



## LEARNING HOW TO LEVERAGE YOUR TARGETED SMALL BUSINESS CERTIFICATE FOR PUBLIC AND PRIVATE PROCUREMENT OPPORTUNITIES

One of the many benefits of Iowa's Targeted Small Business (TSB) program, which is managed by the Iowa Economic Development Authority (IEDA), is the "leg up" certified businesses receive when contracting with the state of Iowa. This includes access to state bidding opportunities two days in advance via the TSB portal users receive access to after becoming certified, and the ability for purchasing managers to buy directly from TSBs under the \$10,000 purchase price threshold.

The state of Iowa Auditor's Office reports on TSB procurement activity for all state agencies for each fiscal year, which runs July 1 through June 30. The 2018 fiscal year (FY) report was recently released and notes overall TSB spending exceeded the procurement goals set by all agencies for the year by \$10.8 million. Additionally, the overall amount spent with TSB businesses increased from about \$42 million in FY 2017 to more than \$47 million in FY 2018.

"In order to sell to the state, it takes due diligence and learning how everything works," said Dwana Bradley, owner of Urban Media, a TSB certified in 2018.

"We worked with Jodi [Essex] at CIRAS [[Center for Industrial Research and Service](#)], and she helped us understand the process and put our name on various lists throughout the state. Now, we get a lot of emails inviting us to check out bid postings."

Eventually, Dwana received an email about a bid posting with a state agency and submitted a quote. Though she was not the lowest bidder, the bidder that received the contract determined they would not be able to fulfill the request so the purchasing manager reached out to Dwana asking if she could fulfill the request with a tight deadline.

"We got it done and completed on time. And because of that, she said she'll continue to reach out to us."

When businesses join the program and consider doing business with the state of Iowa, TSB staff are often asked, "what does the state buy?" The state publishes buying reports each year, indicating the types of goods and services procured. The reports can be found here: [das.iowa.gov/procurement/vendors/what-does-the-state-buy](http://das.iowa.gov/procurement/vendors/what-does-the-state-buy)

Finding success with a state buyer is largely about building a relationship, which Dwana recognizes. Even though she did not win the bid originally, she took time to understand why and now knows how to approach the next bid opportunity.

Wendy Havemann, owner of Strengths Coaching by Wendy, recently found work with a state agency when she was referred to the agency by another source. The agency asked her to submit a proposal, and after reviewing proposals, determined her services met their needs for individual and group strength coaching. Because the contract with Wendy was less than \$10,000, the department was able to work directly with her, rather than putting out a bid for the services.

For TSBs looking to build a relationship with a state entity for potential procurement opportunities, rather than responding to specific bids, Wendy advises businesses maintain a presence on social networking sites, consistently putting information about their business out to people and having brochures and cards ready.

"The biggest thing is to keep networking with people. I make sure I have a presence on LinkedIn, and I ask the people I work with to pass on [my information] to other people," Wendy said.

For TSBs looking for assistance in learning how to pursue state bidding opportunities, CIRAS offers a free webinar at different times of the year. To find an upcoming webinar, see page 7 or the CIRAS events calendar: [www.ciras.iastate.edu/events-workshops/ptac-events/](http://www.ciras.iastate.edu/events-workshops/ptac-events/)

## LEARNING HOW TO LEVERAGE YOUR TARGETED SMALL BUSINESS CERTIFICATE FOR PUBLIC AND PRIVATE PROCUREMENT OPPORTUNITIES, CONTINUED

The state of Iowa and Iowa State University also hold vendor orientations for any businesses looking to do business with the state or university. To learn more about when these sessions will be held and for registration information, please see page 4.

Additionally, many TSBs find certification can be helpful when doing business with private companies that have supplier diversity programs of their own. To help businesses learn more about doing business with private buyers, the IEDA is working with the Greater Des Moines Partnership to host an event on February 5, 2019, in Des Moines.

