

## INTRODUCTION

This April, the Targeted Small Business Program at IDED is featuring The Great Frame-Up and Pohaku, Inc. in our TSB Spotlight while our Procurement Spotlight features the Iowa Communications Network, a state agency that administers a statewide fiber-optic network. Our mission is to promote TSB's in Iowa, so we're interested in hearing about what is important to yours. More specifically, we want to gauge your interest in attending a potential TSB Vendor Fair targeted for the fall of 2008. And if you are in the catering industry, please read this month's article on green catering and tell us about your efforts to create great food using an environmentally-friendly approach.

## March TSB Awards

In March, the TSB Loan Review Board awarded a loan to Juliet Pae-Corr. Ms. Pae-Corr has been a stylist for six years and had been renting chair space in Cedar Rapids. As a result of her homework and the TSB loan, she will lease a facility, employ two stylists, and direct her \$5,000 loan to purchase equipment and supplies for her business. Your TSB could be the next award recipient! The submission date for the financial assistance application is the fourth Friday of the month. The TSB Loan Review Board will review applications on the third Wednesday of every month.

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## TSB SPOTLIGHT

# The Great Frame Up

Angela Williams, owner of The Great Frame Up in West Glen Town Center, has been helping customers preserve their memories using their own personal style. Like any small business they take pride in the feedback they receive from returning customers.



Ms. Williams's most recent endeavor includes a new "Framer on the Go" service. This new offering includes a home or office consultation from Angela or one of her designers. Using the "Framer on the Go" service, the Great Frame Up will bring

everything directly to the client, making it easier for the customer to decide on framing selections, delivery, and art placement. Busy consumers agree that the in-house consultation is an innovative and convenient alternative to standard design practices.

As a small business owner, Angela Williams is grateful for the way the community has reached out and embraced her new business and she continues to look for ways to serve her customers and grow her business. Visit The Great Frame Up in the West Glen Town Center at 5515 Mills Civic Parkway, call (515) 226-2310, or send an e-mail to [westdesmoines@thegreatframeup.com](mailto:westdesmoines@thegreatframeup.com). The Great Frame Up is also available online at [www.westdesmoines.thegreatframeup.com](http://www.westdesmoines.thegreatframeup.com).

## Pohaku, Inc.

Pohaku, Inc. was founded in 2003. Iowa native and Pohaku CEO, Wendy Gady decided to return to Iowa and begin a business of her own, with the goal of helping businesses grow their revenue. Through consulting services, database management and analysis, enterprise document solutions, web and application development and marketing support, Pohaku works to ensure that its clients become more efficient and accelerate growth. The story of this Iowa company showcases true Iowa entrepreneurial spirit.

The name Pohaku comes from the phrase "ki'i pohaku", which refers to native Hawaiian petroglyphs. Pohaku's Chief Operating Officer Barrett Gady is originally from Hawaii and inspired the name. Petroglyphs were used by ancient Hawaiians to convey information about their culture –



the images had extreme power and importance to the people of Hawaii. In a similar

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## TSB SPOTLIGHT

# Pohaku, Inc.

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way, the name Pohaku was chosen to reflect the vision of the company to efficiently capture and convey the power and importance of clients' goals for revenue growth.

Pohaku uses complex business information to drive targeted communication through both traditional (print, radio, TV) and digital (email, web, video) venues. Pohaku helps businesses deliver the right message, to the right people, at the right time, with the right media to achieve the right results. If you'd like to find out more about Pohaku, contact Wendy Gady at 319.653.2569 or via e-mail at [wendy@gopohaku.com](mailto:wendy@gopohaku.com).

## PROCUREMENT SPOTLIGHT: IOWA COMMUNICATIONS NETWORK

ICN is a state agency that administers a statewide fiber-optic network. The capacity of the network enables authorized users such as hospitals, state and federal government, public defense armories, libraries, schools and higher education to communicate via



high-quality, full-motion video, high-speed Internet connections and telephones. Every day across the state, ICN is being used in a variety of ways by a variety of Iowans.

