



PLANNING FOR THE YEAR AHEAD

It's been a little over two months since the new Targeted Small Business portal was launched, and the response has been incredible. In the last month, more applications have been processed than in any month since management of the program transitioned to the Iowa Economic Development Authority (IEDA) in September 2016. It's exciting to announce that over 17 businesses certified as TSBs in the month of May and many more have started applications. TSB is now at an all-time high with the number of certified TSBs since FY '13. To see the full breakdown of the overall numbers of TSBs, check out the pie chart on Page 4.

Now that the database has been upgraded, we continue to set stretch goals for the year ahead to grow the number of certified TSBs in the state. The efforts continue by bringing the TSB program to you – becoming more available in communities by hosting networking events in Dubuque, Sioux City, Mason City, Cedar Rapids and the Quad Cities, establishing dates and times when TSB staff are available in local communities for meetings with TSB owners to answer questions or strategize about leveraging certifications, and creating a new program to help owners apply for certification: Remote Application Sites – where technology and staff will be available to help individuals apply for TSB Certification online. As outreach continues, staff are prepared to answer questions often heard during travels talking with small business owners: "Why should I become certified as a TSB? What will this do for me and my business?"

In response, business owners are typically asked to identify their customers and what markets they would like to tap. In a variety of ways, the TSB certificate can help business owners' efforts to grow their customer base.

For businesses looking to expand in the retail sector, the ability to promote themselves as a certified "woman-owned" business or "service-disabled veteran-owned" business carries a lot of weight among some customers looking to business with specific sectors.

TSBs are also encouraged to use the digital badge received upon certification to promote the certified status on social media pages, email signatures, business cards, marketing collateral and more. We love seeing the TSB window-cling proudly displayed in a business window!



TARGETED
SMALL
BUSINESS

As many business advisors explain, networking is one of the KEY ways to grow a business. The TSB networking events have given TSB owners opportunities to meet new customers in their communities in a location where they may otherwise never have been able to interact. While not everyone is comfortable networking, there are many pros in the TSB community willing to share knowledge – check out TSB owner [Rina Jensen's](#) tips on Page 4 for tips on how to approach networking in a comfortable way to grow your business!

The TSB certification also gains you and your business entry into the world of Supplier Diversity. Many private companies that work with outside vendors often establish specific targets for doing business with businesses owned by women, minorities, individuals with disabilities and service-disabled veterans. Private companies typically recognize various third-party certifications, but often require a fee for the business owner to certify. However, many private companies also recognize state-level certifications such as the TSB certification, that do not cost anything at all!

When doing business with larger companies, always ask about Supplier Diversity programs and the certifications they recognize; if they recognize state-level certifications, let them know you are certified through Iowa or provide contact information to TSB staff who can provide more information about the certification process.

PLANNING FOR THE YEAR AHEAD, CONTINUED

Michelle DeClerk, owner of Conference Event Management has used certification to benefit her when doing business with other companies:

"Conference Event Management has benefited from being certified as a Targeted Small Business in Iowa by opening up doors for large supplier / diversity departments who wouldn't otherwise be able to consider using us for their professional hotel and cruise site selection and contracting and our event planning services."

Finally, each state of Iowa department sets annual goals for Targeted Small Business spending and throughout the year seek to do business with TSBs when possible to help meet these goals. To learn more about TSB State Procurement guidelines, visit the state of Iowa's webpage devoted to TSB procurement practices: das.iowa.gov/procurement/tsb-program-agency-procurement-guidelines. Want to learn what the state buys? See this great page listing the purchase categories from FY '17 and FY '16: das.iowa.gov/procurement/vendors/what-does-the-state-buy

TSBs are always encouraged to attend partner events, featured on Page 6 to learn more about how to leverage certification and use its status to the fullest. Learn how to network, meet with big businesses or do business with the state by attending one of these sessions:

