

September Webinars: Learn & Grow Right Where You Are

In June, the Targeted Small Business (TSB) Program began offering webinars on topics YOU said were important to operate your business. The webinars (or webcasts) are opportunities for business owners to learn about specific topics and are delivered in a multi-media fashion that anyone can attend with a desktop or laptop PC. Each of the following webinars is 60 minutes in length and requires access to the Internet and a phone line (to hear the audio).



In addition to the practical information offered, the beauty of webinars is that you can “tune in” wherever you may be. On the deck of your home, at your office, or even a coffee shop (assuming you have a laptop and a cell phone). Take 60 minutes and learn something that will help your business be more successful. No registration is needed. Visit the following website for instructions to log on to these webinars: <http://www.iowalifechanging.com/business/tsbwebinars.aspx>.

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GOVERNOR CULVER ANNOUNCES LAUNCH OF IOWA SMALL BUSINESS LOAN PROGRAM

\$5 MILLION IN SMALL BUSINESS LOANS AVAILABLE

Governor Chet Culver recently announced the launch of the Iowa Small Business Loan Program. This new program will provide access to \$5 million of low interest loans to assist entrepreneurs and small businesses to grow in Iowa.

“I am pleased to announce the launch of the Iowa Small Business Loan Program as another resource to support the growth of young companies within the state. These resources will allow them to create new financial opportunities for themselves, their employees and the communities in which they operate,” Culver said. “These businesses will create new jobs, make our economy stronger and help move Iowa forward.”

The Iowa Small Business Loan (ISBL) Program will begin accepting loan applications today. The \$5 million program was created by the Iowa Legislature during the 2010 session to promote the creation and retention of jobs in Iowa’s economy by providing financing to eligible small businesses.

The ISBL Program aids Iowa entrepreneurs and small businesses in their efforts to (1) upgrade or modernize equipment, (2) realize additional efficiencies in their supply chains, (3) improve their distribution and transportation margins, (4) reduce facility costs through increased energy efficiency, and (5) leverage other sources of business financing. Iowa small businesses

can access loans ranging from \$2,500 to \$50,000 at an interest rate of 3.9 percent. If the ISBL Program loan is



combined with financing from a local lender the interest rate drops to just 2 percent, if the co-financing is for at least one-third of the total loan package amount.

The Iowa Department of Economic Development (IDED) has contracted with the Iowa Foundation for Microenterprise and Community Vitality to assist with the credit review process and provide recommendations regarding loan decisions. IDED will make final decisions regarding approval or disapproval of all loan applications. The total time between application submission and funding of approved loans is estimated to be four to six weeks.

To be eligible for the ISBL Program, the small business must be located in Iowa; must be owned, operated, and actively managed by an Iowa resident; and have 35 or fewer full-time equivalent employees.

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And the Award Goes To:

The following certified targeted small businesses were approved for loans through the TSB program:

MAY 2010

Dawn Carlson d/b/a Dawn Carlson Agency, LLC - \$5,000 (Waverly, IA)

Stephanie Snyder d/b/a Pet Paradise, LLC - \$5,500 (Sergeant Bluff, IA)

JUNE 2010

Sarah Beahler d/b/a Prairie Moon Books - \$26,000 (Sheldon, IA)

Lori Olsen-Hopkins & Charles Hopkins d/b/a Balanced Nutrition - \$20,000 (Waukee, IA)

Franki Cooley d/b/a Allie's Beauty Supply - \$15,000 (Iowa City, IA)

Melinda Vanlaningham d/b/a Resourceful Animal Products - \$12,000 (Ankeny, IA)

IMPORTANT:

While the TSB program continues to go through personnel changes, the Loan Review Board did not review any applications for financial assistance during July or August 2010.

TSBs may still submit loan applications, but loan applications received in June 2010 will be reviewed first. The TSB Loan Review Board is scheduled to meet on the following dates for the remainder of 2010:

- October 20
- November 17
- December 15



Pencil This In!