The event, titled “Meet the Buyers: Small to Big Business,” will provide attendees an opportunity to hear from buyers in the banking, insurance, higher education, grocery, casino, agriculture, publishing and construction industries and learn more about their buying systems.

Registration for the event can be found here:

[members.dsmpartnership.com/events/details/meet-the-buyers-small-to-big-business-forum-02-05-2019-57202](https://members.dsmpartnership.com/events/details/meet-the-buyers-small-to-big-business-forum-02-05-2019-57202)

Taufeek Shah, owner of Lola’s Hot Sauce and part owner of Lola’s Kitchen, said TSB certification has been extremely helpful as he worked with buyers from Kroger Foods, Whole Foods and Target. These companies all have supplier diversity programs that Taufeek was able to gain access to because of his certified TSB status. Many companies ask if a supplier is diverse-owned as part of their buying process, but Taufeek said he has also learned to simply ask directly if they have a supplier diversity program.

“It’s extremely beneficial because many times you’ll get access to a separate diverse supplier division, and in some cases they waive fees if you are a diverse supplier, so there are a lot of benefits,” Taufeek said.

When working with private buyers who may not be familiar with the TSB program, Taufeek facilitates an email introduction between the buyer and TSB staff who provide verification of his company’s diverse status and information about the verification process for the TSB program.

“The Targeted Small Business Certificate program has worked out phenomenally for us,” Taufeek said. “You get more help is what you get. Being a small company and going into a grocery store and going against larger brands, this really helps combat it and gives you extra fire power for your product.”

If you have any questions about how to utilize or leverage your certificate among state or private buyers, please contact IEDA’s Jill Lippincott, TSB Project Manager, at 515.348.6159 or at [tsbcert@iowaeda.com](mailto:tsbcert@iowaeda.com).

## GOLDMAN SACH’S 10,000 SMALL BUSINESSES



The Goldman Sachs 10,000 Small Businesses program has helped entrepreneurs across the U.S. create jobs and economic opportunity by providing them with greater access to education, financial capital and business support services.

This year, the program launched locally in Iowa and has already held open an application round. Based on the overwhelming success of the first round of applications, the program is launching a second cohort for the spring of 2019. The second cohort of classes will run April through June of 2019. The deadline to apply for this second cohort is January 17.

The 10,000 small businesses program is a free opportunity for business owners to gain access to tools and knowledge to grow their businesses. Professional workshops are delivered in-person and online, where business owners can learn from the experts, trained by the top entrepreneur college in the nation, about practical business skills, such as contract negotiation, finance and people management. The program offers participants the opportunity to invest in themselves, develop their own leadership skills and maximize business operations through a customized business growth plan. Within six months of graduating, 67 percent of businesses who have participated in the program in the past report increasing revenues and 47 percent added new jobs.

...continued on page 4.

# NEWEST MEMBERS OF THE CERTIFIED TARGETED SMALL BUSINESS DIRECTORY

In the last quarter, 30 new businesses have become Targeted Small Businesses. Please welcome the following to the [Targeted Small Business Directory](#):

[Banowetz Marketing, Cedar Rapids](#)

[CGC Construction, Dunlap](#)

[Chewzn Ventures, LLC dba Foster Appliance, Springville, IA](#)

[China Iowa Group, LLC](#)

[Countertops by Willet, Inc., Des Moines](#)

[Destinations Unlimited, Cedar Rapids](#)

[EB Solutions, Inc., Cedar Rapids](#)

[Fenwick Family Enterprises, LLC  
dba Flaggers National Traffic Control Systems](#)

[Gaia Waxing, Inc., Dubuque](#)

[Good Growing Enterprises, LLC, Harlan](#)

[H&K Smart Fence, Inc., West Des Moines](#)

[Herringbone Freelance, Cedar Rapids](#)

[ICONIC's, Iowa City](#)

[Inclusive Cultural University, LC](#)

