



Partnerships for Success

While it hasn't yet been a year since the Targeted Small Business program was transitioned from the Department of Inspections and Appeals (DIA) to the Iowa Economic Development Authority (IEDA), July 1, 2017, was the start of the state of Iowa's fiscal year, and the date by which all benchmarks have been measured for Targeted Small Business (TSBs) Certifications. Since taking on administration of the program, the number of TSBs is on the rise and each month continues to trend upward!



For a full break-down on the number of TSBs, the geographic dispersion across Iowa and the various demographic information, see the last page of this issue of the newsletter.

While IEDA takes immense pride in seeing the number of TSB certifications rise, this could not be done without the connections with many great partners across Iowa working to help businesses handle various aspects of developing and growing businesses. Together, these efforts are creating a resource network for TSBs to access.

Often, these connections come alive through e-mail introduction(s), a referral or a hand-off of a business card. While this may seem simple, the contact creates an entry-way and a connection to another resource, which is often one of the most valuable benefits the IEDA team can offer TSBs. One of the many questions asked is, "Where do I start?" Because the Targeted Small Business program works closely with so many partners, the answer really is "Anywhere!" Since any single partner can connect with others, it's more about just taking the first step. Some partners the TSB program works with includes:

- The [Iowa Center for Economic Success](#) – manages the TSB Loan Program, offering micro-loans up to \$50,000 for eligible TSBs
- [IASourceLink](#) and [Iowa's Small Business Development Centers](#) – resources for establishing a business or growing a business
- The [Center for Industrial Research and Service](#) – helps with understanding government contracting and procurement
- [Small Business Administration – Iowa District Office](#) – resources and workshops for starting or growing a business
- [SCORE volunteers](#) – offers mentorship for entrepreneurs as they start or grow a business
- [Home Base Iowa](#) – provides connections to various veteran business owner resources
- And, many other local economic developers and community organizations! As depicted in the Spotlight Story on page 3, these connections are often networking on behalf of your business and looking for opportunities without you being aware!

Because of these connections, not only are there more TSBs applying for certification as a result of increasing awareness of the program, TSBs are also thriving because they have been connected to several resources to help their business grow. If you're interested in connecting to any of our partners and would like an introduction, simply let me know by contacting me with questions or comments at 515.725.3132 or tsbcert@iowaeda.com.



TSB Certification Program Update!

As of July 1, 2017, as a result of HF 621, the administration of the Targeted Small Business Certification program officially transferred to the Iowa Economic Development Authority (IEDA). With this transition, IEDA will develop its own set of administrative rules for managing the program. Eligibility requirements will remain unchanged, but IEDA will review criteria for establishing verification of a targeted group person's ownership and involvement in the business applying for certification.



Additionally, because of the change in administration, effectively immediately, IEDA is **no longer collecting a \$25.00 fee for initial certification or \$15.00 fee for renewal** applications!

To provide input to the review of the administrative rules governing the administration of the program, please contact Jill Lippincott at tsbcert@iowaeda.com.

Newest Members of the Certified Targeted Small Business Directory

In the last quarter, 33 new businesses have become Targeted Small Businesses. Please welcome the following to the Targeted Small Business Directory:

Iowa City Drug and Alcohol Testing – Iowa City

Always Moving Forward – North Liberty

Amplimark, LLC – West Des Moines

Annex Analytics – Cedar Rapids

b-Calm – Cedar Falls

Calhoun Communications, Inc. – Sioux City

Clarified Design, LLC – Des Moines

CommunityCPA.com – Des Moines

Curtis Contracting Corp. – Ely

Dashingly Elegant – Dubuque

General Plant Services, Inc. – Blue Grass

Horizon Architecture – Iowa City

Integrated Connection, LLC – Hiawatha

lthrive31, LLC – Polk City

Law Office of Shannon Harding – Colfax

Little Green Truck Coffee Co., LLC – Auburn

Martinez Construction Company, LLC – West Des Moines

MOD Design, LLC – Des Moines

Mr. Z and Company, LLC – Boone

Neilly & Co. Real Estate Appraisals – Windsor Heights

Scherr Contracting LLC – Des Moines

Select Information Investigation – Des Moines

Seven Hills Paving – Maquoketa

StickyTudes LLC – Marion

Stone City Distribution – Anamosa

The Bosker, LLC – Des Moines

Titan Roofing & Exteriors, Inc. – Urbandale

Vanward Statistics – Stratford

Wrapid Real Estate – Des Moines

Remember to use the Directory as a resource when marketing to other local businesses!