- Vendor Orientation offered throughout July, August and September by the Department of Administrative Services (DAS) to learn how to do business with the state of Iowa:
das.iowa.gov/procurement/vendors/vendor-orientation
- Attend the "Reviewing Solicitations for Success" webinar on September 10 offered through CIRAS: www.eventbrite.com/e/reviewing-solicitations-for-success-registration-47526149994
- Attend the Greater Des Moines Partnership "Small to Big Business" forum in October to meet with big businesses in Iowa that look to do business with other Iowa small businesses. Date: TBD
- Attend a "You're a Certified TSB? What's Next?" webinar offered through CIRAS: www.eventbrite.com/e/you-are-a-certified-targeted-small-business-tsb-whats-next-webinar-registration-47524848100

As always, continue to share good news and business highlights by reaching out to jill.lippincott@iowaeda.com so your successes may be shared on our social media feeds or in the TSB Newsletter in the "Targeted Small Business Highlights" section on Page 5. TSB staff love hearing about great successes and all the great work you're doing in your communities as well!

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 your business at the [Vendor Self Service Portal](#)
- Locate your [NIGP Commodity Codes](#) to receive solicitation notifications
- Check out current [Bid Opportunities](#) open to all businesses

NEWEST MEMBERS OF THE CERTIFIED TARGETED SMALL BUSINESS DIRECTORY

In the last quarter, 36 new businesses have become Targeted Small Businesses. Please welcome the following to the Targeted Small Business Directory:

