



## YEAR TWO: TARGETED SMALL BUSINESS PROGRAM

Like everyone else, we're setting goals for the Targeted Small Business (TSB) Program in 2018. As mentioned in the last newsletter, we've set a goal for growing the TSB program to 600 businesses by the end of this fiscal year. While admittedly this is a stretch goal, we've created a **live plan** and are prepared to spend a lot of time working to achieve it!



To make this goal come to fruition, we've invested **immense amounts of time** and resources in upgrading the TSB Online Directory. These changes will be available to the public toward the end of this month. Look for more information with instructions regarding how to log in to the new system and manage your TSB profile. With these new directory upgrades, TSBs will be able to renew their certifications online. (Although I don't dislike hearing personally from TSB owners when they need updates made to their profile or help renewing certifications, we know that as business owners you're busy and want to make managing your online presence and certifications as easy as possible!)

For those new to the TSB program – initial certification applications will also be managed online. At any time, business owners can create a login, apply online, upload the required documents and submit an application for certification. While the application is being reviewed or approved, the user will receive notifications along the way, removing the mystery of where the application is in the process.

						<a href="#">New Application</a>
<a href="#">Business Profile</a>	<a href="#">Business Address (Business Profile)</a>	<a href="#">Certification Status</a>	<a href="#">Effective Date</a>	<a href="#">Renewal Date</a>	<a href="#">Created On</a> ↑	<a href="#">Renew Application</a>
<a href="#">TSB Demo Company</a>	200 E. Grand	Pending Review			1/2/2018 11:05 AM	<a href="#">Renew</a>

Additionally, all users will be able to upload capability statements and logos, which will be viewable when a business is found when searched in the Online Directory. The directory itself will be upgraded with search features that allow users to search across multiple service categories and locations. As always, results will be exportable.

## TSB Search

<b>TSB Type</b>	<input type="text" value="None selected"/>	<b>Business Name</b>	<input type="text"/>
<b>Product/Service Category</b>	<input type="text" value="None selected"/>	<b>Business Address</b>	<input type="text"/>
<b>Product/Service Description</b>	<input type="text"/>	<b>Business City</b>	<input type="text"/>
<b>NAICS Code</b>	<input type="text"/>	<b>County</b>	<input type="text" value="None selected"/>
<b>NAICS Link</b>	<a href="#">NAICS Search</a>	<b>Business Zip</b>	<input type="text"/>
<b>NIGP Code</b>	<input type="text"/>		
<b>NIGP Link</b>	<a href="#">NIGP Search</a>		

[Search](#)

In advance of the changes being deployed, you will receive information and instructions to update your profile in the new system, as well as directions to navigate the new Online Directory. We will update you regarding pending changes to the 48-hour TSB bidding site in the coming months. Please note that if you bookmarked the TSB Online Directory, this link will change. We will send new location information for the new online directory to all TSBs, partners and procurement contacts.

Still looking for ways to ramp up your work toward your 2018 goals? Check out the rest of this quarter's newsletter for other ideas to **Practice Your Pitch** and **Seek Assistance** from the resource partners who are hosting a number of events in the next few months to support small business. Be sure to read TSB owner Michelle DeClerk's column on Transformation and Growth Opportunities (learn more about the phrases bolded in this blog and how you can apply them!) If you live in the western Iowa area, plan to attend our TSB Networking Event on January 30.

As always, as you are setting and working toward your goals of 2018, please feel free to email me at [jill.lippincott@iowaeda.com](mailto:jill.lippincott@iowaeda.com) to bounce ideas off us or provide recommendations for resource partners we should contact. We love connecting TSBs with other partners, opportunities or other TSBs!



## NEWEST MEMBERS OF THE CERTIFIED TARGETED SMALL BUSINESS DIRECTORY

In the last quarter, nine new businesses have become TSBs. Please welcome the following to the [Targeted Small Business Directory](#):

[A Dooley Design](#)

[BNC Services dba Diamond Detailing Pros](#)

[Foresite Consulting Services](#)

[Ilowa Resource Development](#)

[Industrial Seal & Pump Inc.](#)

[International Veterinary Supplies, Inc.](#)

[Mort's Inc.](#)

[Rose Allan Industries, Inc., dba Kieck's](#)

[Trinity Construction Group](#)

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

## SPOTLIGHT: OFFICE OF LATINO AFFAIRS, IOWA — DEPARTMENT OF HUMAN RIGHTS ENCOURAGES BUSINESSES TO APPLY FOR TSB CERTIFICATION

In each "Bullseye," a TSB owner or state purchasing entity is featured who will share their experiences selling or procuring TSB goods and services. Recently, staff learned about two TSBs who became certified after hearing about the TSB program from Sonia Reyes-Snyder, Department of Human Rights.

