

## Legacy Award — The Sukup Family Charles Sukup, Mary Sukup and Steve Sukup



## North Iowa Entrepreneurs Honored at 2022 Pappajohn Gala

The 2022 Pappajohn Entrepreneur Gala celebrated North Iowa's entrepreneurs on October 11, 2022, at a special recognition event at North Iowa Area Community College in Mason City. Entrepreneurs and businesses across North Iowa were invited to apply for five awards categories: Young Entrepreneur of the Year, Entrepreneur of the Year, Student Entrepreneur of the Year, the Innovation Award, and Business of the Year. 13 finalists were named, and the winners were announced at the gala.

**The Sukup Family was honored with the Legacy Award.** The Legacy Award recognizes an entrepreneur who has made significant contributions to North Iowa through their vision, passion, and leadership. The award was accepted on behalf of the Sukup family by Mary Sukup, Charles Sukup, and Steve Sukup. The Sukup Manufacturing Co. has thrived through nearly 60 years of innovation and thinking outside the box and remains rooted in the community in which they were founded: Sheffield, IA. The company started with an invention to make life a little easier around the farm but has grown into a world-renowned company that continues to impact the lives around them.

**Drs. Reed and Addison Faldet, DDS, of Hometown Dental (Charles City, IA) received Young Entrepreneur of the Year.** Dr. Reed and Dr. Addison Faldet are the founders and owners of Hometown Dental. In 2022, they constructed state-of-the-art dental clinics in Charles City and New Hampton. The new clinics are accompanied by new equipment and technology which enhances the quality and efficiency of care and allows the doctors to see more patients and provide greater

access to care. The new clinics will allow the Faldets to address rural dentistry issues as dentists continue to retire in small towns across Iowa. The award was accepted on behalf of Dr. and Dr. Faldet by Lisa Flick of Hometown Dental.

Young Entrepreneur of the Year finalists also included **Cody Jane Purvis (Pampered Pets Retreat & Spa; Kanawha, IA)** and **Austin & Jessica Wood (Charlie's Soda Fountain; Clear Lake, IA).**

**Avery Williams of Tea Time (Garner, IA) received Student Entrepreneur of the Year.** This award recognizes a student entrepreneur who exemplifies the entrepreneurial spirit through the achievement of business ownership. At the age of 14, Avery combined her love for her heritage and healthy ingredients to successfully create her own business – Tea Time, a boba tea company. After much product research and testing, Avery began selling at her local community group for school and the Farmer's Market in Clear Lake. All of Avery's ingredients are sourced locally, follow organic practices, are gluten-free, and contain no artificial ingredients or high fructose corn syrup. Avery also participated in the 2022 Youth Entrepreneurial Academy where she won \$500 in seed money for her business plan.

**Melissa Fabian of Simply Nourished MC and Foxtrot Properties (Mason City, IA) received Entrepreneur of the Year.** Melissa Fabian is the Owner/CEO of Simply Nourished Mason City and Foxtrot Properties. Simply Nourished is a modernized neighborhood grocery store focused on an under-served population and dedicated to creating community connections. By focusing

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## Director's Notes

### The Significance of a Growing Entrepreneurial Ecosystem in Rural Areas

The second week in November, the world celebrated entrepreneurship. Global Entrepreneurship Week (GEW) inspires millions every year to explore their potential while fostering connections and increasing collaboration within their ecosystems to empower entrepreneurs and strengthen communities. North Iowa joined in the celebration and during our celebration of Global Entrepreneurship Week we saw a flurry of entrepreneurial events and activity all across North Iowa. Thanks to all of those who engaged in this powerful week-long event showcasing the world class entrepreneurial ecosystem in our region, and a special thank you to my Pappajohn Center team who worked tirelessly planning and executing activities.

Entrepreneurship is an important pillar of rural economic development because it acts as a catalyst and offers a more robust alternative to traditional strategies. There are a multitude of benefits of having a thriving entrepreneurial ecosystem in our rural communities. Sadly, startup rates have been falling nationally for several decades and in many rural areas the fall has been steeper, pushing them below the critical "replacement rate" threshold that would

have at least one new business forming for every one that has exited the marketplace. Fortunately, there is increased attention nationally and by policy makers as to how communities can proactively build more dynamic entrepreneurial ecosystems that may also contribute to mobilizing investment and access to capital, and creating jobs and wealth in our communities. Our Center is focused on proactively increasing access to important resources that entrepreneurs need to start, grow and sustain viable businesses that are important to our communities. In 2023 our team will have a greater focus in the following areas:

