



(L-R) Dr. Steven Schulz, NIACC President, Brook Boehmler, North Iowa SBDC Director, Adam Gregg, Lieutenant Governor, Yulia Dannen, Lisa Shimkat, SBDC State Director, Iowa Senator Amanda Ragan, Mary Spitz, Pappajohn/SBDC Admin. Asst., Tim Putnam, Pappajohn Director and David Steffens, Jr., NIACC Board Member

AMERICA'S SBDC IOWA ANNOUNCES 2021 Deb Dalziel Woman Entrepreneur Achievement Award Winner *Yulia Dannen, D & S Services, Mason City*

Yulia Dannen, Owner, D & S Services, is the 2021 Deb Dalziel Woman Entrepreneur Achievement Award winner.

The Deb Dalziel Woman Entrepreneur of the Year Award honors an Iowa woman entrepreneur who has significantly changed or improved her life and the lives of others. The award is presented in memory of Deb Dalziel, a devoted small business advocate who was director of the Small Business Development Center at Southeastern Community College, Burlington, from 1987 until her death from cancer in 1999, at the age of 44.

Brook Boehmler, Regional Director of the North Iowa Area SBDC, nominated Dannen for the Deb Dalziel Award because, "Yulia has been an inspirational long-term client of the Small Business Development Center. Her 'can-do' attitude helps put small business owners at ease. Yulia's tenacity and dedication to excellence has helped her build a successful and

influential business in Mason City."

Yulia Dannen is an Enrolled Agent who is a federally licensed taxpayer representative admitted to practice before all branches of the IRS and IRS Office of Appeals. She currently works with taxpayers who owe the IRS and state taxing authorities back taxes. "Everything to help troubled taxpayers get a fresh start" Yulia explains. "I've been representing individuals and small businesses with complex IRS and State issues. Seeing them getting out of financial tax burden is very rewarding."

Yulia has been called an Award at the 2019 NIACC Pappajohn Entrepreneur Gala, with multiple nominations from the community. As a recognized expert in her field, Yulia has built a reputation for D & S Services as providing reliable, superior quality services. Yulia's clients span the Midwest, including Iowa, Minnesota, Wisconsin, and North and South Dakota.



Adam Gregg,
Lieutenant Governor
and **Yulia Dannen**

The successful growth of her business can be largely attributed to the power of providing a high-caliber, in-demand service. Often the most valuable type of marketing is a satisfied customer's personal recommendation. While D & S Services has also used traditional marketing, the resounding positive word-of-mouth marketing has been a constant and invaluable marketing tool. "Our clients are D & S Services' best advertising," says Yulia.

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Director's Notes

Building Entrepreneurial Resiliency - Post COVID 2020-2021

Over the past year, the NIACC Pappajohn Center dedicated significant energy toward helping businesses complete pandemic funding applications and working with our North Iowa bankers to secure as much CARES stimulus funding as possible. We were really uncertain about how many of our business clients would survive the pandemic and the current status of new business starts in North Iowa.

In the last 12 months, we assisted with 27 new business starts, creating 132 new jobs in North Iowa. This is the third-largest number of startups helped in the past five years, a very encouraging sign coming out of the pandemic.

When we completed our surveys of those who have opened a business in the past 5 years, the business success rate remained flat, with 84% (109 out of 130) of these businesses still in operation as compared to success rates under 54% across Iowa and under 50% nationally.

Regarding funding, we saw a significant increase in debt and equity funding up to over \$11.7M. CARES and pandemic funding programs drove a good portion. This is a five-year high; the previous peak

in 2016-17 saw \$11.1M in debt and equity funding.

Entrepreneurs Making Strides: This past spring and summer, our North Iowa entrepreneurs were truly firing on all cylinders to receive state funding, win pitch competitions, and be recognized globally.

ReEnvision Ag (Nora Springs, IA) founder Jayson Ryner was awarded a \$25,000 IEDA Proof of Commercialization loan for IP development and evaluation, market analysis, and product refinement. Jayson was also a finalist in the University of Iowa's annual Innovation Challenge and received a \$5,000 award.

Continuum Ag (Washington, IA), founded by Mitchell Hora, was awarded a \$100,000 Demonstration Fund loan for IP development and evaluation and market planning/entry activities.

Two of our North Iowa Venture School grads made it into the 2021 University of Iowa's statewide Venture School Launch Day competition finals at the EntreFEST conference, with *Stock Cropper (Lake Mills, IA)* founder Zach Smith winning the first-place prize of \$10,000. *Nate's Powder Coating (Northwood, IA)*, founder Nate

Julseth received a runners-up award of \$3,000, as

well. This is the second year in a row a NIACC Pappajohn Center Venture School graduate won the Venture School Launch Day competition at EntreFEST.

