

Once a Business Becomes a Certified Targeted Small Business (TSB)

Once a business owner takes the very important step to get certified as a Targeted Small Business, the door is open to significant business development opportunities. The following are a few Web sites to visit and steps to take for a business to fully experience the benefits of becoming a certified TSB:

Is your company registered with the state of Iowa? If not, please go to http://das.gse.iowa.gov/procurement/vendor_reg.html and complete the required vendor registration forms. There are two (2) pages of registration, a Federal W-9 form, commodity code listing, and the Electronic Funds Transfer (EFT) form if you wish to have any funds direct deposited. Look at the Commodity Code Listing for the commodities that your company handles at <http://das.gse.iowa.gov/commodities/vendorcomm.html>. Contact the purchasing agent that handles your product. They will be happy to set up a contract for your company and your contract will be added to the Current Contract Listing <http://das.gse.iowa.gov/contracts/contract.html>.

Justification for TSB procurement:

Agencies may purchase from a TSB without competitively bidding for a purchase up to \$10,000.

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Procurement Superstars!

In May 2007, House File 890 was passed by the Iowa Legislature, requiring state agencies to set a TSB spending goal based on more thoughtful planning and forecasting. Expressed in a dollar amount, the TSB spending goal is met through good faith efforts by agencies to seek out and patronize TSBs. However, TSBs must market their goods and services proactively to state agencies and aggressively pursue bid opportunities as well.

In FY09, TSB procurement results of state agencies and community colleges were favorable. Most noteworthy is that IN TOTAL, state agencies exceeded their TSB spending goals by \$23,513,449. This is largely due to the record-level spending by the Department of Transportation who exceeded their self-imposed spending goal by over \$16 million dollars!

For community colleges, nine of 15 exceeded their TSB spending goal by a TOTAL of \$79,520. Area Education Associations (AEAs) still struggle to meet their TSB spending goals, as only one in ten AEAs exceeded their TSB spending goal.

The TOP TEN agencies that exceeded their TSB procurement goal in FY09 include:

Agency	Exceeded TSB spending Goal by...
1 Department of Transportation	\$16,141,882.42
2 Iowa Board of Regents	\$3,372,075.42
3 Dept of Natural Resources	\$422,528.14
4 Human Services (Asst Pymts)	\$309,674.58
5 Dept of Public Health	\$242,702.72
6 Dept of Public Safety	\$234,314.19
7 Human Services (Admin)	\$141,280.14
8 Iowa Public Television	\$117,934.77
9 Des Moines Area Community Colleges	\$95,274.25
10 Human Services (Community Services)	\$78,999.61

CHECK HERE FOR UPCOMING EVENTS

www.iowalifechanging.com/business/tsb.aspx



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AND THE AWARD GOES TO...

One of the key benefits of being a certified TSB in Iowa is being able to apply for low-interest loans and grants (under specific circumstances). Loan interest rates range from 0% to 5% and the term is usually 5 years. For the Fiscal Year ending June 30, 2009, we awarded 35 loans and one grant. Total amount awarded was over \$1,000,000! Congratulations to these certified targeted small businesses on their loan awards:

JANUARY 2010

Monica K. O'Neil d/b/a Merle Norman
Cosmetics Studio – Iowa City - **\$10,000**

Tamera R. Smith d/b/a Fashions by the
HallTree – Urbandale - **\$50,000**

DECEMBER 2009

Jennifer Noel & Tammy Wenzel d/b/a
All Things Sweet Pastry & Sandwich Shoppe –
Dubuque - **\$11,000**

Nia Vassilonikolidakis d/b/a Holos –
Des Moines - **\$15,000**

NOVEMBER 2009

Peter Nkumu & Mpeti N Otolá-Kepa d/b/a
Elikia Restaurant – Coralville - **\$21,000.00**

Patricia Villa & Patricia Mondragon d/b/a
Monterrey Mexican Grocery – Ft. Dodge -
\$50,000

OCTOBER 2009

Bridgette E. Schmidt d/b/a Schmidt
Pediatric Dentistry – Spencer - **\$27,000.00**

Carol Matsufuji d/b/a Talk To Miki, LLC –
Des Moines - **\$9,000**

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Special procedures for TSB procurements: Agencies must confirm that the vendor is certified as a TSB by the Department of Inspections and Appeals. For more information on becoming a certified TSB, visit <https://dia.iowa.gov/tsb>. A state agency may buy from a targeted small business if a company is available and able to provide the good or service, pursuant to Iowa Code section 73.20. A TSB should visit the Web site, <http://das.gse.iowa.gov/contracts/contract.html> for more information on this.

Targeted small business notification: Targeted small businesses shall be notified of all solicitations at least 48 hours prior to the general release of the notice of solicitation. The notice shall be submitted to the state of Iowa's 48-hour procurement notice Web site for posting. If you did not receive a login and password for this Web site when you became certified, please contact Lori Young via e-mail at Lori.Young@iowa.gov or via phone at 515.725.3146. After 48 hours, bids are posted to the bid opportunities site for the general public to view at <http://bidopportunities.iowa.gov>. This is where the RFP, addendums/attachments and updates are posted.