[Ingri P. Tutu, dba Safety Strong, LLC, Charles City](#)

[iRoadside Assist, LLC, Des Moines](#)

[Kewon Digital Services, Des Moines](#)

[Kranto Education Alliance, Des Moines](#)

[Lola's Kitchen, LLC, Ankeny](#)

[Media G, Urbandale](#)

[Nayeri Group, LLC, Urbandale](#)

[Schabel Solutions, Inc., Des Moines](#)

[Select Signing, Inc., Amana](#)

[SR IT Consulting, LLC, Ames](#)

[Stinson Consulting, Ankeny](#)

[SVM Technologies, LLC, West Des Moines](#)

[The Zone of Comfort, LLC, Urbandale](#)

[ThinkSpace IT, Harlan](#)

[Tortillas Chihuas, LLC](#)

[West Wind Education Policy, 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
- Check out current [Bid Opportunities](#) open to all businesses

# VENDOR ORIENTATIONS

Want to learn more about doing business with the state of Iowa or Iowa State University? Plan to attend one of the upcoming vendor orientation sessions.

## Iowa State University Procurement Services Vendor Orientation dates

Tuesday, February 12, 10–11:30 a.m.

Tuesday, March 5, 10–11:30 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 CIRAS will also present information on their 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 [quotedsk@iastate.edu](mailto:quotedsk@iastate.edu) to sign up for a session. Include your company name, the date of the session and the names and email addresses of the attendees.

## Department of Administrative Services (DAS) Central Procurement Vendor Orientation dates

Thursday, February 7, 9-10:30 a.m.

Wednesday, April 3, 9–10:30 a.m.

Learn the basics of public procurement, what the state purchases, where to find solicitations, other procurement information and whom to contact. 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 find out more, email [purchasing.mailbox@iowa.gov](mailto:purchasing.mailbox@iowa.gov).

## GOLDMAN SACH'S 10,000 SMALL BUSINESSES, CONTINUED

Michelle DeClerck, TSB owner of Conference Event Management, has participated in the national cohort program in the past and spoke to radio host Michael Libbie on his program, "Insight on Business: The News Hour," about the experience.

"It meant the opportunity to go places we hadn't seen before and the opportunity to create extreme value for our clients," DeClerck said during the interview. DeClerck said the program helped them employ an overall operation audit that helped her organized address holes in processes and create a process map on how they wanted to do business with their clients.

"It has the best thing that has ever happened in our business history – from the clarity I've been able to bring for myself as a business owner, to the results that we're getting for the company. So, it's absolutely a tremendous gift," DeClerck said. DeClerck also presented at the Small Business Success Summit held in Des Moines in November and at a 10,000 Small Businesses Workshop in December to promote the program.



To be eligible, businesses must have been in business for at least two years, have at least \$100,000 in revenue and have at least two employees (including the business owner).

To apply, visit [www.10ksbapply.com/iowa](http://www.10ksbapply.com/iowa). The application takes less than 15 minutes to complete. For more information about the application process, contact Karen Stiles at Des Moines Area Community College: [kastiles@dmacc.edu](mailto:kastiles@dmacc.edu). You can also learn more and hear some of the program graduates' perspectives here!

# 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, can help with legal matters related to the business. Examples CED can help with 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 do Community Legal Education presentations for the public. Iowa Legal Aid can present on general business law topics or can also present on a specific topic, if a group is interested. Iowa Legal Aid can present in different languages.

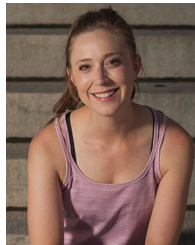
There are three ways to apply for Iowa Legal Aid Services:

1. Walk in to any of the 10 offices - open Monday through Friday 8:30-4:30 p.m. (except Thursday afternoons). Bring in paperwork about your business.
2. Call us 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.  
<https://www.iowalegalaid.org/resource/applying-for-help-from-iowa-legal-aid>

For issues or questions, contact Samantha Wagner, staff attorney for the CED Project, at [swagner@iowalaw.org](mailto:swagner@iowalaw.org).

