



HF 485 UPDATE

During the last legislative session, [HF 485](#) was passed and signed by Iowa Governor Kim Reynolds on May 16. This bill, supported by Iowa Economic Development Authority (IEDA) and the Department of Administrative Services (DAS), amended Iowa Code section [8A.311](#), granting DAS the authority to determine a procurement threshold amount by rule, not to exceed \$25,000 for direct purchasing from a certified Targeted Small Business (TSB).

The \$10,000 threshold for a direct purchase from a TSB was previously set forth (or established) in Iowa Code, which meant that it required legislative action to change. HF 485 allows for DAS to set a different threshold amount for direct purchasing in Administrative Rule.

What does this mean for TSBs?

Currently, State of Iowa buyers can direct purchase up to \$5,000 for services and \$1,500 for goods from any vendor or \$10,000 if the vendor is a certified Targeted Small Business. Direct purchasing means they do not have to post a purchasing opportunity on the state or TSB bidding sites. It is still considered best practice to obtain vendor quotes, and purchasing agents may post the solicitation if they prefer, but agents are not required to complete the competitive bidding process as long as the purchase is under the respective threshold for the appropriate type of vendor.

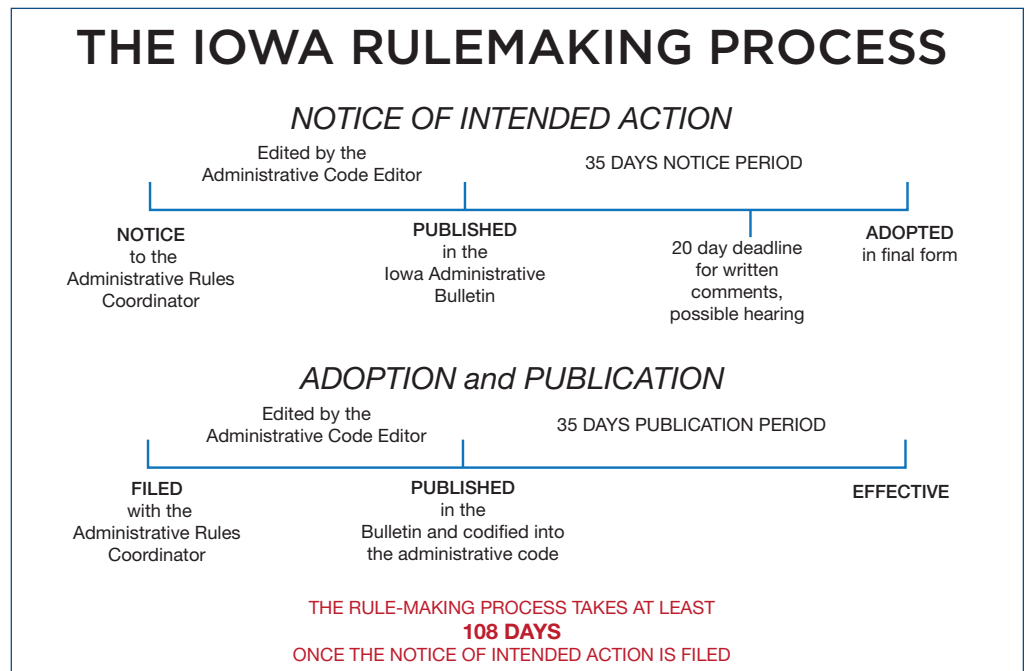
Does this mean state purchasers can purchase directly from a TSB for anything under \$25,000?

No. Although the code change is effective July 1, 2019, the current TSB limit of \$10,000 is still in effect. Changing the limit will require a change to the Iowa Administrative Code (IAC). The Iowa Code contains all permanent laws passed by the Iowa General Assembly and signed by the governor. The IAC contains all administrative rules adopted by Iowa's state agencies. When a law is passed, the IAC often needs to be updated to effectively implement or administer that law.

Administrative rules implement or interpret law, prescribe policy, or describe the organization, procedure, or practice requirements of an executive branch agency. In this case, because Iowa Code refers to an "amount set in Administrative Rule", the new threshold will be determined by the amount set in Administrative Rule by DAS.

What is the timeline, and how will I know when the process is complete?

