on how to stimulate entrepreneurship and has been a leader in many of the areas outlined in this plan. This Presidents' Commitment has clearly reinforced our past work in helping entrepreneurs create and grow a business in North Iowa."



### *Entrepreneurs' Exchanges*

#### **February 21 – Intro to Exporting**

The world is open for your business. Want to learn more about exporting? Join us on February 21<sup>st</sup> when

Debbie Franklin and Patricia Cook will talk about international marketing. Whether you are looking to make your first export sale or expand to additional international markets, Debbie and Patricia have the expertise you need to tap into these opportunities.

#### **March 20 – America Invents Act**

Josef Hoffmann of the Zarley Law Firm from Des Moines will present on the **America Invents Act** which was recently signed into law. This historic patent reform legislation will help American entrepreneurs and businesses bring their inventions to market sooner, creating new businesses and new jobs. Many key industries in which the U.S. leads, such as biotechnology, medical devices, and advanced manufacturing, depend on a strong and healthy intellectual property system.

#### **April 17 – Internet Marketing**

Sue Pitts is the Regional Center Director of the Iowa Western Community College Small Business Development Center in Council Bluffs. Her expertise and passion is helping businesses with their internet marketing strategies, including website development, search engine optimization, local search and social networking. Sue has over eight years experience as a co-owner/manager of a small business and 20 years experience in small business marketing, digital marketing, market research and managing budgets.

All Entrepreneurs' Exchanges will be presented from 6:00-7:30 p.m. in McAllister Hall Room 104G on the NIACC campus in Mason City. Preregister by calling 641-422-4384 or by e-mailing [incubator@niacc.edu](mailto:incubator@niacc.edu).

# Designing for the Next Generation: Three Truths and a Lie

by Molly Foley of Next Generation Consulting

Have you ever played *Three Truths and a Lie*? The goal is to share four things about yourself, including one that's false. Your team members have to guess which of your disclosures is a lie. Let's play a version of this game in the context of economic development.

## **Truth #1: Today's economy doesn't play by the old rules of economic development - it's about more than jobs!**

Too often economic development is only measured by the creation of new jobs. Yes, jobs matter, but jobs are not enough for long-term growth. Next generation economic developers know that if you want to attract the talent who will work in your companies, become your civic leaders, donate to your charities, and attend your arts and cultural events, you must have more than good jobs. You must have a quality of life - or place - that captures their sensibilities, matches their values, and attracts and engages them.

## **Truth #2: Communities that work together are playing to win!**

When the heat is turned up in your community, do you rally together and play to win, or do you get sullen and defensive, revert to your silos, stop communicating and start finger-pointing? To compete in a new and uncertain economy, communities are going to have to think and behave regionally - especially small, rural-based communities. Talent already does. Young people live in one community, work in another, go to graduate or trade school in a third, and often socialize in a fourth. If your economic development initiatives are not structured similarly, you're already a step behind.

## **Truth # 3: Communities are for people!**

Not cars. Not interstates. Not parking lots. Communities are for people—a timeless truth as relevant to previous generations as it is to the next. The difference is, there will be fewer people to go around in the coming years, and the next generation sees and values communities differently than previous generations did. To attract and retain the next generation of knowledge workers to your community, you must see your city through their eyes.

## **Lie: If we design for the next generation we will alienate the older generations.**

Next Generation Consulting's research indicates that empty-nest Baby Boomers and single Millennials (young professionals) often want the same things in communities: vibrant "Main Streets", locally-owned bars and restaurants, population density and ways to plug into learning. So why not build communities that appeal to all segments?

As we enter a new era in which communities have fewer resources, citizens are uncertain about their future, and people become more "home-oriented," community leaders must remember who communities are for, and make smart, contemporary choices to endear them to generations to come.

How can North Iowa become a destination region for next generation entrepreneurs, business owners and citizen-leaders?

Stay tuned to find out!

*(Editor's Note: This is the first of a series of articles by Molly Foley of Next Generation Consulting based on the outcomes and ideas generated at the December 14, 2011 NIACC Community Leaders Symposium.)*



Molly Foley, Next  
Generation Consulting



## **Ultimate Sales Academy Classes**

### **Add-On Sales**

Two day class from 9 a.m. to 3 p.m.,  
February 16 - 17, 2012. Course # 81632.

### **Ultimate Sales Academy**

Three day course from 8 a.m. to 4 p.m.,  
March 7 - 9, 2012. Course # 81633.

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

# PSF Design Invited to National Conference

PSF Design, a student-owned vinyl graphics business located in NIACC's Business Incubator, was invited to attend the American Association of Community Colleges' 19<sup>th</sup> annual Workforce Development Institute in Miami, Florida on January 26 through 28.



The Workforce Development Institute (WDI) aims to educate, invigorate, and motivate those who are new to workforce development as well as seasoned practitioners. WDI brought together all the partners, community college professionals, businesses, government leaders, and nonprofit organizations for networking opportunities. WDI's 2012 theme, "Working Wonders," reflected the resourcefulness and dedication community colleges bring to workforce development by continuing to deliver high quality programs and services to an increasing number of students in the face of declining budgets and scarcer resources.

