



## Year Two: Targeted Small Business Program

Last month, the Targeted Small Business program (TSBs) celebrated its One-Year Anniversary. Though the program has existed for over 30 years, on September 1, 2016, it celebrated its official one-year anniversary of the transition of the program from the Department of Inspections and Appeals to the Iowa Economic Development Authority (IEDA)!



Since that time, IEDA has approved 112 new Targeted Small Businesses, and the total number of businesses currently in the online directory is 425. In addition to adding new businesses to the directory, as part of the transition, IEDA streamlined the application, reduced certification turnaround times, hosted eight feedback forums around the state and strengthened relationships with its partners supporting small businesses. Additionally, in the last year, my colleague Amy Kuhlert and I have given numerous presentations and held meetings around the state to promote, advocate and provide education about the TSB program to our partners and eligible TSBs.

During many of these meetings, in addition to networking with partners and purchasers, we started to see TSBs organically networking with each other, and we realized that while TSBs had often been connecting directly with us, there was opportunity to facilitate TSBs connecting with each other! We began looking for opportunities to help TSBs connect more directly. In August, we held our inaugural networking session, in advance of the CIRAS Vendor Conference, since we knew many TSBs might already be in town for this event.

The event was held at Ceviche, a TSB in the East Village of Des Moines. The agenda was informal; we gave some program updates but also allowed time for all to introduce themselves to each other. The results were fantastic. We had quite a crowd, and before we knew it, TSBs were sharing stories of their experiences, advice to one another and providing us feedback about the program to help us moving forward.





The next opportunity for a networking event arose when a partner in the Cedar Rapids area invited us to not only host an event but establish a series of meetings with eligible TSBs and local purchasing entities to share information about the TSB program. A local TSB offered space to host the event and a local bank provided refreshments. We invited all TSBs, but also those interested in becoming a TSB, so they could learn about the program. Again, we were astounded by the attendance, the conversations held and connections made at the event. It is inspiring to see our TSB network come to life in real-time!



Now that we've held two events, we are beginning to become proficient as event planners so we have a better idea of how to take this show on the road! We'd love to host an event in your area for local TSBs, resource partners and eligible TSBs. Please let us know if you'd be interested in providing space for such an event or helping to organize and promote an event in your area! We hope to host many more of these and serve as an available resource on the ground in your community to inform, educate and promote the Targeted Small Business program.

In the meantime, we are excited to announce that the next opportunity on the calendar for TSB networking and promotion will be in Des Moines on October 25 during the Iowa Public Purchasing Association Fall Conference. See the following page for details regarding this opportunity to connect with other TSBs and meet with government purchasing managers in a face-to-face setting!

Additionally, now that we've turned the corner on year one, we've set our sights on other big changes. Later this fall, significant updates will be made to the TSB Online Directory and 48-hour bid posting site, as well as the addition of a new online application and renewal process. Watch for emails with resource information from the TSB team on how to navigate these new tools. We plan to offer several webinar training dates and "How To" guides but welcome the opportunity to come to your community and meet with many you to walk you through the new site personally (See above: Let's make it a training and networking event!) We will also offer training opportunities to private and public buyers, and as always, provide more information about the TSB program!

Finally, in addition to the mentioned initiatives, the TSB team has set its sights on another goal: to reach 600 certified TSBs by the end of the year. We hope the efforts described above will help us attain that goal, but as always, we'll need your assistance. Please email [tsbcert@iowaeda.com](mailto:tsbcert@iowaeda.com) to share feedback about the program, including ways we can continue to make it better in year two!