## TARGETED SMALL BUSINESS HIGHLIGHTS

Claire Richmond, owner of **Hello and High Five** in Des Moines, wrote a guest opinion column featured in the [Business Record](#), focused on support of others in professional settings, such as colleagues, business women, vendors and clients.



Dorene MacVey, owner of **ithrive31** in Polk City, was a featured speaker at the Iowa Center for Economic Success's "[Topical Tuesday](#)" event in December. MacVey focused on helping individuals Live Intentionally in 2018. Dorene also wrote a guest article for the [Business Record](#) focused on ways to practice gratitude.

**ithrive31**



Dwana Bradley, owner of Iowa **Urban Media** in Des Moines, was featured in the [Des Moines Register](#) for her appointment to the Des Moines Public School Board seat in District 3, serving parts of northeast Des Moines and Pleasant Hill. Dwana will serve through the November 5, 2019, school board election.

Ellen Walsh Rosmann, owner of **Good Growing Enterprises, dba Farm to Table Procurement & Delivery** in Harlan, recently spoke at the [2018 Iowa Farmers Union Annual Convention](#) regarding opportunities for beginning farmers and the local/regional food system.



Kim Augspurger, owner of **Saxton, Inc.** in Des Moines and Cedar Rapids, received the [Iowa Association of Business and Industry Advocacy in Action Award](#).



Kimberly Baeth, owner of **Golden Openings** in Urbandale was honored with the National Association Woman Business Owner – Iowa Chapter [Woman Business Owner of the Year](#) award. Kimberly was also featured in the December 2018 – January 2019 issue of [WOW magazine](#).



Jenny Novick, owner of **Foster Appliance** in Iowa City, as featured in a article in the [Corridor Business Journal](#) regarding her quest to become a small business owner and new ownership of Foster Appliance. After purchasing the business, Jenny was recently certified as a TSB in November.



## TARGETED SMALL BUSINESS HIGHLIGHTS, CONTINUED

Jeri Frank and Uriel Barillas, owners of **Stratafolio** in Cedar Rapids were featured in [ClayandMilk.com](http://ClayandMilk.com) for the People's Choice Award they received at this year's Innovation Expo



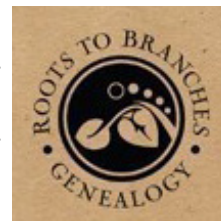
Tamara Brunow, owner of **H2W Apparel** in Council Bluffs, was featured in the [Daily Nonpareil](http://DailyNonpareil.com) for her work in overcoming gender barriers to start a business in construction and a retail clothing business.



Nina Brundell, owner of **Kieck's Career Apparel**, Cedar Rapids, was recently profiled in the [Cedar Rapids Gazette](http://CedarRapidsGazette.com) for her long career as a small business owner and tips for being successful in business.



Ricki King, owner of **Roots to Branches Genealogy** in Windsor Heights authored an article "Women of Three Generations" in the October 2018 issue of [The Urban Experience](http://TheUrbanExperience.com) in honor of Family History Month.



## PARTNER EVENTS

### Small to Big: Meet the Buyers

*Time: February 5, 8:30 a.m. – 1:30 p.m.*

*Location: Junior Achievement of Central Iowa, 6100 Grand Ave., Des Moines, IA 50312*

Small to Big: Meet the Buyers is the paramount event for small businesses to nurture opportunities for growth by connecting with buyers from larger companies. Learn how purchasing decisions are made, understand buying requirements and explore what items and service needs may be on the horizon. Take advantage of this unique opportunity to get your foot in the door with some of Greater Des Moines' (DSM's) world-class businesses.