Once the Notice of Intended Action is filed, the Iowa Administrative Rulemaking process takes at least 108 days:



Source: Iowa Legislature Website: www.legis.iowa.gov/docs/publications/ACOD/767381.pdf

IEDA is in communication with DAS regarding its work on establishing the Administrative Rule pertaining to HF 485 and will keep TSBs updated. To learn more about the rulemaking process, visit "[Learn How Rules Work](#)" on the Iowa Legislature's Website.

In the meantime, questions regarding state purchasing rules and the Iowa Targeted Small Business Procurement Act related to state purchases from TSBs and goal-setting requirements for Iowa agencies are available on the [TSB Procurement Tip Sheet](#) on DAS's website.

NEWEST MEMBERS OF THE CERTIFIED TARGETED SMALL BUSINESS DIRECTORY

In the last quarter, 32 new businesses became Targeted Small Businesses. Please welcome the following to the [Targeted Small Business Directory](#):

[Affordable Tax and Accounting Solutions PLC](#)
[dba Priya Business Consulting Solutions, Cedar Rapids](#)

[Apps Web Social, West Des Moines](#)

[Aspire Event Management](#)
[dba Weddings by Aspire, Ankeny](#)

[Bueford Painting, LLC, Des Moines](#)

[Combat Dartz, LLC, Davenport](#)

[EBN Construction, LLC, Ankeny](#)

[Green City Landscaping, LLC, Des Moines](#)

[HASE LLC dba KJ & Kompany, Waterloo](#)

[Ignite outside, LLC, Cedar Rapids](#)

[Innovize Group, Inc., Des Moines](#)

[Invictus Media, LLC, Ankeny](#)

[JKG Communications, LLC, Ankeny](#)

[K&D Enterprises, dba Market 124, Mason City](#)

[KDW Advisors, LLC, Waverly](#)

[Key Elements Consulting, LLC, Huxley](#)

[Kubby Girls, Inc., dba Beadology, Iowa, Iowa City](#)

[Kundrat Industries, LLC, Ames](#)

[Lost Coz Productions, LLC, Ankeny](#)

[M3 Marketing Inc.](#)
[dba Allegra Marketing Services, Urbandale](#)

[MH Clean & Sparkle, Altoona](#)

[Moss, Inc., Iowa City](#)

[National Safety Training Service, LLC, Cedar Rapids](#)

[One Sweet Kitchen, LLC, Des Moines](#)

[Pink Spear Productions, Adel](#)

[Ranko, LLC, Des Moines](#)

[Revival, Inc., Iowa City](#)

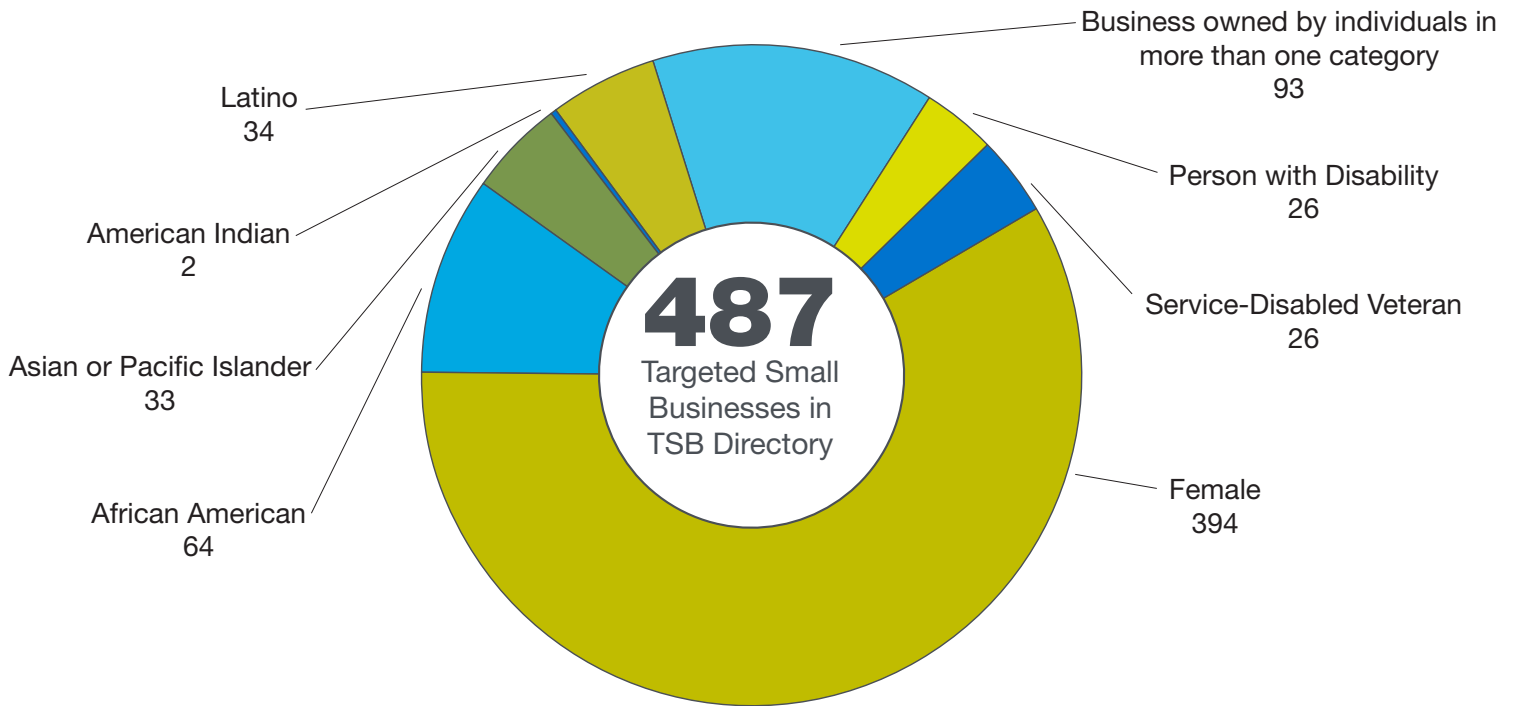
Remember to use the directory as a resource when marketing to other local businesses!

