



TARGETED SMALL BUSINESS EVENTS AND INITIATIVES

Since the transition of the Targeted Small Business (TSB) program to Iowa Economic Development in September of 2016, TSB staff have embarked on several initiatives and endeavors to help grow the program – both in the numbers of individuals certified as TSBs and also the value and opportunities afforded to those participating. Listening sessions have been held with TSBs around the state, built relationships with other small business resource partners by sharing and promoting their resources and events, and supported the overall small business resource ecosystem that supports small businesses in Iowa. In the last year, staff hosted events and met with many TSBs at one of the networking events held in Council Bluffs, Cedar Rapids and Des Moines. The launch of the online application in May was a direct result of feedback received from TSBs, and staff continue to further enhance and develop the application since launch.

Now, two years after the transition of the program, TSB is beginning to see the impact of these efforts. Stories of TSBs landing contracts with the state of Iowa or utilizing their certification to gain access to private supplier diversity vendor markets are being shared. TSBs are connecting with each other over coffee or at networking events and TSB staff enjoy telling their stories in social media feeds and highlighting their accomplishments in this newsletter!

But, as mentioned in the last newsletter, the work is not done. TSB hopes to continue to evolve by listening to you and your needs as a small business owner, helping you connect to each other and others and helping to connect into the program. This fiscal year, several initiatives have been launched to help in that effort by piloting the initiatives in a few communities with amazing success!



The first event was held in September at the [Creative Adventure Lab](#) in Dubuque. Several partners came together to promote and support the event, including [IASourceLink](#), the [Center for Industrial Research and Service \(CIRAS\)](#), the [Small Business Administration \(SBA\)](#), [Startup Dubuque](#), the [Women's Business Factory of Dubuque](#), the [Iowa Center for Economic Success](#) and the [John Pappajohn Entrepreneurial Center Iowa Venture School](#). We held brief presentations on each of the resources we provide to small business owners and casually networked after the event.

The next morning, we held a “Mobile Application Site” for TSB Certification for those interested in becoming certified. Through launching the online application, we learned that the application process is easier for applicants; however, many business owners may not have access to the technology required to scan the documents for the application. Although applicants were required to fill out the same online application as required for certification, TSB staff and the Creative Adventure Lab made the technology available to applicants to upload required documentation and provided assistance in walking through the application process.

TSB EVENTS AND INITIATIVES, CONTINUED

With the success of these two events, TSB staff have been working to launch these initiatives in other areas of the state. We'll hold two additional Mobile Application Sites in Des Moines on October 8 at the [Evelyn K. Davis Center for Working Families](#) from 3-5:00 p.m. To register, visit www.surveymonkey.com/r/18TSBOnsiteApp, as well as on November 8 at [Bottle & Bottega](#) from 4-9:00 p.m. (Des Moines TSBs, stay tuned for further registration details!) Staff will be on hand to answer questions about the application process and the TSB program at these events. We are working to schedule a similar event and networking in the Quad City area for December 6. (Eastern Iowa TSBs, stay tuned!)

Where else can you find us? Look for our booth and as a presenter at the [Small Business Success Summit](#) hosted by the [Greater Des Moines Partnership](#) on November 9. Bookmark February 5 for an exciting "[Meet the Buyers: Small to Big Business](#)" event where we're partnering with the Greater Des Moines Partnership to help connect small business with private company supply chains. For those that can't make it to Des Moines for this half-day event, a live-stream will be provided.

In the second half of fiscal year 2019, we look forward to connecting with our TSBs on the western side of Iowa and will be planning events in your area (western Iowa TSBs, stay tuned for details!)

In the meantime, please continue to reach out with your ideas and feedback to help continue to grow the TSB program. This program today is a direct result of your input throughout the last two years, so we always appreciate your input to help make it better! Feel free to contact me at jill.lippincott@iowaeda.com or at 515.348.6159.



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 program is launching in Iowa this year, so information is being sent to Iowa's Targeted Small Businesses to learn more and apply if interested!