Big Sur Medical, dba Iowa Medical – Des Moines

Buy Force – Fort Madison

CKJ Enterprises, LLC, dba R Jones Collision 1
– Des Moines

Consulting & Management Resources, LLC,
dba Roehr Consulting, LLC – Cedar Rapids

Cornerstone Strategies, LLC - Chariton

Corridor Technology Professionals – Marion

Crème Cupcake + Dessert – Des Moines

Divine Home Care Services – Des Moines

eSolutions America, Inc. – Waukee

Glass Services, Inc. – Council Bluffs

GTG Architects, LLC – Johnson

GTG Construction, LLC – Johnston

Home Choices, LLC – Sac City

Iowa Defenders, PLLC – West Des Moines

J & S Enterprises, dba University Photo – Clive

JessicaT, LLC – Des Moines

Jude Wilson Holding Companies – Iowa City

KLTM Hawk, Inc. dba Welch's Insurance Agency, Inc. –
Donnellson

Leap HERE, LLC – Pleasant Hill

McClure Financial Services, LLC – Vinton

MiHealth and Fitness - Ames

M&M Commercial Cleaning – DM, Inc. – Urbandale

Mobile Utility Services, LTD., Co. – Davenport

Ollin Star, LC – Ames

PJTJ, Inc. dba Ballyhoo in Ink – Grinnell

Lozanotek, Inc. – Urbandale

PS Adfinity – Cedar Rapids

Risney Photo & Design – Council Bluffs

Roots to Branches Genealogy – Windsor Heights

Slammin Jammin Wings n Things – Coralville

SoulFit – Des Moines

Spann's Pest Control, LLC – Eldridge

Springboard Advertising, LLC – Urbandale

TeamStrong, Inc. – Des Moines

Theisen Cleaning Services – Neola

Twin State Technical Services – Davenport

Valentine Coaching & Consulting – Clive

WE TRANSLATIONS, INC. – Des Moines

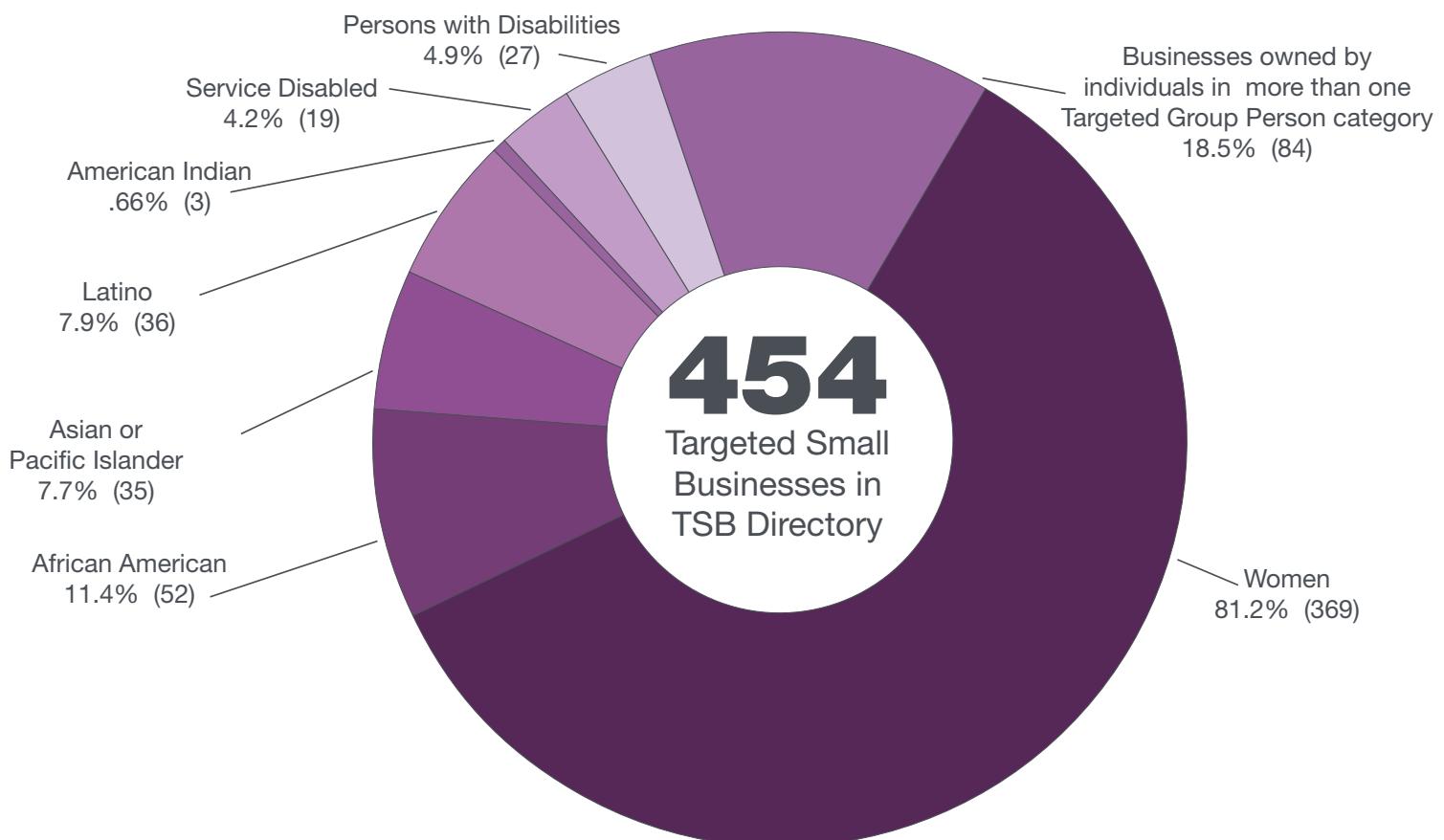
Wellness Within You – Cedar Rapids

Welu, Inc., dba Welu Printing Company – Dubuque

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

TSB PARTICIPANTS “BY THE NUMBERS”

The state of Iowa’s fiscal year 2018 recently ended on June 30, 2018. To benchmark the TSB program’s growth in the last year, and for comparison moving forward, the following graph and map indicate the number of overall Targeted Small Businesses at the close of the fiscal year. The fiscal year ended with 454 certified Targeted Small Businesses! Overall, the number of certified TSBs increased by 9.13 percent since the end of FY 2017 thanks to the support of partners helping promote and expand the program.