As the Executive Officer of the Office of Latino Affairs, Reyes-Snyder is often contacted by businesses with concerns regarding Latino affairs or promotional activities.



## SPOTLIGHT, CONTINUED

"I always keep the TSB program in the back of my mind because the more help [businesses] have working with state agencies, the better it is for their business."

Juan Santiago, owner of SYNcere Printing in North Liberty, which specializes in screen printing and promotional products, said he contacted the Office of Latino Affairs when he started his business after receiving one of the Office of Latino Affairs newsletters. "I sent Sonia an email introducing myself and what I did. She asked if I was already a TSB and not being familiar with the program, she replied with the information."

Reyes-Snyder typically asks if a business is familiar with the program; if not, she provides information and encourages businesses to apply for certification. The Office of Latino Affairs also posts a list of the current Latino-owned small businesses on its website. SYNcere printing completed the certification process and has since provided items to the Department of Human Rights, as well as Iowa Public Television.

Vanessa Marcano-Kelly, owner of Caracas Language Solutions, LLC in Des Moines, recently attended a community event regarding immigration and volunteered her services when she realized the event needed a translator. She didn't intend for the opportunity to provide exposure for her business but said it was one her better business moves. "Because of that event, I started getting more business."

She also became connected with Reyes-Snyder. Marcano-Kelly became certified shortly thereafter and is looking forward to working with agencies or companies in need of a translator or interpreter who are looking to work with a diverse vendor. "The fact that I am a TSB now will hopefully help potential customers find what it is they need, and help connect us."

Reyes-Snyder said anyone she has encouraged to participate has found the program easy to navigate, and TSB staff are helpful in answering any questions.

"I talk about the TSB program with almost every business I come into contact with if they are Latino or if I think they may qualify," Reyes Snyder said. "Our goal is to connect the Latino population with our government."

## TRANSFORMATION CREATES OPPORTUNITIES FOR GROWTH



Michelle DeClerck, Certified Meeting Planner (CMP), founded Conference Event Management, a premier provider of unique, world-class event, conference, gifting, incentive travel and meeting experiences in 2003 after accepting a severance package from the company where she had worked. DeClerck had planned

to work on her own business a couple days per week while her children were growing up, but quickly became overwhelmed with incoming referral-based business and had to hire her first employees. Conference Event Management grew on a business model of integrity, personal service and complete transparency, allowing clients to hire the company for as little as one to two service areas, or full event management.

In addition to providing stellar customer service, the Conference Event Management team has always been dedicated to giving back to its community. Staff members participate in volunteer projects to support charities such as Meals from the Heartland, Family Promise, The Salvation Army, Dress for Success and more. In 2015, the company launched the Iowa Hospitality Donation Network (IHDN), a charitable initiative that assists Iowa hotels and event venues in donating extra food, housewares and personal care items to hungry and homeless people in Central Iowa.

Due to her successful leadership, DeClerck received the Iowa SBA Women in Business Champion of the Year Award, Top Influential Woman – Innovator of the Year Award from Smart Meetings, and the Inspiring Women of Iowa Character Award in 2017. In 2016, she was named a Top 20 Change Maker in the Event Industry by MeetingsNet and Clive Citizen of the Year. The National Association of Women Business Owners – Iowa named her Woman Business Owner of the Year in 2011. This past spring, Conference Event Management was selected by Goldman Sachs as the only company in Iowa to participate in its elite 10,000 Small Businesses growth program.

## TRANSFORMATION, CONTINUED

Following that experience, DeClerck led her team through a company-wide transformation process. The goals of Conference Event Management's transformation were to provide greater value to clients in all service areas, while driving the company towards growth and enhanced opportunity.

The intense transformation process involved numerous discussions on topics of culture, leadership, dedication, delegation, process mapping, profit centers, personal and financial accountability, work styles and diversity, celebrations and gratitude, new hires and revamping service areas. Based on the discussions, DeClerck created an eight-step process for growth and expansion, which can be applied to any business.

### 1 Focus on Culture

If leadership is focused on your company's health and culture, by fostering strong teamwork and offering rewarding experiences for hard working staff, your clients will be treated with the same focus. Hire team members that represent your company's values and are passionate about the roles you assign them to. The key to great client relationships is building up a team of individuals that work seamlessly together for the good of those clients. Motivate staff to work toward monthly, quarterly, and yearly goals and reward them for meeting those goals with celebrations. Leaders often find themselves thinking they are too busy to stop and recognize accomplishments by showing sincere gratitude, but when this happens, they risk disengaging their employees. Instead, take time for company outings and rewarding discussions with team members to encourage continued hard work.