Preference to targeted small businesses: Agencies shall search the TSB directory on the Web and purchase directly from the TSB source if it is reasonable and cost-effective to do so. Agencies shall comply with the TSB notification requirements in subrule 105.7(2).

If you have any questions about becoming a registered vendor, please contact Pam Dickey at pam.dickey@iowa.gov, phone: 515-281-6355, or fax: 515-725-0149.

Pencil This In

New Beginnings! Entrepreneur Classes & Competition – Monday evenings (March 22, 29; April 5, 12, 19, 26; May 3) from 6:00 p.m. to 9:00 p.m. Cost is \$500 (12 scholarships are available). Class size limited to 20. Register by March 12th at <http://www.wdm-ia.com/index.aspx?page=945>. The classes and competition are sponsored by the city of West Des Moines, Mid-Iowa Small Business Development Center, and the Department of Housing & Urban Development.

TSB Workshop – Hosted by Alianza (Latino Business Association) - Saturday, March 20th, 9:00 am, at the Greater Des Moines Partnership, 700 Locust Street, Suite 100, Des Moines, IA. Please call 1-800-532-1215 for more information.

Pre-Business Workshop offered by Des Moines Area Community College – Tuesday, March 9, 2009; 8:00 am – 4:30 pm; \$30. Ankeny campus. Intense day of topics related to running a successful business such as planning, marketing, financing, etc. Pre-registration for this workshop is required. For more information or to register visit the Web site at www.dmacc.edu/conteddesc/entrepreneurship.asp or call 515-964-6200.

Targeted Small Business (TSB) indicates a business that meets the requirements as defined in Iowa Code section 15.102 that is certified by the Department of Inspections and Appeals pursuant to Iowa Code section 10A.104 and as authorized by Iowa Code chapter 73.

Marketing with Logos and Branding

Branding is the use of logos, ads, letterhead, business cards, Web sites and any other form of visual communication to express the attitudes, values and services a company provides. Branding is an extremely important tool for any type of business or organization. It is an integral part of developing and expanding a company's message to its clientele. A branding identity should be able to communicate a company's individuality and values within seconds.

To begin the process of reviewing or creating a new branding identity, one must first assess the current state of the business (needs, issues, unique aspects) and compare with the objectives and goals of the business. It is also important to compare the business with competitors and evaluate what makes your company unique and specialized. This information should provide a basis for the branding identity.

Once the branding is determined, a logo and other forms of visual communication can be developed. The attitude and values of the company should be considered when choosing color, type and graphics created for the branding identity. The logo is an essential

part of a branding system. The word "logo" is short for "logotype," referring to a company signature or mark. It is a name, symbol, or trademark designed for easy and definitive recognition. A logotype refers to a broad group of designs commonly used as corporate signatures including symbols, glyphs, logos, marks and icons. Logos are not just neat little graphics however. They are the symbols and words that represent the essence of a company or organization in a memorable way. They are like a silent sales representative, conveying the message of the company visually. Logos can be created many ways. Some use a symbolic mark to convey their message literally and figuratively. Others may use type as a mark. However the logo is created, it should show the personality and identity of the company. Logos will provide a basis for the other forms of visual communication.

The color scheme, type, and other elements of the logo should be used in repetition throughout the collateral material. The letterhead, business cards, ads and Website should have the same general "feel" of the logo. A good branding identity will have a positive effect on customers. They will make a mental or emotional association with the images, wording, and colors. With every exposure to the brand, customers will notice benefits and features of the company's products and/or services and can affect their loyalty. If they can identify with the brand and have good experience with the products and services, customers are likely to be dedicated to the company. It is also important to have consistent branding across all aspects of business. Not only will customers react to the graphic representation of a business, but also the appearance of the store and employees as well as the service they receive can have an effect on the customer's loyalty. Branding and logos are distinctive ways to develop and improve businesses and organizations. By developing a logo and branding system based on the individuality, values, and services of the company, customers are more likely to connect with the business. For more information on branding your Targeted Small Business, contact: Tim Reinders at tim.reinders@iowa.gov or Michael Wagler at michael.wagler@iowa.gov.

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The Dog Haus, owned by Debbie Haus, is a grooming/training/boarding/doggie daycare in Des Moines (www.thedoghausiowa.com).

TSB SURVEY – DRAWING WINNERS

In January we surveyed targeted small businesses who had received loan awards in the last three fiscal years. We wanted to hear from them about their hiring plans for 2010 and also gain insight into their challenges and triumphs as small business owners. Thanks to all who took the time to respond. As promised, those who responded to our survey by the deadline were entered into a drawing for a gift card from Casey's General Store. The winners of that drawing include:

The Hearing Clinic – Stacy Reinhart – Windsor Heights, IA

Solutions Spalon – Allison Raby – Sioux City, IA

StarrMatica Learning Systems – Emily Starr – Clinton, IA

Little Clippers Child Development Center – Amanda – Tiffin, IA

Equi-Spa – Sherie Vermeer – Ankeny, IA