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

TIPS FOR EFFECTIVE NETWORKING, BY RINA JENSEN

Networking – in real life – is really all about friend-making! It may seem easy but ask anyone what they think about networking and you’ll hear answers like “It’s a necessary evil” or “I hate it!” I’ve even heard people say they only go because their boss made them!

The reason we feel this way is because we put too much pressure on ourselves. Pressure to look perfect. Pressure to think of topics to discuss. Pressure to make a sale.

These are all wrong.

We’ve been networking our entire lives! Think about all the friends you’ve made throughout life. Who was your first friend in elementary school? High school? New friends in college? Anyone outside of our immediate family we met because we approached them or someone introduced us. THIS IS NETWORKING!

TIPS FOR EFFECTIVE NETWORKING, CONTINUED

Stop thinking of networking as a task to be done in order to make a sale and start thinking of it as a way to build professional relationships. Want a few things to talk about besides the weather or the space itself? Here are the two most important suggestions:

1. What are the best points about what you do?

This question provides a couple of thoughts. First, it starts the conversation on a positive note. Sometimes we don't like what we do, so when asked, we're forced to fake a smile or at the least, pretend we enjoy it. Second, this engages their passion. Maybe you are helping them to remember why they joined the company or started their business, either way their first interaction with you is based in positivity.

2. How can I help?

This is also a surprise question. In a world full of self-centeredness, be the person who helps others. The caveat to this one is a big deal though: Don't ask this question if you have no intention of following through. Being authentic in your ask is more important than the ask itself.

3. A few other topics to consider when venturing out to make friends:

Be Prepared

Know how you want to introduce yourself and be ready to modify it for the audience. If you want to keep super short and sweet, who do you help and how?

Dress your professional

If you are in the financial sector and you show up in yoga pants and your favorite stained, over-sized sweatshirt, I'm probably going to have a hard time handing over my life savings. But, if you are a yoga instructor and above mentioned sweatshirt is part of your brand, then by all means, flaunt it!

Be Confident

No matter what your profession or how you dress, walk into a room like you own the place. Even if you've convinced yourself you don't belong in the room – for whatever crazy reason – pose yourself in the most powerful way you can, take a deep breath and know you can do anything you want!

TARGETED SMALL BUSINESS HIGHLIGHTS

A. Denita Gadson, Four C's Consulting

A. Denita Gadson, owner of 4 C's Consulting, dba iGus Marketing in Waterloo, was honored with the Iowa SBA Minority Small Business Champion of the Year award. Over the years Gadson has participated in a number of initiatives to benefit minorities and minority entrepreneurs in Iowa, including the Iowa Black Business Summit, the African-American Professionals Network, EntreFest, 1 Million Cups Cedar Valley and the Minority Health Initiative Partnership with the University of Iowa Clinics. She was also a former program manager for Iowans for Social and Economic Development (now the Iowa Center for Economic Success) where she was a strong advocate for women and minority-owned businesses.



Christina Moffat, Crème Cupcake + Dessert

Christina Moffat, owner of Crème Cupcake + Dessert in Des Moines was recognized as a 2018 Ivy Women in Business Inspiration Award. Moffat founded Crème in 2010 starting with only one employee and grew her in-home business to a staff of 14 employees within just two years. In addition to being a well-established entrepreneur, Moffat serves as the Director of Small Business Resources at the Greater Des Moines Partnership where she met with over 60 women entrepreneurs in 2017.



TARGETED SMALL BUSINESS HIGHLIGHTS, CONTINUED

DeNovo Alternative Marketing

DeNovo Alternative Marketing, Cedar Rapids, was listed as one of the Corridor Business Journal's Fastest Growing Companies in 2018. The annual Fastest Growing Companies recognizes the region's dynamic companies that have made significant contributions to the local economy.



Deshara Bohanna, Design Fetish

Deshara Bohanna, owner of Design Fetish by Deshara in Ankeny was featured in the Des Moines Register's article on the Targeted Small Business Program during National Small Business Week in May.