### 2 Set Meetings with Yourself

As a leader for your business, it's extremely important to take time out of each day or week to review the overall operations, successes, failures, financial reports, and future visions for the business. This meeting allows you to center your goals towards working ON your business versus IN your business. Decide what your success metrics will be. At Conference Event Management, one of those success metrics is the number of new clients and average contracted client revenue we gain in any year. Success metrics can come from client surveys, tracking client decision and spending patterns, and financial forecasting. This daily or weekly meeting is critical to evaluating the future success of the business, and can lead to goal setting and stronger leadership skills.

### 3 Conduct an Operational Audit

An operational audit is a process map that defines tasks within a specific business area and determines employee roles in each task. The processes can be recorded

on paper, in excel sheets, in Google sheets for ease of sharing, or in other organizational programs. Operational Audits result in clearer job roles, better delegation, clarity in training, improved efficiency, ensuring nothing falls through the cracks, and overall improvement in your company's operations. An example of a process map would be onboarding a new hire.

### 4 Prepare to Spend Immense Amounts of Time

Though there is never enough time to get everything you want to accomplish done, transforming your business takes an immense time commitment. If a transformation is right for you, make the time commitment (90 days is the perfect timing to stay focused on a goal) and stick to it.

### 5 Create a Live Plan

Re-evaluate your business and marketing plans and transform them into a live plan—an ever-changing document designed to focus business efforts and help onboard new employees. This plan helps all involved to understand your values, clients, risks, potential risks and areas of profitability. Evaluate your market scope and size, and segment customers by their different markets. Create competitive differentiation for marketing and selling purposes. Find your company's differences from competitors and strive to demonstrate your individuality.

### 6 Do Your Financial Forecasting

Constantly evaluate your company's financials in order to set goals, and plan for future growth. If your forecasts are not headed upwards, evaluate the situation, and determine a new path for growth. This could include new profit centers, letting go of unprofitable product or service areas, prospecting to new business, and more.

### 7 Practice Your Pitch

Always be ready to share your success story. Whether it is during a backyard conversation, or to someone you meet in a professional situation, be prepared to present ways your company provides solutions. Refine your pitch, be authentic, and focus on how you can be a resource for your listener.

### 8 Seek Assistance

You're never alone. There are thousands of other small businesses, and plenty of organizations focused on helping them, including the Certified TSB program. Consider what resources you need and reach out to learn more on how you can grow and improve your business.

For more information on having DeClerck speak on her eight-step transformation approach, or how to enhance and grow an already successful business, contact [michelle@mycem.com](mailto:michelle@mycem.com) or 515.254.0298, ext. 9.

# EASTERN IOWA TSB NETWORKING OPPORTUNITY



After hosting three successful TSB networking events in 2017, the first in 2018 will be held in Council Bluffs! Join the TSB team for a night of networking with other TSBs in the Council Bluffs area, as well as representatives from small business partners, IASourceLink, the Center for Industrial Research and Service (CIRAS), and the Iowa Western Small Business Development Center.

This event is open to everyone – businesses interested in becoming TSB certified, existing TSBs or businesses interested in doing business with other TSBs. Learn about the exciting changes coming up for the TSB program and ways TSB is helping connect businesses to partners, other businesses and prospective state buyers.

Time: January 30, 2018, 4:00 – 6:00 p.m.

Location: 12 Scott St., Council Bluffs, IA 51503  
(Home to [H2W Apparel](#) and [Brunow Contracting](#), both Iowa TSB certified)

Complimentary refreshments are being provided by [3rd Degree Screening](#), an Iowa TSB certified company.

## TARGETED SMALL BUSINESS HIGHLIGHTS

### Anna Jones, MOD Design

Anna Jones, owner of MOD Design in Des Moines was recently elected to serve the Iowa Architect Editorial Board of Directors as the editor of [Iowa Architect](#) magazine. IA Architect is the official publication of American Institute of Architects, Iowa Chapter (AIA Iowa) which showcases the best in Iowa and Midwest architecture, and serves as a guide for design, the arts, literature, and innovative products and technology.



### Capture Marketing

Capture Marketing in Des Moines was the winner of the Small Business Community Champion Award for 2017 by the [Greater Des Moines Partnership](#). Capture Marketing, a full-service marketing, association management and advocacy company located in the East Village, was chosen based on its company culture of providing employees time to donate time and talents to local organizations. Capture Marketing also chooses one organization every year to provide pro-bono work in the areas of marketing, communications and branding. Capture Marketing, a woman-owned TSB, is led by president Natalie Battles and has grown to ten employees.