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

TSB PARTICIPANTS “BY THE NUMBERS”

The State of Iowa’s fiscal year 2019 recently ended on June 30. To benchmark the program’s growth in the last year, and for comparison moving forward, the following chart indicates the number of overall Targeted Small Businesses at the close of the fiscal year.



Note: Some businesses have more than one minority owner, so totals do not equal 487.

VENDOR ORIENTATIONS

Want to learn more about doing business with the State of Iowa or Iowa State University? Plan to attend an upcoming vendor orientation session!

Iowa State University Procurement Services Vendor Orientation dates:

Wednesday, July 17, 10:00 – 11:30 a.m.
Thursday, August 15, 10:00 – 11:30 a.m.

Learn how to do business with Iowa State, what they buy, the bid process, invoicing and payment and information available to vendors online. The Center for Industrial Research and Service (CIRAS) will also present information on its services to help Iowa businesses throughout the state in obtaining government contracts at the federal, state and local level. At the end of the session, purchasing agents from ISU, Department of Transportation and representatives from CIRAS will be available to answer questions.

Contact the ISU vendor desk at quotedesk@iastate.edu to sign up. Include company name, the date of the session, and the names and emails of the attendees.

FY’ 20 Department of Administrative Services Central Procurement Vendor Orientation dates:

August 1, 2019
September 25, 2019
November 14, 2019
January 15, 2020
March 4, 2020
May 6, 2020

Learn the basics of public procurement, what the state purchases, where to find solicitations, other procurement information and contact information. All sessions will be held at the Hoover Building, Level A, Procurement Conference Room, located at 1305 E. Walnut St., Des Moines, IA 50319.

To register or learn, email: purchasing.mailbox@iowa.gov.

IOWA LEGAL AID SERVICES

Iowa Legal Aid has a new project providing free legal services for low-income business owners, the Community Economic Development Project (CED). CED can help people start a business, or if the business already exists, help with legal matters related to the business. Examples include drafting contracts, reviewing and negotiating contracts and leases, entity selection, entity formation, answering specific legal questions and giving advice on a variety of business-related matters.



Clients must meet eligibility requirements, including income restrictions and other considerations.

Another goal of the project is to complete Community Legal Education presentations for the public. Iowa Legal Aid can present on general business law topics or a specific topic if a group is interested, and in different languages.