International Veterinary Supplies

Alicia Jaime, co-owner of International Veterinary Supplies, Inc. (IVS) in Urbandale was featured in the Des Moines Business Record for IVS's success as a minority and woman-owned small business in the international export market. IVS was also named the Iowa Small Business Exporter of the Year by the Small Business Administration.



Jeri Frank, Stratafolio

Jeri Frank, owner of Stratafolio in Cedar Rapids, presented at the Technori Dubuque event on June 14. Technori's mission is to create momentum for startups by building a community around tech and innovating that enables early stage companies to get in front of hundreds of members in the tech community. Stratafolio also presented at 1MillionCupsDSM weekly event in May in which entrepreneurs present information about their products and ideas and receive weekly feedback from their local community.



Michelle DeClerk, Conference Event Management

Michelle DeClerk, of Conference Event Management, West Des Moines, was selected as a speaker for the Facebook Community Boost Event in Des Moines. Michelle shared techniques on successful strategies to compete for corporate businesses.



Primary Source Promotion

Mary Anne Kennedy, owner of Primary Source Promotion in Des Moines, was featured as a "Topical Tuesday" speaker at the Iowa Center for Economic Success on July 10th. Mary Anne discussed best practices, advice and stories from her experience as using networking to help grow her business.



PARTNER EVENTS

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

Time: July 18, 2018 and September 5, 2018; 9:00 – 10:00 a.m.

Location: Webinar

This webinar is useful for companies that have 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. Attendees will explore the structure of the state and independent buying agencies and review the types of products and services purchased, 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. Additional procurement and preference programs TSBs may be eligible for will also be discussed. 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, attendees will receive a confirmation email containing information about joining the webinar.



To register, visit <https://register.gotowebinar.com/r/6477102438510774531> and click on the date/time of the webinar you wish to attend.

PARTNER EVENTS, CONTINUED

Market Research – An Overview of Resources Available to Identify your Government Market

Time: July 25, 2018, 9:00 – 10:30 a.m.

Location: Webinar

This session will provide information on the overall value of initial and ongoing market research for companies pursuing Government sales. Resources available for conducting market research will be discussed, and companies will receive a meaningful starting point for a one-on-one discussion with a counselor for specific market research assistance. This session will provide a framework for companies to locate and define its top targets and what they are buying, and to assist in marketing and pursuit. Prerequisite: Participation in GovCon 101 is recommended or past completion of a one-on-one meeting with a CIRAS Government Contracting Specialist prior to attending.

Contact Jodi Essex at jodir@iastate.edu to register.

GovCon Networking Group

Time: August 2, September 6, and October 4, 2018, 7:30 – 8:30 a.m.

Location: 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 structured as a session to discuss relevant and trending topics from the government market, current challenges or questions from industry, as well as building a network of Iowa business partners. The agenda and topic discussions for these groups will be driven by attendees.

Questions on the event? Contact Andy Alexander at 402.547.0333 or by email at andyalex@iastate.edu

Marketing to the Government: Advanced Marketing Techniques

Time: August 5, 2018, 9:00 – 10:00 a.m.

Location: Webinar

This webinar is useful for companies that have 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. The structure of the state and independent buying agencies and the types of products and services they buy will be reviewed and explored, 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. Additional procurement and preference programs TSBs may be eligible for will be discussed. This session is also suitable for companies that are eligible for TSB certification but would like to review the procurement processes and opportunities prior to pursuing certification. After registering, attendees receive a confirmation email containing information about joining the webinar.

For questions contact Mary Zimmerman at maryz@iastate.edu.

Reviewing Solicitations for Success

Time: September 18, 2018, 12:00 – 1:00 p.m.

Location: Webinar

This webinar provides a general overview of the government solicitation process. The difference between RFIs, RFQs, and RFPs and when each type is used and evaluated, as well as various contract types will be shared. Some tips for reviewing solicitations and preparing to submit a bid or proposal will then be provided. Prerequisite: Participation in GovCon 101, or completion of a one-on-one meeting with a CIRAS Government Contracting Specialist is recommended prior to attending.