[10,000 Small Businesses](#) is an opportunity for business owners to gain access to tools and knowledge to grow their businesses. In professional workshops delivered in-person and online, business owners learn from some of the brightest minds in the business, learn about access to financial capital and build a powerful network of professional support.

Key highlights of the program include:

- Offered at no cost to the business owner – every business owner selected receives a full scholarship, with tuition funded by the Goldman Sachs Foundation
- Hands-on education for business growth – includes three multi-day, in-person sessions centrally located in Iowa along with easily accessible online learning courses
- Within six months of graduating, 67 percent of businesses report increasing revenues and 47 percent added new jobs
- The curriculum focuses on practical business skills, including negotiations, marketing and employee management
- Access to highly trained professionals who understand what it takes to grow a small business
- An expanded peer network of small business owners from across the country

The deadline for application for the January 2019 cohort is October 15. To apply, visit 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. Learn more and hear some of the program graduates' perspectives [here!](#)

NEWEST MEMBERS OF THE CERTIFIED TARGETED SMALL BUSINESS DIRECTORY

In the last quarter, 29 new businesses have become Targeted Small Businesses. Please welcome the following to the [Targeted Small Business Directory](#):

[3 Kells Design](#), Dallas Center

[Leadership Dots](#), Dubuque

ACS, Ames

[Life Happens](#), Swan

Central Iowa Portable Welding, Woodward

[Marketing Innovations, LLC](#), Cedar Rapids

Chips and Grinds, Inc., Marion

[Nikeya Diversity Consulting, LLC](#), Cedar Rapids

Cozad Trucking, Inc., Davenport

Pipe Services, LLC, Clive

[Cyber Strike Solutions, LLC](#), Williamsburg

PROTEC, LLC, Ames

[Dubuque Massage Therapy](#), Dubuque

Restorative Community Partners, Cedar Rapids

EPICx Studio, LLC, Ankeny

Speller's True Value Hardware, Waterloo

[Golden Openings, Inc.](#), Urbandale

[Sydney Farms, LLC, dba Watson and Wallie All Natural Dog Biscuits](#), West Des Moines

Home Treasures by Lori, dba The Souls Garden, Norwalk

[The Finishing Touchez, Inc.](#), Ankeny,

[Kanap Systems, LLC](#), West Des Moines

[T-Marie Innovations, LLC](#), Des Moines

Kay Arvidson Communication Services, Des Moines

Top Rank, LLC, Cedar Rapids

KDS Operations, Johnston

[Transitional Life Consulting](#), Norwalk

Kinch Enterprises, LLC, Pleasant Hill

[Wicked River](#), Dubuque

[Kitchen Sisters, LLC](#), Persia

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

HOUSING AND URBAN DEVELOPMENT SECTION 3 PROGRAM

The U.S. Department of Housing and Urban Development (HUD)'s Section 3 program was enacted in 1968 to foster economic development, community improvements and individual self-sufficiency. The Section 3 program requires recipients of certain HUD financial assistance, to the greatest extent possible, provide training, employment, contracting and other economic opportunities to low- and very low-income persons, especially recipients of government assistance for housing, and to businesses that provide economic opportunities to low- and very low-income persons.

Section 3 applies to projects/activities involving housing (construction, demolition, rehabilitation) or other public construction—i.e. roads, sewers, community centers, etc. when HUD funds are used in the project, including Community Development Block Grant (CDBG) funds.

The Section 3 regulation intends to provide opportunities to Section 3 residents and Section 3 businesses.