Spotlight: Always Moving Forward

Each issue of “Bullseye” will feature a TSB owner or state purchasing agent who will share background about their experiences selling or procuring TSB goods and services. Since the focus is on connections this quarter, this month’s Spotlight is on TSB owner James Lange with [Always Moving Forward](#).

Address:

980 West Penn St., Unit 7700, North Liberty, IA 52317

Owner: James Lange

Certified Since: April 2017

In Business Since: June 2013

TSB Type: 100 percent Service-Disabled Veteran

Services: Always Moving Forward is a moving company specializing in local moves across Eastern Iowa including Cedar Rapids, Iowa City, Waterloo, Dubuque and the Quad Cities

Contact Info:

319.775.0888; james@alwaysmovingforward.biz

As a Government Contract Specialist for the Center for Industrial Research and Services (CIRAS), Julie Fagle often meets potential clients at networking events in the eastern Iowa area. In her role, Julie offers expertise in government contracting and procurement preference programs, one of the many free services that CIRAS staff provide to Iowa businesses.

At one of these networking events, she met James Lange, owner of Always Moving Forward. Initially, Julie worked with James to help follow the steps toward recognition of his service-disabled veteran status. Although James was eligible for the recognition, “a lot of businesses are so overwhelmed with day-to-day operations that they can’t take advantage of some of the programs available,” Julie said.

Businesses owners are busy running the business. Which is why, after their initial meeting, Julie continued to keep James in mind when an opportunity arose that she thought he might be interested in pursuing. “I still had him on my radar. I’m all about seeing all businesses prosper and grow,” Julie said.

Julie alerted James to the opportunity. She and James reconnected, and together they reviewed the contract and revisited the benefit of becoming Targeted Small Business (TSB) certified. Julie arranged an email introduction between James and IEDA staff to help him start his TSB application. She walked James through bid posting websites by meeting with him several times, going through the various bid opportunities and teaching him how to navigate the bid process.



“She was more than happy to help me once I asked for more help and told her what I was trying to accomplish,” James said. Because of Julie’s introduction, James applied and received TSB certification in April. He followed up on a bid opportunity and noted his TSB status on the bid packet that he submitted later that same month. Though he missed the initial walk-through for the project he was bidding on, James scheduled another walk-through and followed-up on the criteria required for submitting a bid. In total, James said, putting the bid together took about a week, but it paid off. In less than a month after becoming certified as a TSB, Always Moving Forward was awarded the contract.

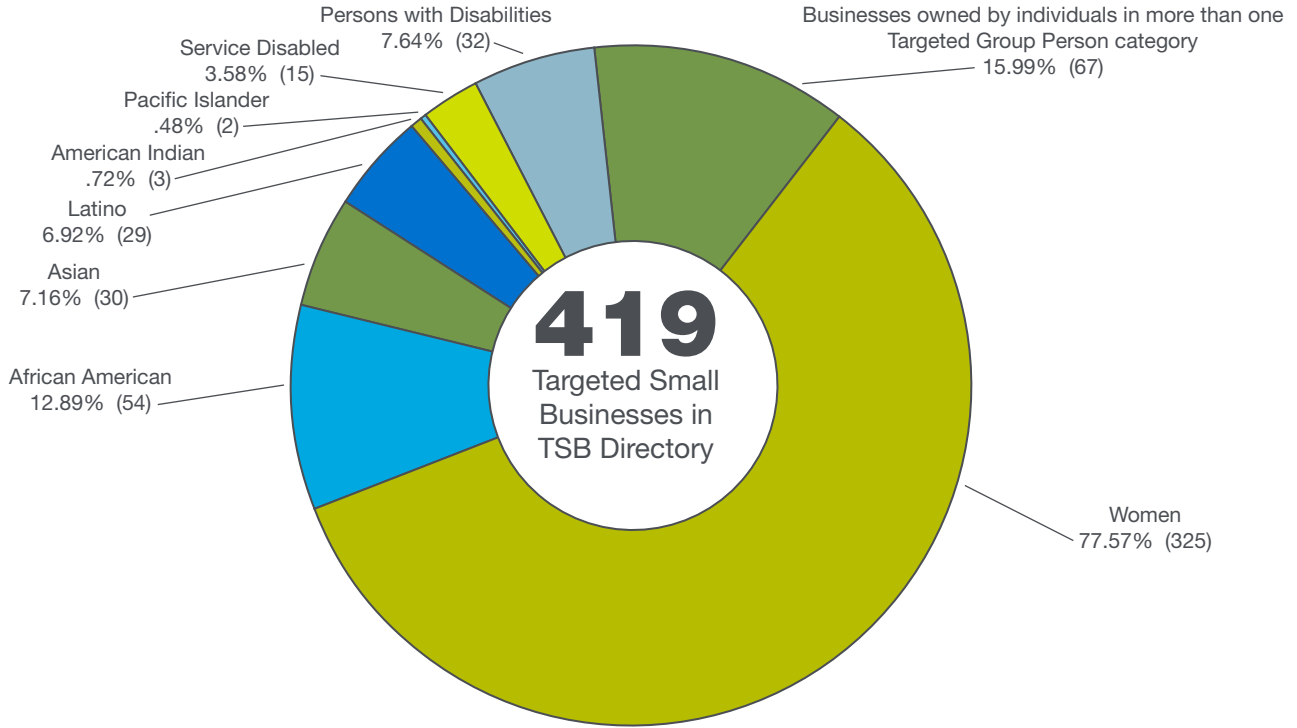
James says he is thankful for the help and connections that Julie provided to help him start finding, researching and submitting a bid. “It can be very overwhelming for businesses to try to do by themselves,” James said, “so ask for help if needed.”