BUSINESS PLANNING CLASSES

Iowans for Social & Economic Development (ISED) is an asset development organization with the mission of creating opportunities for low and moderate income Iowans to increase income and achieve financial stability. ISED offers a comprehensive 10-week class on starting a business. ISED has offices in Des Moines, Indianola, and Waterloo. There is a small fee for the class.

Participants will learn to:

- Create a business plan
- Create effective marketing strategies
- Prepare financial statements
- Apply for business loans
- Understand legalities and the Iowa and Federal Tax Codes

If your existing business is considering an expansion or major changes, you may want to sign up for these classes to help create an updated business plan, rethink your marketing strategies, and maybe even seek financial assistance. These business planning classes can help!

ISED WILL HOST THESE BUSINESS PLANNING CLASSES ON THE FOLLOWING DATES/LOCATIONS:

Des Moines: Sept. 7th through Nov. 9th (*Tuesday evenings*) from 5:30 – 8:30 pm. You must pre-register by calling 515.283.0940.

Indianola: Sept. 2nd through Nov. 4th (*Thursday evenings*) from 5:30 – 8:30 on the campus of Simpson College. Pre-registration is required. Call 515.283.0940 to register.

Waterloo: Oct. 7th – Dec 16th (*Thursday mornings*) from 9:00 – 12:00 Noon at the UNI Regional Business Center downtown. Waterloo is also offering a Business Readiness Seminar (2 part) to help a prospective owner be sure that the timing is right for you to start your business. September 9th and 16th from 9 am – 11 am. Call 319.235.0313 to pre-register.

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Eligible businesses must also have a business plan and receive assistance from an Iowa Small Business Development Center or another qualified public or nonprofit business consultant approved by IDEED.

Additional restrictions regarding environmental, worker safety, and labor regulations also apply. Interested businesses should contact their local

Small Business Development Center (www.iowasbdc.org) to confirm eligibility and start the application process.

Please visit www.ISBLoan.org for more information. If you have questions regarding the program, contact Jason Yates with the Iowa Foundation for Microenterprise and Community Vitality at jyates@iowamicroloan.org or 515-401-8290.

MULTI-STATE PROCUREMENT CONFERENCE

SEPTEMBER 14, 2010 FROM 8:15 AM –
3:30 PM, ON THE CAMPUS OF IOWA
STATE UNIVERSITY
(SCHEMAN BUILDING)

Don't miss the chance to attend the 2010 Multi-state Procurement Conference. This is a great opportunity to learn from the agency experts about how to sell your products and services to the states of:

- Iowa
- Kansas
- Minnesota
- Missouri
- Nebraska
- South Dakota

Learn what these states are buying and how you can sell to them. For more information and to pre-register, go to www.ucs.iastate.edu/mnet/mwprocurement/home.html. Early registration is strongly encouraged.

SBA Central Iowa Breakfast, Business & More

Rise, shine, and network at the bi-monthly Breakfast Meetings offered by the SBA, SCORE, and CIRAS/PTAC (ISU Extension). Network, hear great speakers, build relationships and stay informed. The next breakfast is September 23, 2010 from 7:30 am – 9:30 am, at the Holiday Inn, downtown Des Moines, 1050 6th Ave. The cost is \$15.00 and includes a breakfast buffet, coffee, teas, and juices.

Register online at: www.sba.gov/localresources/district/ia/desmo/ by selecting "SBA - Register for SBA Events in Iowa". For more info, call 515-284-4913.

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Upcoming September Webinars

September 9, 2010 • 12:00 Noon

MARKETING YOUR SMALL BUSINESS!

