



## NEW TSB PORTAL LAUNCHED!

As we promised earlier this year, the new Targeted Small Business (TSB) portal has officially launched! The new portal, which includes the TSB Online Directory can be found at:

[iowaeconomicdevelopment.com/tsb](http://iowaeconomicdevelopment.com/tsb)

The launch of the portal is the result of a multi-agency initiative to improve efficiencies. The new portal features enhancements for both TSBs and public procurement agents. General information about the TSB program remains available as in the past, but users will notice slight changes to this page dependent on whether a user is interested in becoming a certified TSB, currently a certified TSB or looking to find certified TSB.

By clicking on one of these buttons, users will be taken to one of the elements of the portal. Businesses interested in becoming a TSB will be given a brief survey before being prompted to fill out an online application:

### Certification Criteria

To be eligible for TSB certification or a loan, businesses must be:

- Located in the state of Iowa
- Operating for a profit
- Make less than \$4 million in gross income, computed as an average of the preceding three fiscal years
- Majority owned (51 percent or more), operated and managed by a female, individual with minority status, service disabled veteran or individual with a disability

START  
APPLICATION

LOGIN

DIRECTORY

## Targeted Small Business Certification Application



Welcome to the Targeted Small Business (TSB) certification web site. Iowa Economic Development Authority certifies businesses owned, operated, and actively managed by women, minority persons, and individuals with disabilities or service-connected disabled veterans as targeted small businesses. State purchasing officers consider TSBs when seeking bids for state-purchased goods and services.

### TSB Pre-Qualification Survey

Please answer the following pre-screening questions to determine your eligibility for Targeted Small Business certification. To learn more about each of the qualifying categories below, [click HERE](#). Once eligibility is determined, you will be prompted to create a login profile and begin the application process.

- Yes  No Is your primary business location in Iowa? (The location can be your home or your office)
- Yes  No Are you operating for a profit?
- Yes  No Has your business had an annual gross income of less than \$4 million computed as an average of the three preceding fiscal years (Gross income means the total sales less the cost of goods sold, plus and income from investments and from incidentals or outside operations or sources.)?
- Yes  No Is 51% of the business ownership held by one of the following Targeted Group Persons? (Can be held by more than one individual to make up 51% of ownership by Targeted Group Persons)

Additional resources available through this web site include links to small business-related sites and the Department's administrative rules governing the certification process. Individuals with questions about the certification process should contact the Department's Targeted Small Business Certification Program at (515) 348-6159, or send an e-mail to TSB Certification Project Manager, [jill.lippincott@iowaeda.com](mailto:jill.lippincott@iowaeda.com).

## NEW TSB PORTAL, CONTINUED

Hard copy applications will still be accepted, but once certified, applicants that apply either online or in person will be set up with an account in the new portal to manage certifications, the business's profile and information online if desired. TSBs haven't previously had access to update profiles in the TSB Online Directory. In the new portal, additional new features include:

- Enhanced TSB profiles: Certified TSBs will have the ability to upload a logo and capability statement to their online profile to provide public users with more information regarding the background and qualifications of the business
- Enhanced 48-hour bid site: Certified TSBs will now see everything posted to the 48-hour bid site, including addendums to postings that provide more information about the bid
- E-mail notifications regarding bids: Certified TSBs can manage notifications received based on the state's commodity codes. When a bid is posted based on codes selected, businesses will receive an automatic e-mail with a link to the bid.

### TSB Bid Notifications

Iowa Economic Development Authority enables TSBs the ability to be Notified as Bid Opportunities become available through the state's procurement department. After creating a TSB Bid Notification, as bid opportunities become available, the TSB will receive an email for each bid opportunity that matches their NIGP code preferences.

*How to create a Bid Notification:*

**Step 1)** Click add Bid Notification  
**Step 2)** Add the e-mail address at which you would like to receive notifications. Example: tsb@email.com  
**Step 3)** Add a comma separated list of NIGP codes that are of interest to you. Example: 025, 031

To lookup your applicable NIGP code(s), click here: [NIGP Search](#)

[Add Bid Notification](#)

Email Address ↑	TSB Category Code List
test@iowaeda.com	112 <input type="button" value="v"/>

All current certified TSBs have been invited via email to login, create an account and manage their business's profile. A certified business that does not recall receiving a link to login to the new system should notify Jill Lippincott, [tsbcert@iowaeda.com](mailto:tsbcert@iowaeda.com), to receive the invitation.