Kevin Breister and Luke Benjamin started PSF Design a little over a year ago. As entrepreneurs, they have utilized the resources, knowledge and experience of the NIACC JPEC team to help grow their business. In addition to vehicle wraps, they have made banners for national conferences and also many of the banners in the buildings on the NIACC campus. They also provided the BPA-free water bottles given to the WDI conference participants.

For more information on PSF Design, check out their website at [www.psfdesign.com](http://www.psfdesign.com), call 641-860-1382 or email [kevin@psfdesign.com](mailto:kevin@psfdesign.com).



## New JPEC/SBDC Advisory Board Members

The NIACC JPEC / SBDC welcomes three new members to the Advisory Board in 2012.



*Margaret Bishop*

Margaret Bishop is the owner of Bishop Energy Engineering in Northwood Iowa. She has a Bachelor of Science degree in Mechanical Engineering from the University of Nebraska, Lincoln.



*Natalie Hammer*

Natalie Hammer is Vice President of Holland Moving & Rigging (HMR) Supplies and CR Holland Crane Service in Forest City. She has a Bachelor of Science degree in Aerospace Engineering from ISU and a Master of Science degree in Civil Engineering from the University of Minnesota. Natalie is also on the State of Iowa Small Business Development Center's Board of Directors.



*Mark Holt*

Mark Holt is the owner of Vi-COR in Mason City. He has a Bachelor of Science degree in Marketing Management, and 30 years experience in sales and marketing in the animal health industry.

**John Pappajohn Entrepreneurial Center**  
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[www.niacc.edu/pappajohn](http://www.niacc.edu/pappajohn)

### NIACC JPEC Staff

<i>Jamie T. Zanios</i>	NIACC Vice President & JPEC Director
<i>Tim Putnam</i>	Associate Director
<i>Ted Bair</i>	Small Business Development Center Director
<i>Mark Olchefske</i>	Accelerator / Incubator Director
<i>Kelley Crane</i>	School Partnership Entrepreneurial Coordinator
<i>Linda Rourick</i>	Administrative Assistant - Business Incubator
<i>Mary Spitz</i>	Administrative Assistant - NIACC JPEC & SBDC
<i>Patti Tornquist</i>	Editor

### NIACC JPEC Advisory Board

<i>Margaret Bishop</i>	Bishop Energy Engineering
<i>Dr. Debra A. Derr</i>	President, NIACC
<i>Jim Erb</i>	Mayor, Charles City
<i>Neil Fell</i>	Liberty Bank & Trust
<i>Patricia Galasso</i>	Ge-Angelo's, Inc.
<i>Natalie Hammer</i>	HMR Supplies & CR Holland Crane Service
<i>Mark Holt</i>	Vi-COR
<i>Tom Jolas</i>	Re/Max Results Realty
<i>Bob Klocke</i>	First Citizens National Bank
<i>Tom Lundeen</i>	Aspen Hills, Inc.
<i>Clark Marshall</i>	Iowa Lakes Community College
<i>Laura Merfeld</i>	NIACC
<i>Wendy Mihm-Herold</i>	Northeast Iowa Community College
<i>John Pappajohn</i>	Equity Dynamics Inc.
<i>Robert Perry</i>	Retired Educator
<i>Ronnie Pitzen</i>	OmniTel Communications
<i>Alan Powell</i>	Jendro Sanitation
<i>Jayson Ryner</i>	NIACC
<i>Terry Schumaker</i>	NIACC Cont. Ed Dean/ Director Econ. Dev.
<i>Ted Vosburg</i>	Midwest Meter
<i>Steve Weiss</i>	VAST
<i>Rick Whalen</i>	Butler/Grundy REC
<i>Terry Wisner</i>	TeamQuest Corporation



John Pappajohn Entrepreneurial Center  
North Iowa Area Community College  
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Mason City, IA 50401

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## 24 Graduate from FastTrac® NewVenture™

Congratulations to the graduates of the Fall 2011 FastTrac® business course. Twenty-four entrepreneurs completed FastTrac® NewVenture™, a ten-week “business boot camp” designed to help new business people develop their business concept and business plan. As part of the curriculum, FastTrac® NewVenture™ graduates go through all the steps in developing a business plan including feasibility, marketing, insurance and financing.

These classes provide guidance and knowledge for the start-up entrepreneur and help put a new spin on improving a current owner’s business. The participants evaluate and design a business concept, write a feasibility plan, discover approaches to marketing that create an understanding about the customer and pricing methods along with various other topics.

The Fall 2011 FastTrac® graduates include Elizabeth Allison, Jesse Bell, Valerie Borseth, Heidi Davidson, Carla Day, Jane Fisher, Debbie Gardner, David Griffith, Lisa Hackman, Jessica Jeffries, Kelsey Jones, Glenda Klimesh-Ross, Marina Ludwigson, Lisa McIntire, Bruce McLaughlin, Richard Paulsen, Nathaniel Pearce, Susan Rose, Kim Rosenbaum, Kenneth Schaeffer, Rhonda True, Kevin Willadsen, Deanne Winkowitsch and Jennifer Yohn.

FastTrac® has more than 15 years of proven success for helping the new and existing business get on the right track. Graduates of FastTrac® have started more than 333 businesses in North Iowa and today most of these businesses are still going strong. FastTrac® is offered several times each year by the NIACC JPEC.

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### *Spring 2012 Courses*

**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.