In July, *Continuum Ag* made headlines again when they were named a winner in the Cisco Global Problem Solver Challenge 2021! Over 1,750 applications were accepted globally. There were 20 winners selected, and Mitchell Hora was recognized as a 4th runner-up in this prestigious competition.

Venture Mentoring Services Pilot to Launch: Funded by a grant from the Ewing Marion Kauffman Foundation, we will be developing a mentoring program for entrepreneurs. We will be working with the Massachusetts Institute of Technology (MIT) to implement its Venturing Mentoring Services (VMS) model currently being licensed and used by more than 100 organizations to mentor entrepreneurs. The VMS pilot program will launch this fall in North Iowa. The NIACC Pappajohn Center will be recruiting up to 20 mentors and 10 companies to participate.



Tim Putnam, Director
John Pappajohn
Entrepreneurial Center

Venture School Fall 2021

The NIACC John Pappajohn Center is now accepting applications for the fall 2021 cohort of the University of Iowa's Venture School program, which will be held on Thursday evenings. The orientation class will be September 16 in person on the NIACC Campus. The rest of classes will be held online via Zoom from September 30 through November 11 from 5:30-9:00 pm. The U of I Venture School is a premier statewide program for entrepreneurs and is built from a streamlined curriculum developed by the National Science Foundation I-Corps at Stanford University

and the University of California, Berkeley. Venture School emphasizes real-world entrepreneurship and innovation based on leading edge curriculum. This program works for startups, small businesses, non-profits, and corporate innovation teams. Your team will accelerate the startup process by testing your business model hypotheses immediately. You will get out of the building to talk to customers, partners, and competitors, rather than relying on statistics and secondhand market research.

Each team is assigned a local entrepreneur as their mentor.

Participating teams will be eligible to compete for cash awards both locally and at the state level during the Venture School launch day at EntreFEST 2022. Last year's graduates were awarded \$13,000 in prize money during the 2021 EntreFEST pitch competition. The cost for the course is \$299 per team. Contact Candi Karsjens at candi.karsjens@niacc.edu with questions or if you are a local entrepreneur interested in becoming a Venture School mentor. For more information for the fall 2021 cohort, go to <https://www.pappajohncenter.com/programs-events/venture-school/>



AMERICA'S SBDC IOWA ANNOUNCES RECIPIENT OF NATIONAL AWARD

Brook Boehmler honored as America's SBDC Iowa State Star

Brook Boehmler, Regional Director of the North Iowa Area Small Business Development Center in Mason City, has been named the 2021 Iowa State Star by the national Small Business Development Center (SBDC) association, America's SBDC.

America's SBDC annually recognizes SBDC personnel for demonstrating exemplary work performance, significantly contributing to the organization's economic development efforts, and showing a strong commitment to small businesses.

"Brook is a true advocate for small business across our state," says Lisa Shimkat, America's SBDC Iowa State Director. "His contributions to the SBDC and our small businesses have been significant, including developing strong relationships with key stakeholders, increasing marketing for his center, and working tirelessly to helping others succeed. We are honored to have Brook in

our network."

Boehmler has been the Regional Director of the North Iowa Area SBDC since 2014.

America's SBDC Iowa is an outreach program of Iowa State University's Ivy College of Business and the Office of Economic Development and Industry Relations. Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. Veteran. Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 3410 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, Hotline 515-294-1222, email eooffice@iastate.edu.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers

located strategically across the state. Since program inception in 1981, the SBDC has helped Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit www.iowasbdc.org, <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.



Brook Boehmler
Regional Director
North Iowa Area SBDC
America's SBDC
Iowa State Star

Venture School Mentor Spotlight

Candi Karsjens, Director of Innovation & Acceleration, would like to introduce Spencer Stensrude. Spencer has been a mentor for the Pappajohn Center Venture School cohorts since 2019. Developed by the University of Iowa, Venture School (VS) has become the state of Iowa's premier entrepreneurial training program, and cohorts run in the spring and the fall using a hybrid classroom and lasting eight weeks.

Spencer is the CEO of Ag Ventures Alliance, a nationally recognized farmer-owned organization whose mission is to make high-impact venture capital investments in AgTech startups while building an ecosystem of innovation around the farmer and improve on-farm profitability. Spencer's expertise ranges across strategic

planning, organizational design, capital structure, and business finance.