Those who've used the TSB Online Directory in the past will also notice significant upgrades to the search capabilities in the new portal. The new TSB Online Directory features the ability to search by multiple zip codes, counties and service categories. As TSBs add [NAICS](#) and [NIGP Commodity Codes](#) codes to their profiles, TSBs will be able to be identified by these codes as well.

# NEW TSB PORTAL, CONTINUED

Targeted Small Busine... / Search the Targeted Small Business Directory

## Search the Targeted Small Business Directory

Use the fields below to search for Targeted Small Businesses matching the criteria entered. Start your search broadly, searching on just one field, and then add additional fields to narrow the list of businesses retrieved.

To make multiple selections in the Service Category or County drop-down lists, click the box next to the category or county. Results retrieved will include businesses with any of the selections made from the drop-down list.

TSB Type	None selected ▾	Business Name	<input type="text"/>
Product/Service Category	None selected ▾	Business Address	<input type="text"/>
Product/Service Description	<input type="text" value="Search"/>		
NAICS Code	<input type="checkbox"/> Accountant <input type="checkbox"/> Adoption <input type="checkbox"/> Advertising, PR & Promotions <input type="checkbox"/> Advisors <input type="checkbox"/> Agricultural <input type="checkbox"/> Air Duct Cleaning <input type="checkbox"/> Air Quality, Equipment & Supplies <input type="checkbox"/> Alterations & Sewing <input type="checkbox"/> Anemometry <input type="checkbox"/> Animal Boarding		
NAICS Link			
NIGP Code			
NIGP Link			

Please note that not all businesses are listed here. To search multiple codes, separate each code with a comma and a space.



It's exciting to offer TSBs the opportunity to upload logos and Capability Statements to profiles so potential buyers see examples of a business's work and references, making the choice of working with a small business much easier.

## Business Details



<b>Business Name *</b>	<b>Effective Date</b>
Business Example	3/13/2016
<b>Business Type *</b>	<b>TSB Type</b>
Sole Proprietorship	Woman
<b>Date Started *</b>	
3/6/2018	

## NEW TSB PORTAL, CONTINUED

This newly launched effort will raise the profile of the Targeted Small Business program – not just for those interested in state procurement, but for anyone looking to be identified as an owner of a business who is a woman, individual with minority status, individual with a disability and service-disabled program. Upcoming events will be planned for TSBs throughout the next year, including after-hours networking, facilitated meet and greets – and, as always, invitations to partner events found in this edition and every newsletter.

In the last edition of the newsletter, a new feature was launched to promote the “Good News” of TSBs. Many responded with information about incredible acknowledgement and recognitions received. The TSB Program loves hearing (and sharing) good news, so please feel free to share those tidbits all year long so it can be included in both the TSB newsletter and social media feeds. Combined with the launch of the new TSB portal and all the impact TSBs are making across the state, TSB staff are excited to see how this program continues to grow.

After soft-launching the new database, it will be officially promoted later this spring and early summer. As with any launch of a new program, expect a few bugs. Staff is also always open to hearing from users about ways to improve the interface moving forward. Please share any issues, thoughts or ideas that come up in the next quarter with [jill.lippincott@iowaeda.com](mailto:jill.lippincott@iowaeda.com) while using the new portal.