# Newest Members of the Certified Targeted Small Business Directory

In the last quarter, 24 new businesses have become Targeted Small Businesses. Please welcome the following to the Targeted Small Business Directory:

[Accessibility Solutions](#)

[Agile Path, LLC](#)

[Art Land Studio, LLC](#)

[Caracas Language Solutions, LLC](#)

[Clayton Pharmacy Services, Inc.](#)

[Cultivate29, LLC](#)

[Design Fetish by Deshara, LLC](#)

[Dori Marten Trucking, LLC](#)

[FTF Restoration, LLC](#)

[Got Your Coffee Fix](#)

[Graves Oil, LLC](#)

[H.S. Medical Billing Services Inc.](#)

[INKspiration Tattoo Studio](#)

[Jeanette Enterprises, LLC](#)

[Life RX, Inc.](#)

[Logoed Apparel & Promotions, Inc.](#)

[Midwest Hydrologic Solutions, LLC](#)

[M.O.D. Services LLC](#)

[Morton Consulting, LLC](#)

[Project7 Design](#)

[River Lights Bookstore, 2nd Edition](#)

[RJEN Companies, LLC](#)

[True Potential Education, LLC](#)

[Young's Integrity Auto](#)

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

## TSB Networking and Public Procurement Meet & Greet - October 25, 2017

You're invited to join the Targeted Small Business staff and other Targeted Small Businesses (TSBs) from around the state for a half day of information sharing, networking with other TSBs and facilitated networking with purchasing agents from government entities.

Learn about the latest developments to the Online TSB Directory, application and 48-hour state bidding opportunity website, as well as share your experience as a TSB and provide feedback about all aspects of the program. TSBs will be able to share stories about procurement, trade information and products and services, and learn about other certified Iowa businesses. In coordination with the Iowa Public Procurement Association, attendees will meet with city, county and state purchasing staff regarding their needs from vendors. In addition, businesses can share information about its products and services.

The Facilitated "Meet & Greet" portion of the agenda will allow TSBs to speak briefly with each entity throughout the course of an hour.

See the full agenda in the next column.

### Location:

FFA Enrichment Center  
Rooms 108 and 109  
1055 S. W. Prairie Trail Parkway  
Ankeny, IA 50023

### Agenda:

8:30 – 9:00 a.m.	Registration
9:00 – 9:15 a.m.	Introductions
9:15 – 9:45 a.m.	Information session about TSB program developments
9:45 – 10:45 a.m.	TSB informal networking
10:45 – 11:00 a.m.	Break
11:00 – 12:00 p.m.	Facilitated networking session with public procurement agents

To attend this event on October 25, please [register here](#) by October 18 so we can plan in advance for the facilitation of the Meet & Greet portion of the event. More details will be provided closer to the date! Refreshments and coffee will be provided. Due to space limitations, we cordially request that only one representative per business register to attend.

## Spotlight: Got Your Coffee Fix

In each issue of “Bullseye,” we’ll feature a TSB owner or state purchasing agent who will share their experiences selling or procuring TSB goods and services. In honor of Veterans Day on November 10, and to display our program’s support for service-disabled veterans, we spoke with Brian Edwards with [Got Your Coffee Fix](#).

**Spotlight:** Got Your Coffee Fix

**Address:** 110 Otoe St., Council Bluffs, IA 51501

**Owner:** Brian Edwards

**Certified Since:** August 2017

**In Business Since:** February 2017

**TSB Type:** 100 Percent Service-Disabled Veteran

**Services:** Provider of veteran roasted coffee in ground, whole bean and K-cup varieties made in the United States that are packaged & shipped fresh.

**Contact Info:** 712.898.4073, [gotyourcoffeefix.com](http://gotyourcoffeefix.com)

Earlier this year, Brian Edwards was moved by Black Rifle Coffee Company’s pledge to hire 10,000 veterans. As an Iowa National Guard Veteran, companies that support veterans and produce veteran-made products were especially significant to him. Edwards served as a mechanic in the National Guard, graduated from air assault school and had qualifications as a machine gunner — all of which, he said, were likely the reason he was selected to join a unit from Iowa for deployment to Afghanistan in 2010.

Edwards served in Pushtaysark, Afghanistan, from 2010 to 2011 in a joint forces combat outpost, alongside Afghan National Army and French military units. While the French military units trained the Afghan national army, Edwards’ troop focused on missions in smaller villages in surrounding areas and provided quick response and support troops around and on Bagram Airfield.