There are three ways to apply for Iowa Legal Aid Services:

1. Walk into one of the 10 offices, which are open Monday through Friday 8:30 a.m. -4:30 p.m. (except Thursday afternoons). Bring in paperwork regarding your business.
2. Call 1.800.532.1275, Monday - Friday 9-11 a.m. or 1:30-3:30 p.m. (except Thursday afternoons).
3. Apply Online - Do not apply online if you have deadlines.
www.iowalegalaid.org/resource/applying-for-help-from-iowa-legal-aid

For issues or questions, please contact Samantha Wagner, staff attorney for the CED Project, at swagner@iowalaw.org.

TARGETED SMALL BUSINESS HIGHLIGHTS

BLK & Bold, a Des Moines-based coffee company, was recently featured in World Tea News for its initiative to support domestic at-risk youth. A portion of BLK & Bold profits are contributed to community initiatives local to its wholesale clients to support economically disadvantaged youth pursue their best lives.



Golden Openings, a West Des Moines business owned by Kimberly Baeth, was recently awarded a Torch Award from the Des Moines Better Business Bureau. The Torch Awards were established in 1993 as one of Iowa's premier business awards aimed at providing public recognition to local companies for their commitment to fair, honest and ethical marketing practices.



Crème Cupcake, located in Des Moines and owned by Christina Moffatt, was recognized among the Des Moines Register's Top 50 Best Restaurants in 2019, based on crowd-sourced reviews, personal dining experience and all-around Des Moines favorites



Leng Vong Reiff, owner of **Akili Design & Marketing Services and Agora Events Center** in Des Moines, is an honoree of Iowa State University's STATEment Maker — an honor that recognizes the early personal and professional accomplishments and contributions to society of ISU's young alumni (34 years of age and under), who have made differences in their own lives, the lives of others, their communities, and/or their professions through ambitious efforts that reflect the scholarly, entrepreneurial or service-oriented spirit of an Iowa State University education.



TARGETED SMALL BUSINESSES FEATURED IN WELLS FARGO'S ONLINE JOURNAL HIGHLIGHTING THE IMMIGRANT ENTREPRENEUR SUMMIT

Earlier this year, TSB owners Kavar Ramos (**Tortilleria Chihuas**, Iowa City), Ying Sa (**Community CPA**, Des Moines) and Claudia Schabel (**Schabel Solutions**, Des Moines) were featured in an online journal created by Wells Fargo, a sponsor of the annual Immigrant Entrepreneur Summit. The Summit is held each year in Ankeny, in addition to three mini summits held throughout the year in other areas around the state. Ramos, Sa and Schabel were interviewed about their participation in the summit and their experience as immigrant entrepreneurs in Iowa.



Kavar Ramos makes his winning pitch to judges at the 2018 Immigrant Entrepreneurs Summit (courtesy of Wells Fargo)

To read more about the summit, watch videos and listen to entrepreneur videos, visit Wells Fargo's online journal: stories.wf.com/inspiring-small-business-owners-dream/?cid=adv_1905_110449

TARGETED SMALL BUSINESS LAUNCHES “SIGNS OF SUPPORT” GRANT PROGRAM

To celebrate her third year in business, local sign company owner Kathy Evert of KJ Signs, LLC dba Signarama-Ankeny and YESCO Des Moines, announced a grant program to benefit local charitable organizations in Polk County. “One of my goals when starting this business in 2016 was to give back to the community; I’m happy to launch our first Signs of Support grant program for the benefit of local charitable organizations in Polk County,” said Evert.



Signs of Support is intended to assist charitable organizations in replacing or creating effective, affordable signage and graphics for their mission. “I am excited to help people in the community that work hard at making this a better place to live,” said Evert.

Application forms are available from Signarama Ankeny and are due by August 31, 2019. Awards will be determined by November 1. The types of signage eligible for consideration include:

FACILITY SIGNAGE – Signage like office door markers, vinyl lettering on walls, windows and doors, interior directional signs, parking signage, donor recognition signs, reception or conference room signs, and even decorative banners or displays.

EVENT SIGNAGE – Signage an organization might use for an event like a fund-raiser or activity. For example, easel signs, yard signs, banners, retractable banners, and other temporary and re-useable signage to help promote an event or provide logistics.

IDENTIFICATION SIGNAGE – Signage that is the primary signage for your facility, identifying your site and who you are. It might be a monument sign, flat sign for your building, or other type of identification.

VEHICLE GRAPHICS - Vehicles can be an excellent way to advertise your mission. Examples include vehicle lettering, removable magnets, and partial and full wraps.