Spencer has mentored three out of the last five winners of the Pappajohn Center Venture School Launch Day competition, and all three have gone on to win awards at the state level during EntreFEST. According to Karsjens, "Spencer has provided tremendous guidance to his mentees for many different aspects of starting and growing a business. His mentoring and support last long beyond the Venture School program, and he becomes a valuable resource in their network." When asked to sum up his entrepreneurial spirit in one word, Spencer responded 'relentless.'

The Pappajohn Entrepreneurial Center follows the same mentor manifesto

introduced by David Cohen and Brad Feld of Techstars®. *Techstars® has a tested and successful model for creating a culture of entrepreneurs and innovation and building a mentor network to support them.

The next Venture School cohort starts in September. Contact Candi Karsjens if you would like to volunteer for this program at www.pappajohncenter.com/ventureschool.



Spencer Stensrude
CEO Ag Ventures
Alliance

NIACC Pappajohn Entrepreneurial Center Hosts Youth Entrepreneurial Academy

The North Iowa Area Community College Pappajohn-SBDC conducted the Youth Entrepreneurial Academy on June 14-18 sponsored by the John K. and Luise V. Hanson Foundation. The academy is offered annually and free to all high school students interested in entrepreneurship. Participants receive a \$500 NIACC scholarship sponsored by John Pappajohn. This year's academy included 12 high school students. The aspiring entrepreneurs completed the academy which is held as a day camp from 8:30am-4:00pm.

The participants and schools represented were:

Sarah Anderegg	Newman Catholic High School
Solby Chute	Clear Lake High School
Tana Dean	Clear Lake High School
Shelie Dryer	West Hancock High School
Madeline Ford	West Hancock High School
Katrina Halonen	Forest City High School
Karla Lara	Mason City High School
Christopher Molander	Clear Lake High School
Chase Potter	Osage High School
Christian Rodriguez	Mason City High School
Marlene Vargas-Vazquez	Mason City High School
Kendra Whelan	Mason City High School

Throughout the entire week, the young entrepreneurs worked diligently to progress a business model canvas. Students had the opportunity to network with local entrepreneurs, develop leadership skills, and gain fundamental skills required when starting a business. Tuesday, June 22, the students pitched their business ideas by submitting an executive summary that included a company description, financial plans, and business model key measures that included startup costs and sales projections. Additionally, five students received a \$500 seed money award for the businesses they developed during the week.

The Academy's director and mentor was Kelley O'Rourke, School Partnership Entrepreneurial Coordinator at the Pappajohn Center. The facilitator was Candi Karsjens, Pappajohn Center Director of Innovation and Acceleration. Mentors included: Jayson Ryner, Director of Vocal Music at NIACC, Founder of ReEnvision Ag; Camille Urban, Patent Attorney and consultant; Beth Bilyeu, Forest City Economic Development Maddie Kollasch, YEA Alum, Newman Catholic graduate and future NIACC student; Paige Rolling, YEA Alum, Clear Lake graduate, founder of Clear Lake Connected.

Guest speakers for the week were Brad Barber, Cabin Coffee Franchise; Tyler Anderson, Roller City and Tropical Sno owner; Joyce Martin, Pappajohn Center Marketing and Communications Coordinator; Spencer Stensrude, Ag Ventures Alliance and YEA Alum; Mary Jo Vrba, NIACC Admissions Specialist.

The students presented their businesses to a panel of four judges: Hunter Callanan, North Iowa Corridor; Molly Watson, owner of Home Style; Ronnie Pitzen, retired from OmniTel; Rick Whalen, retired EDC Director of Butler/Franklin Co.

The judges chose five businesses to win an additional \$500 seed money award. The winners were:

Shelie Dryer - NISS: NISS is a personal shopping service that helps the homebound and busy individuals living in small communities. Utilizing phone calls and texting, customized shopping is provided in the Britt and Kanawha communities.

Christopher Molander: Molander Magic is an entertainment service. Christopher is a magician providing a magical experience at birthday parties, events and special occasions.

Chase Potter – Clean Club is a golf club and cart cleaning service that allows golf course members to spend more time with their family in a beautiful, clean cart, rather than spending time doing it themselves.

Christian Rodriguez – A Cut Above: Lawn and Landscapes is a lawn maintenance and decorative landscape company offering a wide selection of services within the care, landscape and hauling aspects of our industry.

Marlene Vargas Vazquez – El Mercadito Hispano is a retail marketplace helping the North Iowa Hispanic communities and others who want to purchase authentic Hispanic products and merchandise such as vegetables, herbs, snacks, drinks and more.