## NEWEST MEMBERS OF THE CERTIFIED TARGETED SMALL BUSINESS DIRECTORY

In the last quarter, 25 new businesses have become Targeted Small Businesses. Please welcome the following to the Targeted Small Business Directory:

[Accredited Services LLC](#)

[Bath Bom Bom LLC](#)

[BecMar Diner](#)

[Case Navigator, Inc.](#)

[Clean Image Services](#)

[Country Lane Cottage dba KLK Events LLC](#)

[Crystal Freeze Dry, dba Nutriom](#)

[Dawn A. Wilson Consulting](#)

[Elite Commercial Cleaning](#)

[EnviroNET](#)

[Full Circle Collective](#)

[Foundations Mental Health Center](#)

[Heartland Veterans LLC dba JDog Junk Removal and Hauling](#)

[Ilowa Resource Development](#)

[Iowa Urban Media](#)

[ITG Revenue Management Services](#)

[Lola's Fine Hot Sauce, LLC](#)

[McMahan Industrial Services, LLC](#)

[Military Staffing Solutions](#)

[Pareti Mobile Walls](#)

[Petersen Iron & Metal, dba Petersen Express Co.](#)

[STRATAFOLIO](#)

[Valentine Coaching & Consulting](#)

[Western Holiday Hotels, dba Sudbury Court Motel & RV Park](#)

[YTT Design Solutions, LLC](#)

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

# WANT TO KNOW MORE ABOUT STATE PROCUREMENT?

- Visit the [DAS Central Procurement Website](#)
- Contact DAS Central Procurement Manager [Karl Wendt](#), 515.281.7073
- Review [How to do Business with the State of Iowa](#)
- Find out [What Does the State Buy?](#)
- Learn about state purchasing practices in [Iowa's Procurement Administrative Rules](#)
- Understand [TSB Procurement guidelines](#) for state buyers
- Register a business at the [Vendor Self Service Portal](#)
- Locate [NIGP Commodity Codes](#) to receive solicitation notifications
- Check out current [Bid Opportunities](#) open to all businesses

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.

## TARGETED SMALL BUSINESS HIGHLIGHTS

### FinanSynergy

Katie Fergus, owner of FinanSynergy and Medical Billing Services in Des Moines was profiled on the [Greater Des Moines Partnership website](#) regarding the support she's received as a small business. FinanSynergy was also recognized as the [America's SBDC Iowa Small Business of the Month](#) recipient for February 2018. Businesses are selected based upon recent successes in the industry, development and impact made upon their communities.



communities. Many honorees also serve as leaders of the key organizations that support the growth of women's entrepreneurship.

### Pareti Mobile Walls

Pareti Mobile Walls, owner Kathlene Kyle of Central City, was featured in [KCRG's "Made in Iowa City"](#) and ["The Gazette"](#) for its work manufacturing temporary/mobile walls for conventions, offices, trade shows, museums and construction sites out of organic materials.



### Larry's Landscaping

Larry Eason, owner of Larry's Landscaping in Cedar Rapids was recently featured on [KCRG News](#) in Cedar Rapids for taking advantage of falling temperatures and working with a local HyVee to clear its sidewalks and parking areas over the winter months. Larry's Landscaping provides landscaping services in the summer months and plowing and services in the winter months.



### TreePans

TreePans of Akron was recognized as [America's SBDC Iowa Small Business of the Month](#) recipient for January 2018 and was featured in both [KMEG Siouxland News](#) and the [Sioux City Journal](#) for its recognition.



### Michelle DeClerk, Conference Event Management

Michelle DeClerk, owner of Conference Event Management in West Des Moines was acknowledged as a winner of the [2018 Enterprising Women of the Year Awards](#), an annual tribute to the world's top women entrepreneurs.



TreePans also won second place at the [Surge Summit Alumni Pitch](#) competition in December 2017 by impressing judges with the progress the company has made since graduation from Venture School in 2017.

### Young G's Barbecue Sauce

Young G's Barbecue Sauce and its owner, Gerald Young of Urbandale, were profiled in the [Des Moines Register](#) on February 28, 2018, for the efforts to export Young G's Barbecue sauce to China. The sauce is currently sold on store shelves in the Des Moines metro area and beyond.



Photo Credit: Mark Davitt for the Des Moines Register

The Enterprising Women of the Year Awards is widely considered one of the most prestigious recognition programs for women business owners. To win, nominees must demonstrate a fast-growth business, mentor or actively support other women and girls involved in entrepreneurship and stand out as leaders in their

## PARTNER EVENTS

### GovCon 101 Webinar

**Time:** April 10 and June 12: 9:00 – 10:30 a.m.

**Location:** Webinar

This 1.5-hour session will provide attendees an introduction to Government Contracting and discuss the various factors to consider before entering this market. Discussions regarding how the government market differs from the commercial market, the pros and cons of servicing this market, how the government buys, and all the various steps required to sell to the government will be held.