- Ensuring that stakeholders understand the diverse set of capital resources that are critical to our rural entrepreneurs who wish to start and/or scale business ventures
- Expanding access to specialized talent and strong industry networks, particularly mentors and investors who can assist growing businesses
- Increasing the availability and access to vital ongoing training programs and mentoring for founders

Entrepreneurs help rural economies evolve on a local, national and global scale. They combine the key factors of production - land, labor, capital and technology- in thoughtful and innovative ways. The future of the rural economy will come from within our communities and entrepreneurs will lead the charge. Through our strategic collaborations locally and across the Midwest along with our partnership with the SBDC, we are prepared to develop key programs, forge new resource partnerships, and build our organizational capacity to serve more entrepreneurs and do our part for continued economic growth and prosperity in North Iowa!

*Happy New Year! Wishing this New Year brings you an abundance of joy, love, good health and prosperity!*



**Candi Karsjens, Director**  
**John Pappajohn**  
**Entrepreneurial Center**

### Four NIACC Students attend Global Conference in Chicago

NIACC's Collegiate Entrepreneurial Organization (CEO) Club went to the 39th Annual Global Conference in Chicago from October 28-30. The four members that were able to attend were Maddy Kollasch, Club President, Allison Steele, Erin Galindo, and Elic Fjetland. Here are the generous sponsors who helped cover the cost of the conference.

Ag Ventures Alliance	Moorman Clothiers
A&M Electric	NIACC Clubs & Organizations
Carter Meints Construction	7 Star Family Restaurants
D&S Services	Sukup Manufacturing Co
Hawkeye West Pest Control	Thomas Zanios Memorial Fund



**Elic Fjetland, Mary Spitz, Erin Galindo, Allison Steele, and Maddy Kollasch**

## North Iowa Businesses Compete in Fall 2022 Venture School Launch Day

The NIACC John Pappajohn Entrepreneurial Center hosted Venture School Launch Day on Thursday, November 17, 2022. The Fall 2022 Venture School cohort competed in person after attending classes virtually for 7 weeks of training, customer discovery, and developing their business model alongside local entrepreneur coaches. A panel of local judges selected First, Second, and Third Place winners, and two Honorable Mention awards.

**First Place** – Bethany Fisher, Trendy Pineapple Boutique, Garner, IA. Awarded \$1,500 prize.

**Second Place** – Brittany Bock, A Kneaded Break, Charles City, IA. Awarded \$1000 prize.

**Third Place** – Davin McLeod and Jared Herrmann, Whiteglove Concierge, Mason City, IA. Awarded \$500 prize.

**Honorable Mention** – Kole Witte, Northern Roots Landscapes, Manly, IA; and Michael Hook, Elegant Countertops, Garner, IA. Awarded \$250 prize.

The University of Iowa 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. Teams will accelerate the startup process by testing their business model hypotheses immediately. They 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 coach. On Launch Day, participants compete for seed money with the top team winning \$1,500. In addition, eligible teams may compete for cash awards at the state level during the Venture School Launch Day at EntreFEST in Iowa City on June 8-9, 2023. The cost of the course is \$299. Contact Mary Spitz at [mary.spitz@niacc.edu](mailto:mary.spitz@niacc.edu) with questions.

Applications for the Spring 2023 Venture School will open in January. Visit <http://www.venture-school.com/> for more information.



Left to right: Brittany Bock, Bethany Fisher, Davin McLeod, Kole Witte, Michael Hook

## Spring 2023 Venture School – Mason City Cohort

Here are the dates of the Fall University of Iowa Venture School - Mason City Cohort:

- The application deadline is Sunday, February 5, 2023
- Chose the teams by February 10
- **Orientation** – In person on Wednesday, February 15, at the NIACC Muse Norris Room 180 ABC.

- **Zoom Classes** will be from February 22 – April 5. **No class on March 15**
- **Launch Day Competition** - In person on Wednesday, April 12, at the NIACC Muse Norris Room 180 ABC.

<http://www.venture-school.com/>



Allison Steele, Erin Galindo, Maddy Kollasch, and Elic Fjetland



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1.

**Business of the Year** – Henkel Construction.  
Steve Watson, Kent Brcka,  
Gary Schmit, and Bill Philips

2.

**Young Entrepreneur** – Drs. Reed and Addison  
Faldet, DDS of Hometown Dental  
(Award accepted by Lisa Flick, Office  
Manager and husband, Kevin

3.

**Student Entrepreneur** – Avery Williams  
of Tea Time

4.

**Entrepreneur of the Year** – Melissa Fabian of  
Simply Nourished MC and Foxtrot Properties

5.