### de Novo Marketing

In the last year, de Novo Marketing in Cedar Rapids was recognized as a first-time 2017 [Fastest Growing Company](#) and a third-time [Coolest Place](#) to work honoree by the Corridor Business Journal.



### Juan Santiago, SYNcere Printing

Juan Santiago, owner of SYNcere Printing, in North Liberty, was featured in the [Corridor Business Journal's 2017 "Expanding Opportunities"](#) publication. Juan was also a presenter for Iowa City's "Building Business Basic's" workshop, held earlier this year at Kirkwood Community College. See Juan's speaker introduction, as well as the slideshow presentation at the [City of Iowa City's site](#).



Photo Credit: Bill Adams, Corridor Business Journal

### Kathy Peterson, People Works Inc.

Kathy Peterson, owner of People Works Inc. in Storm Lake, was featured in the [Storm Lake Times](#) for the renovation of an old warehouse building in Alta, Iowa to house its business and be available to rent for graduation parties and family gatherings. PeopleWorks expanded in 2017, adding a learning and development consultant to its team.



## HIGHLIGHTS, CONTINUED

### Katie Wilson, TapOnItMobile Deals

Katie Wilson, owner of TapOnItMobile Deals in Davenport, was a finalist for a Women of Innovation Award from the Technology Association of Iowa for Entrepreneurial Innovation and Leadership.

TapOnItMobile helps businesses drive traffic and sales while helping customers save money.



Photo Credit: Technology Association of Iowa

### Little Green Truck Coffee Company

Little Green Truck Coffee Co. in Auburn will be featured in the January issue of the Iowa Farm Bureau Family Living magazine. Owner Ellen Frank will also present the story of Little Green Truck Coffee Co. at the Annual Sci-Max Solutions Learning Group Seminar in Des Moines this January.



### International Veterinary Supplies

Small business administrator, Linda McMahon, visited Des Moines as part of the SBA's IGNITE tour. During her visit, McMahon toured International Veterinary Supplies, a recently certified TSB that sells veterinary supplies worldwide.



### Michelle Bates, BluPrairie

BluPrairie Founder and CEO, Michelle Bates of Coralville, received a Women of Innovation award from the Technology Association of Iowa for Leadership Innovation. BluPrairie is an independent cloud strategy and design partner that helps businesses, governmental agencies, start-ups and institutions of higher education leverage new technology to do business differently.



Photo Credit: Technology Association of Iowa

### Michelle DeClerk, Conference Event Management

Michelle DeClerk, owner of Conference Event Management in West Des Moines was recognized in the U.S. House of Representatives by Congressman David Young for her advocacy for women business owners and winning this year's Small Business Administration Women Business Champion of the Year award.



### Tamara Brunow, H2W Apparel

Tamara Brunow, owner of TSB-certified Brunow Contracting, received recognition from both WOWTV Business Journal and The Daily NonPareil for her launch of H2W Apparel, an apparel company for women of all sizes.



Brunow recently also received recognition as a member of the Midlands Business Journal 2017 class of 40 Under 40 in the Greater Omaha, Sarpy County and Council Bluffs areas.

### Ying Sa, CommunityCPA.com

Ying Sa, owner of CommunityCPA.com in Des Moines, received an award at Immigrant Entrepreneurs Summit (IES) in November for her 10 years work at IES as the chair and co-founder, and 20 years in her private practice, Community CPA. The award was a representation of the IES community, and more specifically, the business communities large and small in Iowa. To echo the words on the award: "In admiration and gratitude for her brilliant mind, tireless dedication and boundless compassion" towards all people in business, which has thus far impacted the economy of Iowa for the better. More than 900 participants attended this year's IES event, representing more than 57 countries. Since 2008, more than 1,200 new companies have been founded by IES attendees, creating 6,285 jobs.



### Zao525

iMarketer, a Zao525 designed and launched company, placed among Media Temple's 2017 "Made Like It Matters" contest winners. The Made Like It Matters contest features projects that excel in creativity and passion for cause. Zao525, located in Ames, was thrilled to see iMarketer receive such national recognition, placing third in the contest. Even more, Zao is proud to have created a brand which enables women to have the work-life integration they've always wanted.



Have you or your business been recognized locally for a professional achievement? Send a link to the announcement, a description of the recognition and a photo to be included in our next quarterly newsletter.