Grants are in the form of signage and discounts, not monetary awards. The awards are available through Signarama Ankeny exclusively and may not be transferred to another Signarama location. A 501(c)3 designation letter is required of all applicants. The signage project must be completed no later than March 31, 2020. Up to \$3000 will be available this first year in signage; Evert hopes and intends to grow the grant program as the business grows. For more information, call 515.216.1240 or email kathy@signarama-ankeny.com.

PARTNER EVENTS

SBA Events

FocusMe with Michelle Rembert

Date/Time: July 23; 7:30 – 9:00 a.m.

Location: 8345 University Blvd Ste. F, Clive 50325

Cost: \$99 (scholarships available)



FocusME provides a space for working women to support each other with connections and accountability as each sets her own professional and personal goals. 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.

To register: theiowacenter.org/calendar/events/event-514/

Topical Tuesday: How to Maximize Your Social Media Needs

Date/Time: July 23; 12:00 – 1:00 p.m.

Location: 8345 University Blvd Ste. F, Clive 50325

Cost: FREE

How to Maximize Your Social Media Needs – tips and tricks on how to use social media properly! JenniferKathryn King’s goal for this class is to arm each person with the understanding of how to market their business properly. JenniferKathryn King’s company, Invictus Media, specializes in helping small- to medium-sized businesses maximum their marketing efforts. So many business owners get confused on how to do social media, so JenniferKathryn plans on walking everyone through it step by step -- the why, what, when, how and where. JenniferKathryn will also explain the importance of the Video Business Card. The social media platforms JenniferKathryn will focus on are Facebook, LinkedIn and Instagram.

To register: theiowacenter.org/calendar/events/event-525/

Dream Builder Accelerated

Date/Time: July 29; 5:30 – 8:30 p.m.

Address: 8345 University Blvd, Ste F, Clive 50325

Cost: \$250 (scholarships available)

DreamBuilder Accelerated takes The Iowa Center’s eight-week business planning class and condenses it to just four weeks. What’s involved?

- Potential for a complete business plan
- Online course with in-person support, including opportunities for one-on-one coaching
- Presentations on everything from small business law to taxes to defining your “why”
- Meetings on three occasions for orientation, subject matter experts, and business plan presentations

All class meetings held at The Iowa Center in Clive

To register: theiowacenter.org/calendar/events/event-520/

PARTNER EVENTS, CONTINUED

Topical Tuesday: Credit as an Asset

Date/Time: July 30; 12:00 – 1:00 p.m.

Location: 8345 University Blvd Ste. F, Clive 50325

Cost: FREE

Credit as an Asset: Learn about the importance of connecting credit building with asset building and other financial goals. Questions to be answered: What is Credit? What is a Good Score? Why Credit building? How does Credit Building Work? Understanding Credit Account Status

To register: theiowacenter.org/calendar/events/event-522/

First Friday: JenniferKathryn King of Invictus Media

Date/Time: August 2 11:30 a.m. – 1:00 p.m.

Address: 8345 University Blvd, Ste F, Clive 50325

Cost: FREE Event

On the first Friday of every month, join in to hear the savvy, successful business owners + entrepreneurs of Des Moines share their story. In a laid-back environment, attendees will catch some words of wisdom from women + men who have been through it before—and maybe walk away with a new connection (or two). On Friday, August 2 come hear from JenniferKathryn King of Invictus Media.

To register: theiowacenter.org/calendar/events/event-515/

FocusMe with Annie Woods

Date/Time: August 5; 11:30 a.m. – 1:00 p.m.

Location: 8345 University Blvd Ste. F, Clive 50325

Cost: \$99 (scholarships available)

FocusME provides a space for working women to support each other with connections and accountability as each sets her own professional and personal goals. 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.

To register: theiowacenter.org/calendar/events/event-513/

Topical Tuesday: Value of Being a Targeted Small Business with Jill Lippincott

Date/Time: August 13; 12:00 – 1:00 p.m.

Location: 8345 University Blvd Ste. F, Clive 50325

Cost: FREE

Hear Jill Lippincott of the Iowa Economic Development Authority speak on the Targeted Small Business Program! The TSB Program is designed to help women, minorities, individuals with disabilities or service-disabled veterans overcome some of the hurdles in starting and growing a small business in Iowa by connecting them with local resources, educational materials, networking events and financial opportunities. Learn how to apply for this certification and utilize its benefits for state procurement opportunities, promotion of your business, B2B connections and more!