The ICN purchases a wide range of items including computers, internal computer components and computer monitors; on-premise wiring components such as

data outlets, power and communications poles; category 5 cable; installation tools; television monitors; test bench equipment; technician supplies; routers; optical transmitters; fiber optic cable; phones and phone switches. The ICN also uses trenching, cable installation, paving, electrical and consulting services.

On the ICN web page, [www.icn.state.ia.us](http://www.icn.state.ia.us), you will find ICN administrative information services, news items, network upgrade information, video scheduling information and the ICN annual report. Request for Proposals (RFP), Request for Information (RFI) and Invitation to Bid (ITB) listings are also located there. If you have questions about ICN purchasing procedures or specific bid opportunities, contact any of the ICN purchasing staff:

Marla Gibbons, Contracting Officer,  
515.725.4646 [marla.gibbons@iowa.gov](mailto:marla.gibbons@iowa.gov)

Brian Clayton, Purchasing Agent,  
515.725.4616 [brian.clayton@iowa.gov](mailto:brian.clayton@iowa.gov)

Sheri Stephens, Purchasing Agent,  
515.725.4747 [sheri.stephens@iowa.gov](mailto:sheri.stephens@iowa.gov)

## TSB Vendor Fair

We understand the value of networking and connecting with others and we want to help provide that opportunity by providing a venue where you can set up a booth, display your services, products and meet other businesses and procurement agents. Send an e-mail to [smallbusiness@iowalifechanging.com](mailto:smallbusiness@iowalifechanging.com) with your thoughts on participating in a TSB vendor fair. Please consider the following for your response:

- This would likely be a one-day event from 9:00 a.m. to 4:00 p.m.
- It would include lunch, a networking activity and a speaker from 12- 2:00 p.m.
- Standard booth space would be 10 ft. x 10 ft. Is that enough space?
- How far would you be willing to travel?
- Would you require/consider an overnight stay?
- The event would tentatively take place in mid-October or early November. Is there another time that would work better?
- Do you have any speaker suggestions?

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CHECK HERE FOR  
UPCOMING EVENTS

[www.iowalifechanging.com/  
business/tsb.html](http://www.iowalifechanging.com/business/tsb.html)



# TSB 48-Hour Web site is Now Secure!



One of the benefits of being a certified TSB is exclusive access to all state agency bids 48 hours in advance of anyone else. A certified TSB may access bid information online at <http://www.iowalifechanging.com/business/tsb/tsbsearchlogin.asp> as often as possible to stay on top of potential new business.

When the 48-hour TSB website was initially developed, the expectation was it would be secure and available only to certified TSBs. Unfortunately, the site was not made secure and soon others were accessing it. In late March, the site was secured, and is now accessible only to certified TSB's with their unique password.

We have already heard from several procurement agents and others requesting access in order to view posted bids and print a copy for auditing purposes. Remember, a copy of the posting can be printed prior to confirming the submission and if a copy is not printed at that point, it can then be printed after the bid has expired by retrieving it from the "Search Previous TSB Postings". We really appreciate your support of this change!

## "Green" Catering

Being environmentally-friendly is an increasing goal for many organizations. The Iowa Department of Economic Development (IDED) is taking this initiative very seriously and is exploring opportunities to support "green" practices in all areas of the department including event planning. IDED will implement changes to reduce energy and other waste when conducting events.

We identified waste practices in food service and are looking to our providers to help us improve. Recently, a letter about this effort was sent to all of the certified TSB's who have a business related to the food industry. We are asking each of these businesses to tell us about their green food practices by completing an on-line survey. Once we thoroughly gather how companies statewide have found success, our goal is to make this information readily available to you. Contact Margo Kromminga at [smallbusiness@iowalifechanging.com](mailto:smallbusiness@iowalifechanging.com) if you have a food business and are interested in being part of this survey.

**Upcoming Workshops:** To find a list of all upcoming TSB workshops, visit the web page <http://www.iowalifechanging.com/business/tsb.html> and scroll toward the bottom.

**Newsletter Sign-Up:** If you know someone who may be interested in receiving this newsletter, ask them to visit [http://www.iowalifechanging.com/subscriptions/subscription\\_free.asp](http://www.iowalifechanging.com/subscriptions/subscription_free.asp) to sign up.