A Section 3 resident is:

1. a public housing resident OR
2. a low- or very low-income person residing in the area where HUD funds are being utilized

A Section 3 business is defined as a business that is:

- (1) 51 percent or more owned by section 3 residents; or
- (2) whose permanent, full-time employees include persons, at least 30 percent of whom are currently section 3 residents, or within three years of the date of first employment with the business concern were section 3 residents; or
- (3) provides evidence of a commitment to subcontract in excess of 25 percent of the dollar award of all subcontracts to be awarded to business concerns that meet the qualifications set forth in paragraphs (1) or (2) in this definition of "section 3 business concern."

lowa TSBs may also qualify as Section 3 businesses. Business that meet the definition above may register online as a Section 3 business. Businesses who self-certify that they meet one of the regulatory definitions of a Section 3 business will be included in a searchable online database. The database is used by agencies that receive HUD funds, developers, contractors and others to facilitate the award of covered construction and non-construction contracts to Section 3 businesses.

Businesses may register as a Section 3 Business through HUD's website at portalapps.hud.gov/Sec3BusReg/BRegistry/RegisterBusiness

Section 3 residents are also encouraged to use the registry to identify businesses that may have HUD-funded employment opportunities.

For more information on the Section 3 program, please visit: www.hud.gov/section3.

TARGETED SMALL BUSINESS HELPING IOWA BECOME FUTURE READY

Throughout the fall, [Future Ready Iowa Regional Summits](#) are being held across the state to bring together key stakeholders in education, businesses, economic development and community representatives to create local strategies that ensure all Iowans are future ready.



In one Iowa community, a Targeted Small Business owner has already leveraged their partnership with the local school district and chamber of commerce as a part of the community's effort to connect high school students with employers who want high quality employees and support student-employees in school as well as work.

Jeanie Waters, owner of 3rd Degree Screening Council Bluffs worked with the Council Bluffs Community School District and the Council Bluffs Area Chamber of Commerce's "[Grow CB](#)" program to develop a work-based learning opportunity for two students during the summer months of 2018. The "GROW" acronym stands for "Generating Readiness in Our Workforce" and is intended to help students be ready for college, work and life when they graduate from high school.

The two students, both juniors, successfully completed an average of 270 internship hours each over the course of the internship. 3rd Degree Screening offers various types of criminal background checks and drug testing. The interns' work focused on working on a project to help outline paths to secondary education opportunities, graphic design, internet research, reporting and documentation and development sales opportunities and business partnerships.

Deb Goodman, CTE Curriculum Consultant for Council Bluffs Community Schools noted that the summer internship program has been in existence for two summers. The first summer two students participated in a data science internship with TS Bank. During the summer of 2018 the internship at 3rd Degree screening was added to the program as well.

"It has been a wonderful opportunity for our students to spend a summer doing in-depth work, that is meaningful, and having the ability to also practice employability skills they might not encounter in the classroom. Summer internships are a wonderful way for businesses to help students explore career options and prepare for their future," Goodman said.

School and business partnerships to create work-based learning opportunities are becoming more and more common as students look for more opportunities to expand their learning beyond the classroom. To learn more about the variety of work-based learning programs supported by the state of Iowa, go to: www.futurereadyiowa.gov/employer-work-based-learning-programs.

To attend a Future Ready Iowa Summit near you, visit: www.futurereadyiowa.gov/summit

WORKSHOPS IN CEDAR RAPIDS FOR FLOOD CONTROL PROJECTS

The Cedar Rapids Metro Economic Alliance, the city of Cedar Rapids and the U.S. Army Corps of Engineers are offering a unique workshop tailored to those who will play a key role in building new segments of permanent flood protection in the Cedar Rapids area.

All construction contractors, building trades, suppliers and dealers are invited to attend a special presentation to learn about upcoming bid opportunities related to the Flood Control System.