After returning from service in 2011, Edwards initially worked as an automotive technician and ultimately a service advisor until learning about Black Rifle Coffee in early 2017, and their need for distributors for their product. He was looking for a change of pace, so he applied to become a distributor of Black Rifle Coffee’s product. To start his business, Edwards came up with the name, Got Your Coffee Fix, in homage to the phrase, Got Your Six that those in the military and law enforcement use to say, “I’ve got your back.” The name holds special importance to him because it references both Edwards’ military background and that, as a reseller, he was selling veteran-made products.

Though the idea for Got Your Coffee Fix started with the distribution of Black Rifle Coffee, Got Your Coffee Fix also sells Fire Department Coffee, a company founded by individuals who are fire fighters, as well as Invader Coffee, which is also a veteran-owned coffee manufacturer. All brands are available in whole

bean, K-cups or ground. Got Your Coffee Fix sells branded hats and t-shirts with the company logo.



“It’s important to me having a veteran product, being a veteran myself, because if it wasn’t for veterans and the military personnel before us, we wouldn’t be the country we are. If we weren’t the country we are now, we wouldn’t be able to do the things we’re able to do, such as start a small business.” In addition to honoring veterans in the products he sells, he has also offered coffee to local law enforcement departments when he knows they are working long hours. “They’re great people, and we greatly appreciate the services they provide,” Edwards said.

Edwards’ background lends itself to being a small business owner. He indicated that lessons he learned from his service can be applied to owning a small business. “Don’t ever give up, he said. Even when things are slow and it’s easy to doubt whether an idea for a small business is really going to take off. I’m going to keep grinding at this every day. I’m not going to give up.” While Edwards operates Got Your Coffee Fix out of his home and many of his sales are done via his online storefront, eventually he hopes to open a brick and mortar store and envisions “Got Your Coffee Fix’s” future as a local coffee shop where veterans, local citizens and all are welcome to sit and share stories with one another. In the meantime, anyone is welcome to stop by his current location, sample coffee, get to know Edwards and talk shop.

“We love it when [customers] sit down and talk with us,” Edwards said, explaining that he learned the lesson of swapping and sharing stories from his grandfather, who was very personable and would always take time to answer his questions. “I think being that type of little kid made me into the adult that I am today, and the business owner I am, because I care about my customer. I care about their lives because I’ve had battle buddies that have lost theirs.”



# Why Become TSB Certified?

The Targeted Small Business (TSB) program is primarily known for extending benefits to business owners interested in state procurement opportunities and low-interest loans available to eligible TSBs through the Iowa Center for Economic Success. For businesses not interested in state bidding opportunities, the program has also grown to include several additional benefits for those that participate:

- Listing in the Online [Targeted Small Business Directory](#)

- This directory is used by public and private buyers across the state



LISTED IN THE ONLINE TSB DIRECTORY

- Introductions to partners who aid with state purchasing, growing your business or connections to other business networks through workshops, webinars and other events

- See the following pages for a listing up upcoming partner events!



PARTNERS TO HELP GROW YOUR TSB

- Invitations to TSB networking and TSB-exclusive events

- Meet and learn of experiences of other TSBs or network for future business opportunities at networking events held frequently throughout the state



INVITATIONS TO TSB NETWORKING EVENTS

- Promotion of your business as a Certified Targeted Small Business!

- Use the TSB badge on your social media, website or marketing channels to promote your company's status as a certified TSB; display your certificate proudly in your place of work, and hang the TSB window cling received upon certification in your store front or on your vehicle!



PROMOTE YOUR BUSINESS AS A CERTIFIED TARGETED SMALL BUSINESS!

Per Iowa Code, “every agency, department, commission, board, committee, officer or other governing body of the state shall purchase goods and services supplied by small businesses and targeted small businesses in Iowa.” State agencies provide annual TSB spending projections and quarterly performance reports to IEDA each year. Through administrative rule, TSBs are specified as preferred providers when cost effective.