The cost for registration is \$25 for members and Targeted Small Businesses. To register, go to: [members.dsmpartnership.com/events/details/meet-the-buyers-57202](http://members.dsmpartnership.com/events/details/meet-the-buyers-57202)

### SCORE Simple Steps for Starting your Business Workshop Series

*Time: April 2 – April 23, 6–9:00 p.m.*

*Location: FFA Enrichment Center at DMACC, 1055 SW Prairie Trail Parkway, Ankeny, IA 50023*

Have an idea for a new business? The SCORE Simple Steps for Starting Your Business Workshop Series can help you develop and test your business idea. Decide if you're ready, draft a business plan, determine your competitive advantage and get started on the right track. The Simple Steps workshop provides four, three-hour workshops that will help you turn your idea into action with tools, templates and personalized advice. Workshop topics include:



- Start-up Basics
- Business Concept
- Marketing Plan
- Financial Projections
- Funding Sources

To register for the class on line with the CRN# above, visit [ce.dmacctraining.com](http://ce.dmacctraining.com). To register by telephone, call DMACC at or 1.800.342.0033. The cost for the course is \$129.00, which includes tuition and course materials. Class sizes are limited.

To learn more, visit [www.desmoines.score.org](http://www.desmoines.score.org). For additional information, please contact the Des Moines SCORE Chapter at 515.274.8593.

## PARTNER EVENTS, CONTINUED

### Creating Your Government Marketing Strategy

*Time: January 16, and March 27, 9–10:30 a.m.*

*Location: Webinar*

This session will provide information on the overall value of initial and ongoing market research for companies pursuing Government sales. Attendees will discuss resources available for conducting market research and will receive a meaningful starting point for a one-on-one discussion with their 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 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.



To register go to for the January webinar go to:

[www.eventbrite.com/e/creating-your-government-marketing-strategy-webinar-registration-47528565218](http://www.eventbrite.com/e/creating-your-government-marketing-strategy-webinar-registration-47528565218)

To register for the March Webinar, go to:

[www.eventbrite.com/e/creating-your-government-marketing-strategy-webinar-registration-47529796902](http://www.eventbrite.com/e/creating-your-government-marketing-strategy-webinar-registration-47529796902)

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

*Time: January 23 and April 24, 9–10:00 a.m.*

*Location: Webinar*

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. 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. 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.

To register for the January webinar, go to:

[www.eventbrite.com/e/you-are-a-certified-targeted-small-business-tsb-whats-next-webinar-registration-47527885184](http://www.eventbrite.com/e/you-are-a-certified-targeted-small-business-tsb-whats-next-webinar-registration-47527885184)

To register for the April webinar, go to:

[www.eventbrite.com/e/you-are-a-certified-targeted-small-business-tsb-whats-next-webinar-registration-47528925295](http://www.eventbrite.com/e/you-are-a-certified-targeted-small-business-tsb-whats-next-webinar-registration-47528925295)

### Federal Business Review

*Time: January 29, 9:00 a.m. to 2:00 p.m.*

*Location: 501 1st St STE, Cedar Rapids, IA 52401*

Looking for a quick introduction to the world of doing business with the federal government? Join CIRAS and the U.S. Army Corps of Engineers at the Cedar Rapids Metro Economic Alliance on January 29 to gain tips for navigating the world of federal government contracting. Part I of the agenda, from 9-11:00 a.m., will be an overview of the best practices for working directly with the federal government. This includes understanding your suitability, small business preference programs, appropriate registrations, how the government makes purchases, finding opportunities and complying with government requirements. Lunch is on your own from 11 a.m. – 12:00 p.m. Part II, from 12-2:00 p.m., will address what it takes to be a subcontractor to a federal prime contractor. Topics include: understanding subcontracting plans, tactical processes to identify subcontracting opportunities, and an overview of how to effectively make that first outreach for subcontracting marketing.