Julie agrees and encourages businesses to reach out to resources. Even if one resource can’t necessarily provide the exact expertise the business needs, it can help connect the business with one that does. “The power of the network is so important. I think in all aspects of life – creating and cultivating relationships is so important. It’s all in the power of the relationships you have and the network you’ve built.”



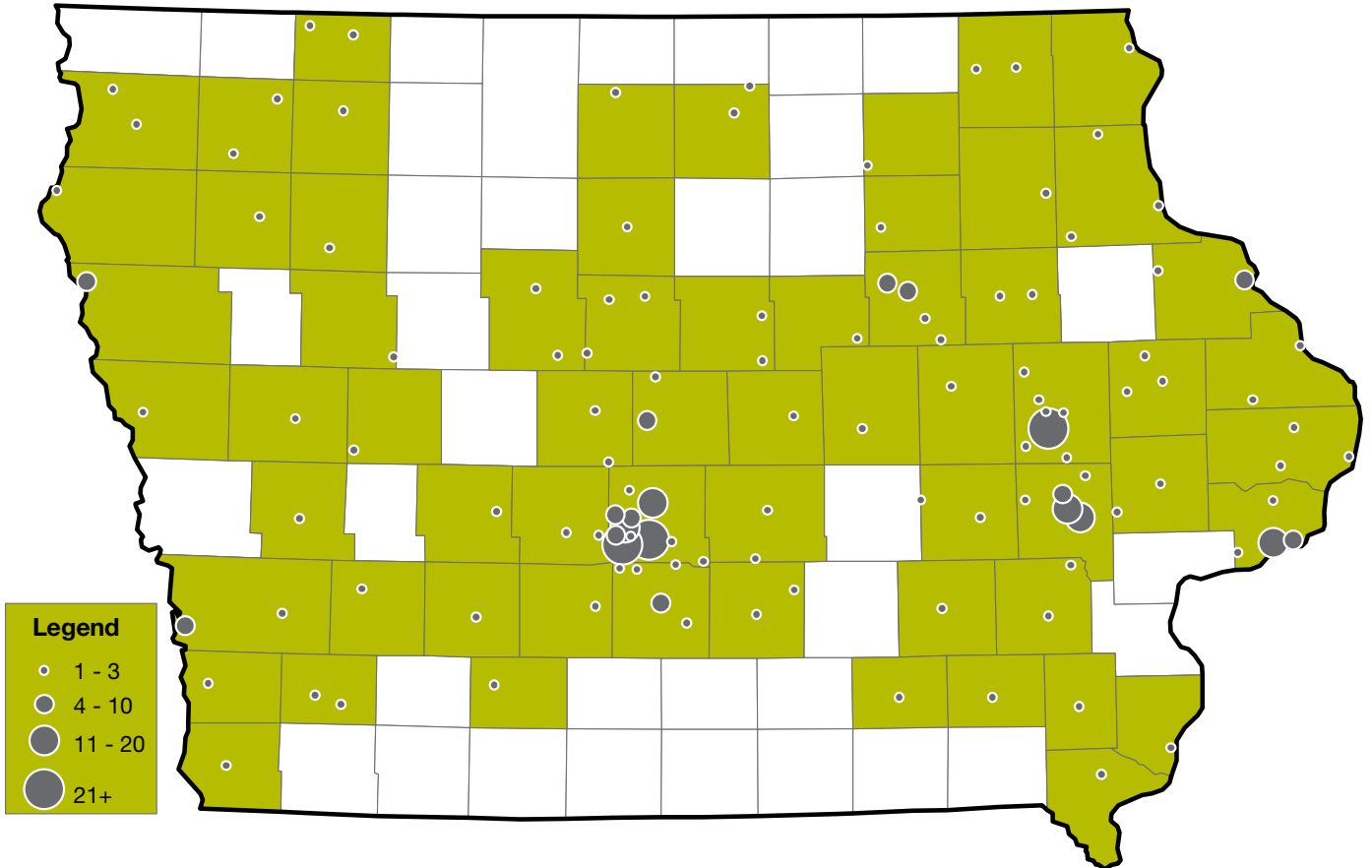
TSBs "By the Numbers"