Therefore, as a TSB, the purchase of your products and services help achieve the annual goals each state agency has established for TSB procurement. For those interested in state bidding opportunities, TSB certification allows:

- Access to an advance bid notification site to view state procurement opportunities 48-hours in advance of posting to the state's [Bidding site](#).



GIVEN EARLY ACCESS TO STATE BIDDING OPPORTUNITIES

- Non-competitive bid opportunities for purchases under \$10,000. Iowa Codes states that agencies may purchase directly from a TSB vendor if the purchase does not exceed \$10,000.
- Bond waivers up to \$50,000 for state projects. The requirement of satisfaction, performance, surety or bid bonds may be waived for TSB for projects or individual transactions amounting to \$50,000 when businesses are unable to demonstrate the inability of securing such a bond because of a lack of experience, lack of net worth or lack of capital.

Additionally, the state's Department of Administrative Services has provided a step-by-step procurement guide on [How to do Business with the State!](#) Start to identify potential procurement needs by researching “[What Goods and Services does the State of Iowa buy?](#)” and use the state's list of [Purchasing Agent Contacts](#) to begin to build a relationship as a vendor with state buyers.

As always, businesses eligible for the TSB program are also eligible to apply for TSB micro loans up to \$50,000 through the [Iowa Center for Economic Success](#) to start or expand a business. Applicants aren't required to be certified before applying for a loan. Specific questions regarding loans and terms should be directed to the Iowa Center.

## Iowa Center for Economic Success

The Iowa Center offers classes targeted specifically to small business owners, with flexible schedules and skill-building coursework. Events at the Iowa Center include presentations and advice from business owners, workshops on food safety for restaurant owners and food service employees, search engine optimization, self-care for business owners and health care in Iowa. In conjunction with our group education courses, the Center also offers one-on-one small business counseling and coaching services to help you start or grow your small business, as well as free year-round tax preparation and planning to qualifying individuals. For a full list of events hosted by the Iowa Center and the Women's Business Center throughout October, November and December, please see the following link: [theiowacenter.org/calendar/events/#all](http://theiowacenter.org/calendar/events/#all)

## **“You are a Certified Targeted Small Business (TSB) - What’s Next?” Webinar Series**

If you have been certified for a while and would like to re-visit some of the things you could be doing to maximize your TSB certification, OR if you are new to the TSB certification and would like to explore opportunities, please join the [Center for Industrial Research and Service \(CIRAS\)](#) staff for one of their upcoming, “You are a certified Targeted Small Business (TSB) - What’s Next?” webinars!

This webinar series is provided in partnership with Iowa Economic Development Authority (IEDA) and [Targeted Small Business \(TSB\)](#) program with the State of Iowa and will be repeated bi-monthly to give you several opportunities to attend. Use the link below to register for the webinar date and time that works best for you:

[attendee.gotowebinar.com/rt/6477102438510774531](https://attendee.gotowebinar.com/rt/6477102438510774531)

This webinar is useful for companies that have recently received their 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 that are 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.

### **CIRAS Events for Small Businesses**

#### GovCon Networking Group

17 October | 9:00 AM - 10:30 AM | Webinar

#### Manufacturing Networking: Meet your Competi-Mate

25 October | 9:00 AM - 11:30 AM | Dubuque

#### Council Bluffs Manufacturing Netowrking: Meet your Competi-Mate

25 October | 9:00 AM - 11:30 AM | Council Bluffs

#### Capabiltiy Statement Workshop

1 November | 11:00 AM - 1:00 PM | Sioux City

#### GovCon Networking Group

1 November | 9:30 AM - 10:30 AM | Bettendorf

#### GovCon Networking Group

2 November | 7:30 AM - 8:30 AM | Council Bluffs

#### Marketing to the Government - Advanced Marketing Techniques

7 November | 9:00 AM - 11:00 AM | Webinar

### **SBA Events for Veterans**

The U.S. Small Business Administration's (SBA) Iowa District Office and the Veterans Business Outreach Center announce a monthly Small Business Bootcamp webinar series for veterans, National Guard members, Reservists and their spouses to help start, build and grow their small business. Webinars will be held on the 2nd Wednesday of every month from 11:00 a.m. to 12:00 p.m. and will be recorded and posted on the office's website at [www.sba.gov/ia](http://www.sba.gov/ia). Upcoming webinar topics include:

#### SBA Veterans Advantage Loan Program and other Small Business Financing Options

November 8 | 11:00 AM – 12:00 PM

#### Iowa's Targeted Small Business certification & TSB Microloan Program

December 13 | 11:00 AM – 12:00 PM

Call: 1-888-858-2144 - When prompted, enter the meeting access code: 4554497#

## **Boots to Business: Reboot Classes**

The free one-day training session introduces veterans to the fundamentals of business ownership and the key steps for evaluating business concepts and developing a business plan. The training is hosted by the SBA Iowa District Office and the Veterans Business Outreach Center and features additional presentations by SBA resource partners, including SCORE, America's SBDC - Iowa (the Small Business Development Centers), and local bankers, lawyers and small business owners.

Boots to Business: Reboot is a two-step training program that provides participants an overview of business ownership as a career vocation, an outline and knowledge on the components of a business plan, a practical exercise in opportunity recognition, and an introduction to available public and private sector resources.

The initial program is followed up with one of two opportunities. Foundations of Entrepreneurship is an eight-week, online training (may be self-paced) course presented by a consortium of professors and skilled business advisors from the SBA network, Syracuse University. Mississippi State University offers a six-week online, interactive classroom focused on identifying and understanding customers; developing and refining a business mode; and drafting a business plan.

Please email the team at [boot-to-business@sba.gov](mailto:boot-to-business@sba.gov) if you've attended a previous Reboot class, and haven't yet taken, but are interested in taking the online course.

After completing Boots to Business: Reboot participants will have the tools and knowledge they need to identify a business opportunity, draft a business plan, connect with local resources and launch their small business.

**November 1 | 8:30 AM – 4 PM**

University of Iowa's Pappajohn Business Building  
21 E. Market Street, Room W401  
Iowa City, IA 52242

**Wednesday | 8:30 AM – 4:00 PM**

Iowa State University Memorial Union, the Cardinal Room  
2229 Lincoln Way  
Ames, IA 50011

To register for Boots to Business: Reboot classes go to [sbavets.force.com](http://sbavets.force.com) and create a profile for notification of future veterans training and events. For more information, contact Jayne Armstrong at [jayne.armstrong@sba.gov](mailto:jayne.armstrong@sba.gov) or 515.284.4026.

## **Greater Des Moines Partnership Small Business Success Summit**

The purpose of the Small Business Success Summit is to inform, educate and inspire business owners in Greater Des Moines (DSM). This event will be the premier business conference of 2017. The Summit will host keynote speakers, workshops and breakout sessions on a variety of timely topics that affect business owners and managers. Attendees will also have time to network and establish strategic partnerships.

**November 10 | 8:00 AM – 6:00 PM**

FFA Enrichment Center  
1055 SW Paririe Trail Pkwy  
Ankeny, IA 50023

Cost: \$79 for Greater Des Moines Partnership Members; \$99 for non-members. Includes keynotes, breakfast lunch and hors d'oeuvres.

Keynote Speakers include Whitney, Cox, Marketing Manager for Small Business Outreach; "Smash the Box" author and speaker, Chad Willett; and DR. Cindra Kamphoff who will focus on specific strategies to manage a small business, deal with adversity, mistakes and the unexpected.

Breakout sessions will feature panelist and speakers discussing topics such as:

- Goal setting
- Human resource tools
- Small business law
- Quickbooks report analysis
- Targeted advertising
- Banking
- Employee engagement
- Recruiting
- Managing and retaining employees
- Cybersecurity
- Branding
- Succession planning
- Business growth
- Intellectual property
- Sales

To register, please visit the [Des Moines Partnership website](#).