Pictured from left to right: Marlene Vargas Vazquez, Shelie Dryer, Tana Dean, Christian Rodriguez, Christopher Molander, Chase Potter, Sarah Anderegg, Karla Lara, Solby Chute, Madeline Ford, Maddie Kollasch, Kendra Whelan



Pictured Left to Right are the YEA winners: Christian Rodriguez, Christopher Molander, Chase Potter, Marlene Vargas Vazquez, Shelie Dryer.

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D & S Services has been a member of the Targeted Small Business program since 2012. Yulia is a valuable advocate for the program in North Iowa. She has shared her experience as a TSB member with other North Iowa business owners at Start Smart and the NIACC John Pappajohn Entrepreneurial Center's Launch & Grow Your Business course at the request of the North Iowa Area SBDC. You can contact D & S Services at 641.423.3200.



David Steffens, Jr. accepting the State Small Business of the Month for June from the Lieutenant Governor, Adam Gregg. Also pictured left to right: Tim Putnam, Pappajohn Center Director, Brook Boehmler, NIA SBDC Director, Lisa Shimkat, State SBDC Director and Dr. Steven Schulz, NIACC President.

New Auto Shop opens in Mason City with assistance from NIACC Pappajohn Revolving Loan Funds

Brian Ollendieck has opened Brian's One Stop Auto Shop in Mason City with the assistance of the NIACC Pappajohn Revolving Loan Fund. Brian's One Stop Auto Shop will provide complete automotive service. These services include full wheel alignment, tires, tire balance, suspension repair, battery replace, full diagnostic, oil change, and much more. Brian's One Stop will be teaming with NAPA Auto Parts to provide high quality parts with a three-year 36,000-mile warranty on both parts and labor. The tires that will be provided will have a good, better, best quality levels to provide the consumer with many options depending on need and budget.



Brian Ollendieck came to the Pappajohn SBDC Center for assistance in opening his own business. With the help of his bank, Clear Lake Bank & Trust, Brian qualified for additional working capital to hire two full-time and one part-time employees with a goal of hiring three more full-time technicians next year. Brook Boehmler, SBDC Director noted, "Brian was a seeker of information, and was very coachable. He also understands what his customers need and has a vast amount of knowledge."

The NIACC Pappajohn Center Revolving Loan Funds are designed to assist in supporting locally owned businesses and creating jobs in North Iowa. Project activities that can be funded with Revolving Loan Funds include, but are not limited to, machinery and equipment, furniture and fixtures, startup operating cost and working capital for business startup, expansion activities, and technical assistance for private business enterprises.

Small businesses and industries are defined as employing less than 50 individuals, and revenue less than one million dollars in gross sales annually.



Candi Karsjens, Brian Ollendieck,
and Brook Boehmler

All loans are subject to the availability of funds.

Funds can be used for:

Applicants of the RLF will be required to meet their financial needs from their own resources and commercial financial institutions whenever possible. The RLF will be used to finance applicant needs that cannot be met from the above resources.

All projects need to be located in NIACC Area II Region: Winnebago, Worth, Mitchell, Hancock, Cerro Gordo, Floyd, Wright, Franklin, and Butler counties.

It is the goal of the RLF to provide job creation or job retention as a result of the loan. The applicant must demonstrate or provide evidence of such.

A typical loan amount will be \$10,000-25,000.

Contact the Pappajohn Center to find out if you qualify for this type of financial assistance.

Upcoming Events

Start Smart

Aug. 11	2:00–4:00 pm	Online via Zoom
Aug. 25	6:00–8:00 pm	Online via Zoom
Sep. 8	6:00–8:00 pm	Online via Zoom
Sep. 29	6:00–8:00 pm	Online via Zoom
Oct. 13	6:00–8:00 pm	Online via Zoom
Oct. 27	2:00–4:00 pm	Online via Zoom

TechTalk

Sep. 28	5:00–7:00 pm	Lake Time Brewery, Clear Lake
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Start Smart is a two-hour workshop designed for anyone who is considering starting a business or expanding their current

company. Participants will learn how to create a business plan, conduct market research, review different business ownership types, and learn how to register a business. There is no cost to attend. **Go to our new website at <http://pappajohncenter.com/programs-events/start-smart/> to register.**

The **TechTalk** creates a space for sparking new ideas and conversations between innovators, entrepreneurs, investors, educators, technologists, community members, and community partners. More than just networking, TechTalk brings together innovation and opportunity. TechTalk is a partnership with the North Iowa Corridor EDC, Clear Lake Chamber, and the NIACC Pappajohn Center. To register, visit **<http://pappajohncenter.com/techtalk>**.



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