The state of Iowa's fiscal year 2017 recently ended on June 30, 2017. To create a benchmark of the TSB program's growth in the last year, and for comparison moving forward, the following graph and map indicates the number of overall Targeted Small Businesses at the close of the fiscal year. The fiscal year ended with 419 certified Targeted Small Businesses! Overall, the number of certified TSBs have increased by 12.3 percent since the end of FY 2016 thanks to the support of partners in helping to promote and expand the Targeted Small Business program.



Note: Businesses may certify with more than one category resulting in a total percentage more than 100 percent .

Certified TSBs are also in over 120 cities in Iowa and in 63 of Iowa's 99 counties as shown in the map below:



Iowa Vendor Conference

A TSB program partner is hosting an upcoming event that we encourage TSBs to attend to learn more about learning how to secure government contracts! [The Iowa Vendor Conference, hosted by the Center for Industrial Research and Service \(CIRAS\) August 10th, 2017 – \(8:00 a.m. to 4:30 p.m.\) Iowa Events Center, Des Moines](#)

Register HERE to attend!

Attendees will network with key contracting personnel, purchasing agents, prime contractors and other Iowa businesses; learn strategies and techniques from three nationally acclaimed speakers and trainers and get motivated to secure your next government contract! TSB staff will also be presenting on the TSB Certification program and how to best utilize your certification.

At the Conference, you'll discover:

- How to tap into the purchasing powerhouse of government contracting and retain or grow your business
- Prime contractors interested in adding well-qualified suppliers and subcontractors to their team
- How to find and use FPDS-NG data to gain a competitive advantage in the federal marketplace
- Effective strategies for competing in the IT market
- How to write an effective proposal
- (And hear from your TSB Project Managers, who will be presenting at this conference!)

The event features Stephanie Zink as a highlighted speaker. Stephanie has a valid certification in Federal Contracts Management and has managed requirements reviews, business and capture planning, proposal production and development, transition management and project execution. Her career has spanned training and executive support to the Naval Surface Warfare Center in Dahlgren, VA; to business planning and operations analysis for Northrop Grumman; to project and program management for an emerging defense contractor supporting a large U.S. Government indefinite-delivery, indefinite-quantity (IDIQ) contract; to business development and capture planning for a large private security firm in the mission-support space.

Stephanie will lead a session titled, "Preparing for Your Pursuits – Proposals" where she will discuss proactively preparing for and applying best practices as they relate to proposal pursuits. This includes details on:

- Assembling your team
- Preparing for success
- Use of critical tools
- Development and application of strategy
- Appropriate use of schedules
- Proposal compliance mechanisms
- The value of documenting your lessons learned
- Tips, tricks and templates for creating organization in what is often seen as a chaotic environment

Exhibitors include: AEA Purchasing, America's SBDC Iowa, Center for Industrial Research and Services, City of Ames, Iowa Area National Guard, Iowa College Aid, Iowa Department of Administrative Services, Iowa Department of Transportation, Iowa Economic Development Authority, Iowa State University, Neumann Brothers, Offutt Airforce Base, SCORE, Simply Soothing Bug Soother, Telligen and the U.S. Small Business Administration.



Join Us!

This issue of Bullseye is all about making connections and partnerships and we'd like to connect with you! IEDA is assembling a small group of Targeted Small Business owners interested in providing feedback, comments and questions to aspects of the Targeted Small Business program in the upcoming months, such as technology upgrades and changes to the program administrative rules. Send us an email at tsbcert@iowaeda.com. We may also utilize the upcoming conferences as an opportunity to bring TSB owners together, so let us know if you plan to attend either event.