To register, go to:

[register.gotowebinar.com/rt/6195711026635121665](https://register.gotowebinar.com/rt/6195711026635121665)

and click on the date/time of the webinar you wish to attend to register.

### Veterans Breakfast

**Time:** April 11: 7:30 - 8:45 a.m.

**Location:** The Kirkwood Hotel, Cedar Rapids

CIRAS is hosting a special Veterans Breakfast before the Corridor Business Development Expo. The keynote speaker will be Dennis Clark, founder and president of Clark & Associates. Dennis is a world-renowned CPO and veterans' advocate who has worked with many veterans throughout his 50 years in the orthotic and prosthetic field. His experience includes serving as lead prosthetist at Walter Reed Army Medical Center, where he provided prosthetic care to wounded soldiers returning from Iraq and Afghanistan. Dennis is motivational, vibrant and truly inspirational. Join CIRAS to hear about his experiences and his ongoing support for veterans.

To register, go to: [www.eventbrite.com/e/veterans-business-breakfast-registration-43180427822](https://www.eventbrite.com/e/veterans-business-breakfast-registration-43180427822)

### Corridor Business Development Expo

**Time:** April 11: 8:15 a.m. - 12:30 p.m.

**Location:** The Kirkwood Hotel, Cedar Rapids

CIRAS is partnering with Alliant Energy and offering the opportunity to network with local resources, other businesses, potential partners and prime contractors at the Corridor Business Development Expo. Presentations will be offered on cybersecurity, diversity and retention. Organized networking will round out the morning.

Questions on the event? Please reach out to Julie Fagle at [jafagle@iastate.edu](mailto:jafagle@iastate.edu).

### Resources for Your Business

**Time:** April 12: 7:30 - 9:00 a.m.

**Location:** Iowa Lakes Community College, Algona Campus, Room 16

Learn how the participating agencies (TSB, SBA, IASourceLink, SBDC, TEC - Tietz Entrepreneurial Center and CIRAS) and its programs can help Iowa businesses. Build a network of Iowa business partners while exploring and discussing current challenges to Iowa industry. For questions, contact Mary Zimmerman at [maryz@iastate.edu](mailto:maryz@iastate.edu).

### Crafting a Powerful Capability Statement - Part 2: Your Capability Statement is the Crucial Key to Success

**Time:** April 18: 9:30 - 10:30 a.m.

**Location:** Webinar

Both the government and private sector markets use a unique business development tool called a Capability Statement. Attend this session to understand the three types of Capabilities Statements and learn how to create a powerful door opener Capability Statement document — your most important business development tool. Few contractors know how to create an effective one-page document and acquisition personnel are subsequently buried by generic capability statements, making it extremely difficult to quickly evaluate and select those that fit specific needs. Learn how to stand out by crafting a compelling Capability Statement that will capture the interest of contracting personnel, teaming partners and prime contractors. Topics covered include: exact format of the document, graphics or not?, format: Word, PowerPoint, InDesign, PDF, size matters!, actual section heading to include, exact content for services or products, printed or electronic, include on your website or not, game-killing mistakes to avoid.

To register, go to: [register.gotowebinar.com/register/4367827923011667714](https://register.gotowebinar.com/register/4367827923011667714)

### Market Research-An Overview of Resources Available to Identify Your Government Market

**Time:** April 24: 9:00 - 10:00 a.m.

**Location:** Webinar

This session will provide information on the overall value of initial and ongoing market research for companies pursuing government sales. Discussion includes resources available for conducting market research and will give companies a meaningful starting point for a one-on-one discussion with its counselor for specific market research assistance. This session will provide a framework for companies to locate and define top targets and what they are buying, and to assist in marketing and pursuit.