Contact Jodi Essex at jodir@iastate.edu with questions.

PARTNER EVENTS, CONTINUED

Market Research into Marketing: How to use online tools to form your Government Marketing Strategy

Time: October 10, 2018, 9:00 – 10:30 a.m.

Location: Webinar

This session will provide information on the overall value of initial and ongoing market research for companies pursuing government sales. Resources available for conducting market research will be discussed and will provide companies a meaningful starting point for a one-on-one discussion with a 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 the marketing and pursuit of government customers. Prerequisite: Participation in GovCon 101 is recommended or past completion of a one-on-one meeting with a CIRAS Government Contracting Specialist prior to attending.

To see all the Iowa Center's Events, please visit: <http://theiowacenter.org/calendar/events/#all>

Hiring Employees vs Independent Contractors

Time: July 24, 2018, 5:00 – 6:00 p.m.

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

Attendees at this Topical Tuesday have the opportunity to hear from employment attorney Kendra Simmons of Fredrikson & Byron about the ins and outs of hiring employees versus independent contractors—an important decision for any business owner!

Contact: ahutchins@theiowacenter.org, 515.283.0940



QuickBooks(TM): An Overview (Online and Desktop)

Time: August 7, 2018, 5:00 – 6:00 p.m.

We've all heard of it, but many are uncertain which direction to go with this small business accounting software. Join us for this Topical Tuesday and receive an overview of QuickBooks - from all it offers to how to approach which version to select.

Contact: ahutchins@theiowacenter.org, 515.283.0940

QuickBooks Workshop

Time: September 10, 2018, TBD

Details are still being fleshed out; however, save the date for this three-hour workshop designed to help advance your knowledge of this popular small business accounting software.

Contact: ahutchins@theiowacenter.org, 515.283.0940

PARTNER EVENTS, CONTINUED

First Fridays

Time: First Friday of Every Month, 11:30 am - 1:00 pm

On the first Friday of every month, join the Iowa Women's Business Center and others in the community 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 who have been through it before - and maybe walk away with a new connection (or two)! Seating is first come, first served. Participants are encouraged to bring their own lunch since lunch is not provided.

Contact: ahutchins@theiowacenter.org, 515.283.0940

August First Friday: Kerri Rush of Fresh Wheatgrass Girl

Location: The Iowa Center, 8345 University Blvd., Suite F, Clive 50325

September First Friday: To be announced!

Location: Great Des Moines Partnership

October First Friday: Angela Williams Jackson of The Great Frame Up

Location: The Iowa Center, 8345 University Blvd., Suite F, Clive 50325

Focus Me

Time: Monday's beginning October 1 through November 12

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

FocusME provides a space for working women to support each other with connections and accountability as each set individual professional and personal goals. Lean on each other, give advice, share experiences. New groups form every quarter and meet once per week for eight weeks. Each is led by a facilitator whose role is to organize the group around weekly themes and to push each participant to achieve what she sets forth. Groups are limited to six individuals.

Contact: ahutchins@theiowacenter.org, 515.283.0940

DreamBuilder Live

Time: Monday's beginning October 1 through November 12, 5:30 - 8:30 p.m.

Location: The Iowa Center, 8345 University Blvd., Suite F, Clive 50325

The business plan. Writing one can be intimidating. You're juggling market research with competitor analysis, financial projections with marketing strategies. With so much to consider and organize, it's easy to lose your drive. DreamBuilder Live makes it simpler.

During this eight-week course attendees have:

- Potential for complete business plan development or advancement
- Access to online material, as well as group + one-on-one, in-person support
- Resources to help build a professional network
- Ability to connect with others working toward the goal of business ownership
- Opportunities to hear and learn from guest mentors (including CPAs, attorneys, web developers, and other small business owners)

Contact: ahutchins@theiowacenter.org, 515.283.0940