**Innovation Award** – Easy2Show  
Jill and Troy Ihrke

6.

**Pappajohn & SBDC Staff**



on locally sourced products, Simply Nourished supports the local farmers and producers who play a vital role in our regional economy, helping them create jobs and cultivate land, crops, and livestock. Through Foxtrot Properties, Melissa is renovating a historic building, preserving a piece of architecture and revitalizing fairly priced upper-story housing with locally owned businesses, Melissa and her team are leading the way in helping Mason City thrive.

Entrepreneur of the Year finalists also included Lindsey R. Falk (LR Falk Construction Co.; St. Ansgar, IA) and Dr. Jay Lala, Dr. Matthew Hansen, Dr. Jennifer Thackery, Dr. Briana Brayton, and Dr. Rick Young, DDS (Central Park Dentistry; Mason City, IA).

**Jill and Troy Ihrke of Easy2Show (Sheffield, IA) received the Innovation Award.** Easy2Show is a completely integrated software (SaaS platform) used to manage competitions and exhibitors, as well as clubs. They are “using technology to improve competition”. Their patent-pending software process moves data in more than a linear direction, which allows an automated sharing of information between the three segments. By eliminating manual data entry and utilizing mobile devices to record results, data collection from these events

can now be used to drive involvement and sales. Their current software is written for and being used for Rabbit & Cavy Shows across the United States and Canada.

Innovation Award finalists also included Jordan Bielefeld (UpTower, Inc.; St. Ansgar, IA) and Ryan Malek (Router12 Networks; Mason City, IA).

**Henkel Construction Co. (Mason City, IA) received Business of the Year.** Henkel Construction was founded in 1892 by William Henkel, who laid the foundation of tradition upon which their company continues to expand by combining the best “old school” philosophies and materials with new technologies that offer improvement and value. Considered one of the premier construction service providers in North Iowa, their success lies not only in hiring the right people, but also in creating an environment for their personal and professional development. Henkel Construction has worked on a wide array of projects over the years, like schools, industrial, commercial, and historic landmarks, including the John Pappajohn Entrepreneurial Center that was built on the NIACC campus in 2000.

Business of the Year finalists also included Heartland Asphalt (Mason City, IA) and Metalcraft, Inc. (Mason City, IA).

The 2022 Pappajohn Entrepreneur Gala was made possible by the generous support of our sponsors.

**Founders level sponsors:**  
BrownWinick Law Firm; Sukup Manufacturing Co.

**CEO level sponsors:** Farmers State Bank; First Citizens Bank; Heartland Asphalt, Inc.; Hovland Property Development (Tom & Barb Hovland); Huber Supply; Iowa Economic Development Authority (IEDA); LR Falk Construction Co.; Metalcraft Inc.; Murphy, Coe & Smith PLLC; NIACC Continuing Education; NIACC Foundation; Norsemen

**Entrepreneur level sponsors:**  
Campbell Supply Co.; CFO Systems, LLC; Clear Lake Area Chamber of Commerce; Clear Lake Bank & Trust; Culver-Hahn Electric Supply; Charles City EDC; Forest City EDC; Franklin County Development Association; Greater Franklin County Chamber of Commerce; Hancock County EDC; Henkel Construction Company; Home Trust & Savings Bank; Iowa Northern Railway Company; Iowa PowderCraft; Kingland; Legacy Transportation; Moorman Clothiers; North Iowa Corridor EDC; The Business Brokers; QPS Employment Group; United Bank & Trust Co.; Zanius Family

## NIACC Pappajohn Center & SBDC held Entrepreneurship Events during Global Entrepreneurship Week (Nov 14-20)

The NIACC Pappajohn Center & SBDC hosted several days of events in celebration of Global Entrepreneurship Week (GEW) on November 14-20. GEW inspires millions of people every year to explore their potential while fostering connections and increasing collaboration within their ecosystems to empower entrepreneurs and strengthen communities. GEW reaches beyond traditional startup hubs, envisioning one global entrepreneurship ecosystem available to all. The events around North Iowa served entrepreneurs and innovators of all stages: from fledgling innovators to experienced entrepreneurs, from startups to established businesses navigating the current economic, financial, and public health situation.