**Prerequisite:** It is recommended that you participate in GovCon 101 or have had a one-on-one meeting with a CIRAS Government Contracting Specialist prior to attending this session.

To register, go to: [register.gotowebinar.com/#rt/1376113956465371393](https://register.gotowebinar.com/#rt/1376113956465371393)

## PARTNER EVENTS, CONTINUED

### GovCon Networking

**Time:** April 26: 9:30 - 11:30 a.m.

**Location:** Bettendorf Public Library, 2950 Learning Campus Dr, Bettendorf

This event is targeted at companies interested in building a network and will specifically target the government contracting market. Attendees will learn about the importance of building that network and be given an opportunity to introduce their business and experience in the government market and share best practices. This event will also feature guest speaker, Kevin Santry, of Santry360. He will share with attendees an outline of changes made by the passing of the 2017 tax bill and offer an analysis of how these changes will impact small businesses. Discussion will focus on changes in business deductions and how to financially plan for the year with these changes in mind. Kevin Santry is a CPA and consultant with over 35 years of experience in business, strategic and succession planning.

Please contact Melissa Burant at [mmburant@iastate.edu](mailto:mmburant@iastate.edu) or Kathryn Palagi at [kpalagi@santry360.com](mailto:kpalagi@santry360.com) for more information.

### You are a Certified Targeted Small Business (TSB) - What's Next?

**Time:** May 2: 9:00 - 10:00 a.m.

**Location:** Webinar

This webinar is useful for companies that recently received TSB certification from the State of Iowa. The session will provide information on next steps and considerations to take advantage of the procurement opportunities for TSB's with the State of Iowa. We will explore the structure of the state and independent buying agencies and review the types of products and services they buy, discuss in greater detail the procurement benefits to the program, how to best do business with the state as a vendor and TSB, as well as marketing best practices. We will also discuss additional procurement and preference programs that you may be eligible for as a TSB. This session is also suitable for companies eligible for TSB certification, but would like to review the procurement processes and opportunities prior to pursuing certification. After registering, registrants will receive a confirmation email containing information about joining the webinar.

To register, go to: [register.gotowebinar.com/rt/6477102438510774531](https://register.gotowebinar.com/rt/6477102438510774531)

### GovCon Networking Group

**Time:** May 3 and June 7: 7:30 - 8:30 a.m.

**Location:** 149 West Broadway, Council Bluffs

The intent of these sessions is to provide Iowa companies in any industry an opportunity to participate in peer networking discussions related to government and commercial procurements. Facilitated by the local ISU CIRAS Procurement Technical Assistance Centers and will be structured as a session to discuss relevant and trending topics from the government market, current challenges or questions from industry, as well as building your network of Iowa business partners. The agenda and topic discussions for these groups will be driven by the attendees. Andy Alexander is the point of contact for this event, CIRAS Government Contract Specialist, 402.547.0333 or email [andyalex@iastate.edu](mailto:andyalex@iastate.edu).

### Doing Business with the State of Iowa

**Time:** May 7 or June 5: 11:00 a.m. - 1:00 p.m.

A two-hour workshop including everything you need to know about doing business with the State of Iowa. For questions, please contact Leah Barton at [bartonl@iastate.edu](mailto:bartonl@iastate.edu)

### Boot Camp for General Services Administration (GSA) Schedules

**Time:** May 7 - May 8, or June 5 - June 6: Two-Day Boot Camp

1.5-day boot camp on how to obtain a GSA schedule, maintain compliance and drive government sales. For questions, please contact Leah Barton [bartonl@iastate.edu](mailto:bartonl@iastate.edu)

### Midwest Government Contracting Symposium

**Time:** May 23 - May 24: 2-Day Event

**Location:** TaxSlayer Center, 1201 River Dr., Moline, IL 61265

The 2018 Midwest Government Contracting Symposium is the 11th annual event in the Quad Cities. The event evolved over the years and has become the single-most important conference for small businesses to gain inside knowledge of government contracting. Prime companies and government agencies are there to share information on the current issues involved with succeeding in government contracting. Expert panels will share real world scenarios and small business, government agencies and prime companies can network to identify business opportunities. The two-day event will provide the advanced planning briefing to industry (APBI) information you need, the training, education and networking opportunities needed to increase revenues and meet goals. For questions please Contact Melissa Burant at [mmburant@iastate.edu](mailto:mmburant@iastate.edu)