To register go to: [www.eventbrite.com/e/federal-business-review-tickets-53349657261](http://www.eventbrite.com/e/federal-business-review-tickets-53349657261)

## **PARTNER EVENTS, CONTINUED**

### **Construction Government Contracting and Networking**

*Time: January 30, 8:00 a.m. – 10:00 p.m.*

*Location: Home Builders Association of Greater Siouxland, 3900 Stadium Dr., Sioux City, IA 51106*

Attendees learn how city, state and federal governments procure including spending authority, formal vs. informal bids, bid process and bid letting, contact award and contract documents, relationship building with agencies, followed by networking. Meet and identify potential business partners. Build your network and strategic alliances. Collaborate with other contractors.

To register, go to: [www.eventbrite.com/e/construction-government-contracting-and-networking-registration-53163924730](http://www.eventbrite.com/e/construction-government-contracting-and-networking-registration-53163924730)

### **GovCon 101**

*Time: February 6, 9-10:30 a.m.*

*Location: Webinar*

This 1.5-hour session will provide an introduction of government contracting and discuss the various factors you may want to consider before entering this market. Discuss 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. Prerequisite: There are no recommended prerequisites for this session.

To register go to: [www.eventbrite.com/e/govcon-101-webinar-registration-47562285075](http://www.eventbrite.com/e/govcon-101-webinar-registration-47562285075)

### **Subcontracting Opportunities**

*Time: February 7, 9-10:00 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 a Market Research workshop can also help you determine whether subcontracting is appropriate, but it is not required.

To register go to: [www.eventbrite.com/e/subcontracting-opportunities-webinar-registration-47563192790](http://www.eventbrite.com/e/subcontracting-opportunities-webinar-registration-47563192790)

### **Preparing a Winning Proposal**

*Time: April 2, 1–3:30 p.m. and April 24*

*Location: Tero International: 1840, NW 118th St., Clive, IA 50325*

Success in government contracting requires that your business be able to convince a government agency that you’re the best choice to fill any particular need. CIRAS wants to help Iowa companies learn how to do that. Experts with the CIRAS Procurement Technical Assistance Center (PTAC) have partnered with a 28-year veteran of government procurement to help Iowans learn the ins and outs of doing business with state and local governments. Attend this event, and you’ll learn everything from how to read and answer an RFP to tips for organizing your proposal and getting questions answered. You’ll also learn how to avoid some of the most common mistakes.

To register go to: <https://www.eventbrite.com/e/preparing-a-winning-proposal-clive-registration-51885533026>



## PARTNER EVENTS, CONTINUED

### **Topical Tuesday: Non-profit or For-profit; What is the Difference?**

*Date/Time: January 22, 12-1:00 p.m.*

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

After you've dreamt up your idea you may start daydreaming about ways to build revenue. You may feel passionate about making a difference in your community and improving people's lives; but you also need to figure out how to put food on the table and support your family. Is your idea something that could be considered a "cause" that would qualify for grants and charitable giving? Discuss many of the pros and cons of being a 501c3 versus an LLC and help you answer important questions around your comfort in being accountable to others, "owning" your own idea, working for yourself and deferred gratification (and profit) versus immediate financial gain.



Please join this insightful Topical Tuesday, led by Megan Milligan, CEO + President of Iowa Center for Economic Success.

Contact: [ahutchins@theiowacenter.org](mailto:ahutchins@theiowacenter.org), 515.283.0940

#### **Other Topical Tuesday events include:**

##### ***Work For Yourself @50+***

*Date/Time: February 12, 5:30 -7:30 p.m.*

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

Are you over 50 and looking for ways to improve your current financial situation? Have you ever dreamed of being your own boss? Work for Yourself@50+ has the information you need to succeed. AARP Foundation's Work for Yourself@50+ initiative will help you gain the knowledge, support and resources you need to make informed decisions about working for yourself and take the right first steps toward successful self-employment.