Here are some of the events from around the region:

### TECHTALK: STEM EDUCATION

**NOVEMBER 15, 2022 | 5-7PM**  
**@MASON CITY BREWING**  
28 E. STATE ST. MASON CITY, IA

**SPONSORED BY STELLAR INDUSTRIES & NORTH CENTRAL IOWA STEM REGION**

**SPEAKERS**  
JARED BROWN  
REG CHEVRON

CREIGHTON COX  
TURNER CONSTRUCTION

MATT SCHROEDER  
STELLAR INDUSTRIES

**MODERATOR**  
TANYA HUNT  
NORTH CENTRAL IOWA  
STEM REGION

### SOCIAL MEDIA POWER HOUR

ORGANIZED BY  
CLEAR LAKE AREA  
CHAMBER OF COMMERCE

Thursdays  
November 3 - December 22  
(except November 24)  
9:00am - 10:00am  
205 Main Avenue, Clear Lake

Grab your laptop and join us.  
Dedicate an hour to creating  
and scheduling social media  
content.

Receive support from the  
Chamber and fellow marketers.  
Brainstorm ideas, talk trends  
and dedicate time to building  
your brand.



**IMMIGRANT ENTREPRENEURS SUMMIT**

The 15th Annual National  
**IMMIGRANT ENTREPRENEURS SUMMIT**

**11.19.22 | 8:30 a.m. to 5:00 p.m.**  
FFA Enrichment Center • DMACC Ankeny Campus

- ▶ 21 Business Workshops
- ▶ Awards Celebrating Immigrant Success Stories
- ▶ Networking with Business Resources
- ▶ Underwriting Exposed Business Pitch Competition – Win \$5,000 for your Business!

Presenting Sponsor: COMMUNITY CPA & CO.

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Business Advocate Sponsor:

Hinks:

The Summit helps drive success for immigrant-owned businesses. Join our educational workshops to make connections and learn ways to accelerate your business.

**Let's grow together!**

**Tickets: \$70**

Register: [iesna.org/product/15th-annual-national-ies](https://iesna.org/product/15th-annual-national-ies)

Catherine Tran | catherine@iesna.org | (515) 732-8433 | iesna.org

Coffee, Juice, and  
Cinnamon Rolls prepared  
by Special Guest

## Kelsey Byrnes

Kelsey Byrnes, local Food Blogger,  
will be giving a short presentation about her on-line business  
and her recent appearance on the Food Network!

For more information about Kelsey, visit her at <https://www.facebook.com/dancearoundthekitchen.kelsey>

# Business Breakfast

**Thursday, November 17<sup>th</sup>**  
**8:00 a.m.**

**Mitchell County Court House Basement**  
Economic Development Office  
212 S. 5<sup>th</sup> St., Osage, IA

Area industry leaders, business owners, and MCEDC contributors are invited to develop relationships, discuss needs to assist with workforce retention, expansion and more! This is a very informal meeting hosted by the MCEDC (Mitchell Co. Economic Development Commission).  
RSVP's are not necessary, but appreciated: [mcdec@mcdeciova.com](mailto:mcdec@mcdeciova.com) or 641-732-4790

Consider it more a coffee with friends vibe  
in which we hope that there will be great conversation and ideas!

## BUSINESS TRANSITION PLANNING

WORKSHOP

**PREPARE YOUR BUSINESS FOR THE FUTURE**

Learn the strategies to protect your business with this free workshop from Christopher Prosky & James McCarthy of BrownWinick Law Firm and Al Lorenzen of The Business Brokers. You will learn:

- ▶ What will motivate business owners to engage in thoughtful estate and business succession planning?
- ▶ Protect from unnecessary risks, taxes, and costs
- ▶ Ensure financial protection for family and key employees
- ▶ Sales, operating, and transition agreements
- ▶ Planned controls and transfer of interests for closely held businesses

These experts will also discuss:

- ▶ How to explore different transition options without creating damage or rumors
- ▶ How to value your business

**Audience:** Attorneys, Brokers, Banking Associates, Chamber and Community Leaders, CPAs, Economic Developers, Trust Agents and Business Owners

**DATE:** Wednesday, November 16, 2022  
**TIME:** 1:00pm - 4:00pm  
**LOCATION:** NIACC Pappajohn Center #118  
Snacks & Beverages Provided  
Register at <https://bit.ly/pcbjaplan> or scan:

**PAPPAJOHN CENTER**

**SBDC IOWA**

**SBA**

NORTH IOWA AREA COMMUNITY COLLEGE



## TechTalk

**January 24**  
**Mason City Brewing**  
28 E State Street, Mason City  
Topic: The Metaverse: How Your  
Business Can Use It  
Sponsored by Nelson Media Co.

**February 28**  
**Mason City Brewing**  
28 E State Street, Mason City  
Topic: CEO Conversation:  
Spencer Stensrude  
Sponsored by AgVentures Alliance



JOHN PAPPAJOHN ENTREPRENEURIAL CENTER  
North Iowa Area Community College  
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