## PARTNER EVENTS, CONTINUED

### Reviewing Solicitations for Success

**Time:** June 7: 9:00 - 10:00 a.m.

**Location:** Webinar

This webinar will provide a general overview of the government solicitation process. We will explain the difference between RFIs, RFQs and RFPs and when each type is used and evaluated, as well as various contract types. We will then provide some tips for reviewing solicitations and preparing to submit a bid or proposal.

**Prerequisite:** It is recommended that you participate in GovCon 101 or have had a one-on-one meeting with a CIRAS Government Contracting Specialist prior to attending.

To register, go to: [register.gotowebinar.com/rt/9200748873114821633](http://register.gotowebinar.com/rt/9200748873114821633)

To see all the Iowa Center's Events, please visit: [theiowacenter.org/calendar/events/#all](http://theiowacenter.org/calendar/events/#all)

### DreamBuilder Accelerated

**Time:** April 19, April 27 and May 14, 2018 times vary

**Location:** 8345 University Blvd., Ste. 1F, Clive, IA

**Cost:** \$250 (inquire about scholarships)

DreamBuilder Accelerated the Iowa Center's eight-week business planning class condensed to four weeks. During the course, attendees will have the potential for completing a business plan, access to online material as well as group + one-on-one, in-person coaching and presentations on everything from small business law to taxes to defining your "why." Class meetings will be held for orientation to the program, to hear subject matter experts and present business plans.

Interested? Please visit the Iowa Center events page to register: [theiowacenter.org/calendar/events/#all](http://theiowacenter.org/calendar/events/#all)

### Getting Found on Google

**Time:** April 17: 5:00 – 6:00 p.m.

**Location:** 8345 University Blvd., Ste. 1F, Clive, IA 50325

If you run a local business, one of the best things you can do is make sure you're appearing in local searches by having a local search strategy in place. This Topical Tuesday will cover key considerations to help put you on the map in the digital space. Led by Kiley Skadburg, Client Services Director at Spinutech, a Google Premier Partner focused on web-design and digital marketing.

### FocusME

**Time:** April 9 – May 21: 11:30 a.m. – 1:00 p.m.

FocusME is all about smart, savvy, working women supporting each other in pursuit of professional and personal goals. Classes limited to six participants.

Lean on each other, give advice, share connections and experiences. Support one another's goals and connect with other women and resources. Your group will be a source of support, referrals and networking: the focus is on the personal development that will impact your growth. Specific areas of focus include: goal setting, communicating effectively, personal branding, networking and prioritizing. Contact: [ahutchins@theiowacenter.org](mailto:ahutchins@theiowacenter.org), 515.283.0940

Register online: [theiowacenter.org/calendear/](http://theiowacenter.org/calendear/)

### Iowa Center's Women's Business Center First Fridays

On the first Friday of every month, join us to hear the savvy, successful business owners + entrepreneurs of Des Moines share their story. In a laid-back environment, catch some words of wisdom from women + men who have been through it before—and maybe walk away with a new connection (or two).

Seating is first come, first served. Lunch is not provided, though we encourage you to bring your own if you'd like.

#### **April First Friday:**

**Mary Anne Kennedy of Primary Source**

**Time:** May 4, 2018: 11:30 a.m. to 1:00 p.m., with networking from 11:30 a.m. to noon.

**Location:** 8345 University Blvd., Suite F, Clive 50325

#### **June First Friday:**

**Claudia Schabel of Schabel Solutions**

**Time:** June 1, 2018: 11:30 a.m. to 1 p.m. with networking from 11:30 a.m. to noon

**Location:** Greater Des Moines Partnership

#### **July First Friday:**

**Susan Watts of Olson Larsen**

**Time:** July 13, 2018: 11:30 a.m. to 1 p.m. with networking from 11:30 a.m. to noon

**Location:** 8345 University Blvd., Suite F, Clive 50325