To register: theiowacenter.org/calendar/events/event-519/

PARTNER EVENTS, CONTINUED

Topical Tuesday: Making Your Commercial Lease the Least of Your Problems

Date/time: August 27; 12:00 – 1:00 p.m.

Location: 8345 University Blvd Ste. F, Clive 50325

Cost: FREE

Commercial leases often contain provisions that business owners (especially new ones) have never encountered. This can lead to headaches, frustration and occasionally legal fees once an attorney gets involved. Join a discussion of practical considerations to think about before you sign a commercial lease agreement to save your future self money, time and the distraction of dealing with a lease issue while running a business.

To register: theiowacenter.org/calendar/events/event-523/

Lunch n' Learn Series

Date/Time: August 21, September 18, October 16, November 20, 11:30 a.m. – 1:00 p.m.

Location: Iowa Western Community College, Looft Hall, 2700 College Rd., Council Bluffs 51503

Cost: Free



Attend this lunch series covering the latest topics for small businesses.

August 21: Using Data to Grow Your Small Business: Small businesses are already collecting invaluable data through website, social media and email analytics. Go through these statistics, talk about what is important and how you can analyze the information easily to improve your marketing strategies.

September 18: Understanding and Using Paid Advertising the Right Way: Go through both Search Engine Marketing (SEM) and display advertising and best practices on how to use them to your best advantage. Touch on what to ask and be aware of when hiring third parties to run your campaign.

October 16: Prospecting Clients through LinkedIn: This class is directed to businesses and startups in the Business to Business landscape. Insurance, consultants, marketing, law, etc. Anyone looking to find new business customers for their business. Observe practices while using LinkedIn – the number one B2B platform to help increase a business's client base.

November 20: Click and Mortar: Do you have a local brick and mortar business? This workshop is for you. With online technologies, it is getting imperative that brick and mortar businesses consider additional ways to generate income. Hear discussion about integrating the brick and mortar model with new models including ecommerce, social media selling, pop up shops, markets, etc.

To register: www.iowawesternsbdc.com/events or call Sue at 712.325.3350 or Michael at 712.256.7728

PARTNER EVENTS, CONTINUED

Smart Start



Date/Time: July 25; 5:00 – 7:00 p.m.

Location: Iowa Western Community College, 2700 College Rd., Ashley Hall, Council Bluffs 51503

Cost: Free

Are you dreaming of starting a business? The Iowa Western Community College SBDC is offering a Free “Smart Start” workshop. This is a two-hour rapid-fire course providing information on important steps to ensure a business’s success. Participants learn about licensing, business legal structure, financing, business planning, business resources and more. Handouts include a comprehensive workbook with resource links, business planning tools and more. This is a lectured course that will give participants the tools to go home and begin the planning process.

To register: events.r20.constantcontact.com/register/event?oeidk=a07egdw73eedba728e&llr=aublrybab

Business Builders

Date/Time: July 18 11:30 a.m. – 12:30 p.m.

Location: Council Bluffs Chamber of Commerce, Main Boardroom, 149 W. Broadway, Council Bluffs, 51503

This event is a networking event that starts with area business updates, sharing of business related leads and a presentation on building a business with employees by IowaWorks.

To register: Andy Alexander, ISU CIRAS Government Contracting Specialist at 402.547.0333 or email andyalex@iastate.edu.

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

Date/Time: July 24; 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. 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. Learn about 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, you will receive a confirmation email containing information about joining the webinar.

To register: eventbrite.com/e/you-are-a-certified-targeted-small-business-tsb-whats-next-webinar-registration-47529913250

How to Engage and Position During Government Prospect Meetings

Date/Time: July 25; 12:00 – 1:30 p.m.

This presentation is designed to accelerate your confidence and your ability to position with new prospects. A core objective of this webinar is to help you differentiate from your competition while simultaneously collecting information and intelligence necessary to communicate competitive advantage. This presentation provides award-winning techniques and strategies that have directly helped companies win more than \$1.8 billion in government contracts. Presenter: Joshua Frank. Contact your PTAC Government Contracting Specialist to learn how to attend the webinar at no cost!