Marketing doesn't have to be expensive, but it cannot be ignored. Learn some inexpensive and effective ways to market your business. You'll learn how to:

- Understand the steps to follow in order to create a simple and effective marketing plan.
- Determine an appropriate marketing budget.
- Articulate the difference between building brand awareness and sales campaigns.
- Implement time saving and cost-effective tactics to get your phone to ring and your inbox to ding.
- Create simple tracking procedures in order to analyze effectiveness of tactics.

Sept. 16, 2010 • 12:00 Noon

DESIGNED FOR SUCCESS – MAXIMIZE YOUR BUSINESS WEBSITE

Geared towards both new and seasoned website owners, you will learn:

- What elements should be included on a successful business website.
- How to structure the homepage to receive maximum visitor value.
- The top 3 things every successful website must have. Exclude them at your own risk.
- Top 3 ways to make your visitor happy to give you their name, email address, and phone number.

September 23 • 12:00 Noon

CASH FLOW PROJECTIONS & STATEMENTS

Does the thought of pulling together cash flow projections frighten you? Are you unsure on how to gather and analyze the data shown on a cash flow statement? They are too important to do sloppily or ignore. Any lender will want to see your cash flow projections or statements and consider them a key element of a business loan application. Quite simply, you'll learn the answers to the following financial questions:

- What are cash flow statements or projects?
- How can they be used?
- What is the role of cash flow projections in start-up business?
- Do you really need cash flow statements for your existing business?

September 30, 2010 • 12:00 Noon

HYPER GROWTH THROUGH INTERNET MARKETING

Now that you have a website, here's what to do with it. Get ready to learn:

- How to use Google to take advantage of your competitor's weak-performing website.
- What the search engines love to see on a website - and why your competition misses this every time.
- An overview of social media and why a business should pay attention.
- How to rapidly grow your email list.
- How to legally spy on your competitors and profit from their mistakes.

Iowa Entrepreneurs Conference & Venture Forum

You'll want to attend this annual conference in Des Moines, October 5-6, 2010 at the Polk County Convention Complex. It's Iowa's annual premier event for entrepreneurs and investors. Meet Iowa's leading innovators; learn the latest trends and skills in entrepreneurship. You can even meet one-on-one with angel investors and venture capitalists and receive free professional advice. For more information or to register, visit www.iowalifechanging.com/register.

IOWA
Entrepreneurs
CONFERENCE
&
VENTURE
FORUM

SAVE THE DATE!

**IOWA BLACK BUSINESS
SUMMIT 2010**

Monday, October 18, 2010

8:30 am – 5:30 pm

State of Iowa Capitol *

Des Moines, IA

**\$30.00 Registration fee includes
breakfast and lunch.**

SPONSORS:

- ISED Ventures (Iowans for Social & Economic Development)
- Kumani Technologies

HAVE YOU CHECKED THE 48-HOUR WEBSITE LATELY?

State agencies are required to post bids on the TSB 48-Hour Procurement website 48 hours before the bids are released to the public, giving certified TSBs a “head start” in responding to the bids. The bids change daily, so check it daily. You never know what is going to be out there. On August 6, 2010, here's sample of the bids posted:

Department of Corrections – Needs 500 fire extinguishers.

Department of Human Services (Hardin County) – “We need a licensed barber/beautician to provide haircuts to our clients here at the State Training School.”

Department of Human Rights – Need a provider to work with state and local officials to develop a cultural competency training curriculum. The curriculum target audience includes juvenile justice system officials, school personnel, and law enforcement.

Iowa State University is seeking bids for removal of storm-damaged trees, limbs and stumps from Veenker Golf Course.

Department of Natural Resources (Cerro Gordo County) – Project consists of removal & disposal of an existing pit vault latrine at Clear Lake State Park.

For more information on how to check the TSB 48-Hour Procurement website and to receive your access password, call Lori Young at 515-725-3146 or send an e-mail to smallbusiness@iowa.gov.



CHECK HERE FOR UPCOMING EVENTS

<http://www.iowalifechanging.com/business/tsb.aspx>



www.iowalifechanging.com