Contact: [ahutchins@theiowacenter.org](mailto:ahutchins@theiowacenter.org), 515.283.0940

##### ***Generating a Break Even Analysis***

*Date/Time: March 12, 12-1:00 p.m.*

*Location: The Iowa Center for Economic Success, 8345 University Blvd., Suite F, Clive 50325*

*Contact: [ahutchins@theiowacenter.org](mailto:ahutchins@theiowacenter.org), 515.283.0940*

##### ***Topical Tuesday: Email Marketing***

*Date/Time: March 26, 12-1:00 p.m.*

*Location: The Iowa Center for Economic Success, 8345 University Blvd., Suite F, Clive 50325*

*Contact: [ahutchins@theiowacenter.org](mailto:ahutchins@theiowacenter.org), 515.283.0940*

##### ***Understanding your Audience(s) for Targeted Marketing***

*Time: January 29, 12-1:00 p.m.*

*Location: The Iowa Center for Economic Success, 8345 University Blvd., Ste. F, Clive, IA 50325*

Start 2019 with renewed clarity! Is your marketing plan focused on your target audience(s)? Are you listening to your customers? Many, if not most, businesses make the #1 mistake of not listening to or understanding the needs and wants of their customers. Join us for this Topical Tuesday to gain clarity on why marketing planning and market research should hand-in-hand, and how it doesn't need to be a foreign language for you- or break your budget. Tamara Kenworthy of On Point Strategies, will walk through the key components of a solid marketing plan as well as share a range of research methodologies and how they fit into the plan, including some tips on survey designs.

To register, go to: [theiowacenter.org/calendar/events](http://theiowacenter.org/calendar/events)

## PARTNER EVENTS, CONTINUED

### First Friday's

*Date/Time: First Friday of Every Month, 11:30 a.m. - 1:00 p.m.*

*Location: Varies - The Iowa Center for Economic Success or Greater Des Moines Partnership. Please check [theiowacenter.org](http://theiowacenter.org) each month for event location.*

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. Lunch is not provided, though we encourage you to bring your own if you'd like.

**January (NOTE: will be held on second Friday due to holiday schedule):**

**Rite Perea, CEO of Rita Perea Leadership Consulting, Inc.**

*Time: January, 11, 11:30 a.m. – 1:00 p.m. with networking from 11:30 a.m. – 12:00 noon*

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

**February: Sally Cooper Smith, Founder and Principal of Cooper Smith + Company**

*Time: February 1, 11:30 a.m. – 1:00 p.m. with networking from 11:30 a.m. – 12:00 noon*

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

**March: Michelle DeClerk, Founder and President, Conference Event Management (CEM)**

*Time: March 1, 11:30 a.m. – 1:00 p.m. with networking from 11:30 a.m. – 12:00 noon*

*Location: Greater Des Moines Partnership, 700 Locust Street, Suite 100, Des Moines 50309*

*Contact: [ahutchins@theiowacenter.org](mailto:ahutchins@theiowacenter.org), 515.283.0940*

### FocusMe

*Date/Time: Save the Date: 8-week engagement beginning in February 2019*

*Location: The Iowa Center for Economic Success, 8345 University Blvd., Suite F, Clive 50325*

FocusME provides a space for working women to support each other with connections and accountability as each sets her own professional and personal goals. Lean on each other, give advice, share experiences. New groups form every quarter and meet once per week for 8 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.

### DreamBuilder Accelerated

*Time: February 4, 5:30–8:30 p.m., February 15, 9:00 a.m. – 4:00 p.m. and March 4, 5:30–8:30 p.m.*

*Location: The Iowa Center for Economic Success, 8345 University Blvd., Ste. F, Clive, IA 50325*

The DreamBuilder Accelerated class is hosted by The Iowa Women's Business Center in partnership with Drake University. The three-part educational and interactive series will help attendees advance their entrepreneurial business or business idea while also ensuring an understanding of the next steps to continue advancing long after classes end. Participants have the potential to have a completed business plan at the end of class, will have online and in-person support as well as opportunities for one-on-one coaching, meetings with subject matter experts and presentations on everything from small business law to taxes.