To register: govology.com/events/engage-position-government-prospect-meeting/

PARTNER EVENTS, CONTINUED

Creating Your Government Marketing Strategy

Date/Time: *August 6 or November 12, 9:30 a.m.*

This webinar will provide information on the overall value of initial and ongoing market research for companies pursuing government sales. Learn about resources available for conducting market research and obtain a meaningful starting point for a one-on-one discussion with your counselor for specific market research assistance.

This session will provide a framework for companies to locate and define their top targets and what they are buying and assist in their marketing and pursuit of government customers.

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. For questions, please contact Melissa Burant at mburant@iastate.edu.

To register: www.eventbrite.com/e/creating-your-government-marketing-strategy-webinar-registration-60481047441

Preparing a Winning Proposal

Date/Time: *August 14; 9:00 – 10:30 a.m.*

Location: Webinar

Success in government contracting requires you to convince a government agency that you are the best choice to fill any need. Doing that requires knowing how the system works, who to deal with, the rules, and how to cast yourself in the best light. CIRAS can help. In four different sessions scheduled for four different cities, learn everything from how to read and answer an RFP to tips for organizing your proposal and getting questions answered. Also learn how to avoid some of the most common mistakes.

To register: www.eventbrite.com/e/govcon-101-webinar-registration-47562458594

Subcontracting Opportunities

Date/Time: *May 13; 9:00 a.m. – 10:00 a.m.*

Location: Webinar

This online webinar will help attendees understand how they can sell to the government indirectly through subcontracting. Subcontracting can be a better “fit” for some companies and industries and can also help those new to government contracting build their past performance. This session will help companies understand subcontracting plans, provide some tactical processes to identify subcontracting opportunities and provide an overview of how to effectively perform initial outreach to large government prime contractors.

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. Attending one of our Market Research workshops can also help you determine whether subcontracting is appropriate, but it is not required.

To register: www.eventbrite.com/e/subcontracting-opportunities-webinar-registration-47563345246

PARTNER EVENTS, CONTINUED

GovCon101

Date/Time: August 28

This webinar will introduce local, state and federal government contracting, and address the various factors you may want to consider before entering this market. Learn 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 in order to sell to the government. For questions please contact Samantha Ferm at siferm@iastate.edu.

To register: www.eventbrite.com/e/govcon-101-webinar-registration-63574876166

Value Proposition Design - Workshop

Date/Time: September 4

Address: Economic Development and Industry Relations, 1805 Collaboration Places, Ames

Cost: \$99 - \$125

Any good marketing or sales campaign begins with sharing the compelling reason for buying your product or service. But how can you find a crystal-clear way to express the value you think your company can provide? Or, perhaps you aren't sure if your existing value proposition is still relevant to the customers you want to reach.

This day-long workshop event is designed to teach Iowa businesses how to create more effective value propositions and leverage them into higher sales. Participants will learn to use specific tools, in conjunction with real-time feedback from the CIRAS Team, to help create an offer that resonates with their target markets.

Attendees will learn:

- How to use and apply elements of Value Proposition Design from Strategyzer
- Tools for describing a meaningful customer profile
- How to articulate the value created by your products and services
- How to ensure the fit between customer needs and value from products/services
- Simple tests that can increase your product launch success

CIRAS experts will walk you through the process, and each participant will go home with a complimentary copy of the book "Value Proposition Design." CIRAS encourages you to participate with others from your company in groups of 2-4 people to ensure a comprehensive perspective on your customer and product or service. Accordingly, CIRAS offers a discount when two or more people register from the same company.

To register: www.eventbrite.com/e/value-proposition-design-workshop-tickets-64612038346

The Federal Sales Game

Date/Time: September 23; 9:30 a.m. – 2:30 p.m.

Address: Black Hawk County Extension Office; 3420 University Ave., Ste. B, Waterloo 50701

The first step toward winning is making sure you're playing the right game. Iowa companies in pursuit of contracts with the federal government should start by knowing as much as possible about the agencies they're attempting to sell to and the people who will make the decisions. This event will help your company develop a deeper understanding of the federal marketplace and where you fit; it will also assist you in developing a detailed competitive analysis for your company, and how to turn that into an action plan for what comes next! Participants MUST bring a laptop and thumb drive to participate.

To register: www.eventbrite.com/e/the-federal-sales-game-waterloo-tickets-64424548559