To register go to: [theiowacenter.org/calendar/events](http://theiowacenter.org/calendar/events)

### The Iowa Women's Business Center: An Overview

*Date/Time: Every Wednesday, 12:00 - 1:00 p.m.*

*Location: The Iowa Center for Economic Success, 8345 University Blvd., Suite F, Clive 50325*

Join over the noon hour to learn what we're all about at The Iowa Women's Business Center. Whether you're interested in education, resources, credit and lending opportunities, or simply need an ear to bend about your business idea ... let's get something started.

Contact: [ahutchins@theiowacenter.org](mailto:ahutchins@theiowacenter.org), 515.283.0940

## PARTNER EVENTS, CONTINUED

### **Mondays for Money**

*Date/Time: Every Monday, 12-1:00 p.m.*

*Location: The Iowa Center for Economic Success, 8345 University Blvd., Suite F, Clive 50325*

Learn different ways to finance a start-up or operating business. How can you finance your business venture? What funding sources are open to you? What kind of funding makes sense for this stage of your business? What are the basic components of a loan or an equity investment? How do lenders or investors evaluate a business? Are you ready? Evaluate your level of preparation. Receive a copy of your personal credit history.

### **Lunch and Learns**

*Date/Time: Tuesday, January 30th, February 20th, and March 27th, 11:30 a.m. – 1:00 p.m.*

*Location: Iowa Western Community College, Looft Hall, Council Bluffs, IA*

**January Topic:** Using Social Media for Customer Service

A look at how small businesses can utilize social media platforms like LinkedIn, Facebook, Instagram and others to communicate and nurture customer relationships.

**February Topic:** Multi-Media Marketing Strategy

Small businesses can join this workshop and learn how to develop a marketing strategy utilizing different forms of media to reach their audience and build brand recognition

**March Topic:** Digital Trends

A look at new digital resources and trends that can be helpful for a small business in the areas of bookkeeping, management, marketing, etc.

Contact: Sue Pitts: [spitts@iwcc.edu](mailto:spitts@iwcc.edu)



### **Excel Basics**

*Date/Time: January 31, and February 21st, 5:00 – 7:00 p.m.*

*Location: Iowa Western Community College – The Port*

This 2-hour seminar introduces the skills necessary for productive development of workbooks. It includes tasks to explore Excel, use basic workbook skills, work with ranges, create simple formulas, copy and move data, and use page setup. The student will also learn basic formatting of columns and rows, numbers, text, and cells.

Cost: \$50

Contact: Sue Pitts: [spitts@iwcc.edu](mailto:spitts@iwcc.edu)

### **Smart Start**

*Date/Time: February 5 and February 19th, 5:00 – 7:00 p.m.*

*Location: Iowa Western Community College – The Port*

This a 2 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.

### **Fast Trac**

*Date/Time: Tuesday March 5 through Tuesday March 26, 5:30 – 7:30 p.m.*

*Location: Iowa Western Community College, The Port*

FastTrac® is a free 4 week/8 hour comprehensive course that will guide startups through the process of creating, refining and planning a business model. The course participants will have a working business plan by the end of the course. Students will need a laptop. If one is not available to them we will provide one for use during class times.

For more information and to Register: [www.iowawesternsbdc.com/fasttrac/](http://www.iowawesternsbdc.com/fasttrac/)

## PARTNER EVENTS, CONTINUED

### **Exploring Excel Formulas**

*Date/Time: Tuesday March 14, 5:00 – 7:00 p.m.*

*Location: Iowa Western Community College, The Port*

This seminar will explore some of Excel's most widely used formulas. Students will use a variety of tools to set up and audit formulas. Learn some of the more advanced formulas like vlookup and logical functions.

Cost: \$50

Contact: Sue Pitts: [spitts@iwcc.edu](mailto:spitts@iwcc.edu)