Attendees will learn:

- Schedule and overview of expected work
- How to bid on Federal Projects
- Key differences between City projects and Federal projects
- Government contracting specifics

Speakers include representatives from the City of Cedar Rapids, the U.S. Army Corps of Engineers and the Economic Alliance. The same workshop will be offered twice on October 11, 2018, for the convenience of attendees. Register below for either workshop time:

Flood Control Project Workshops
October 11, 2018
Cedar Rapids Metro Economic Alliance
501 1st St. SE
Cedar Rapids, IA 52401

2:30 – 4:30 p.m.
[Click HERE to register](#)

6:30 – 8:30 p.m.
[Click HERE to register](#)

TARGETED SMALL BUSINESS HIGHLIGHTS

Conference Event Management

of West Des Moines, received its Women's Business Enterprise Certification from the Women's Business Enterprise National Council. Conference Event Management is owned by Michelle DeClerk. Conference Event Management is a leading provider of unique, world-class event, meeting, conference, symposium, tradeshow, gala, incentive travel, reward strategies, speaking and meeting experiences.



Katie Fergus, owner of **FinanSynergy**, of Cumming, and **H.S. Medical Billing**



Services (dba **PractiSynergy**) spoke at the Medical Group Management Association Annual Conference in Boston, Massachusetts, on October 2 on "Stop the Stigma: Managing Mental Illness in the Workplace." Katie was also featured as one of Runner Up of the Best Up and Coming Business Leaders in the Des Moines Business Record. FinanSynergy provides Revenue Cycle Management and expense reductions strategies for physicians and health care facilities, cash flow and budget analysis or preparation, revenue and expense budget analysis, financial forecasting, long range financial planning, capital expenditure analysis, capital expenditure financial planning. PractiSynergy provides medical billing for providers, third party payer for medical reimbursement, credentialing services for small to mid-size provider groups.

Jill Howarth, owner of **NuTreatments**, LLC (dba **CocoRoo**) of Clarion, was selected as a finalist for the Young Entrepreneur of the Year



award, presented by the North Iowa Area Community College John Pappajohn Entrepreneurial Center. The annual gala celebrates entrepreneurs and partners who make the communities in north Iowa a great place to work and live. CocoRoo manufactures and sells a range of organic skin care products.

Kimberly Baeth, owner of **Golden Openings** in Urbandale, was featured in Free Enterprise, a newsletter presented by the U.S. Chamber of Commerce as a veteran entrepreneur. Baeth has been featured as an Enterprising Women of the Year Honoree in 2018,



presented by Enterprising Women Magazine and 17 in 17 – People Making a Difference in Urbandale, Johnston or Grimes from the Iowa Business Journals. She is also a past winner of the Dream Big Small Business of the Year award, presented by MetLife. Golden Openings is a worldwide source and the first inventor of the Giant Ceremonial Scissors that really cut.

Marketing Innovations,

owned by Kristine DeKlotz in Cedar Rapids, was recently voted "Best Specialty Marketing Products, Shop for Corporate Gifts" in the Corridor Business Journal. Marketing Innovations provides promotional products, screen printed and embroidered apparel and accessories.



Ricki King, owner of **Roots to Branches Genealogy** of Windsor Heights, was featured in the May 2018 Iowa Genealogical Society newsletter.



Roots to Branches Genealogy's own Ricki King's activism helped change Iowa law for the inspection and examination of certain public records. Starting July 1, 2018, an additional 750,000 death records will be open to researchers for the first time. Ricki has a passion for genealogy research that lead her to lobby the Iowa Legislature for change in Iowa law.

TapOnIt! of Davenport, founded by Katie Wilson and Sara Castillo, received the 2017-18 Quad City Business of the Year recognition from the Quad Cities Chamber for its significant growth and expansion over the past 24 months. In 2018 TapOnIt expanded into 14 new markets including Ames and Burlington, Iowa; Rockford, Springfield and Peoria, Illinois; Salina, Hutchinson and Topeka, Kansas; Amarillo, Lubbock, Sherman and Austin, Texas; and Pueblo and Colorado Springs, Colorado.



The Ankeny Area Chamber of Commerce recognized its newest member, Targeted Small Business, **Zamorins Solutions, Inc.** owned by Latha Kumar in Des Moines, with a ribbon cutting on September 14, 2018. Zamorins Solutions provides computer programming and software development.



PARTNER EVENTS

Small Business Success Summit

Time: November 9, 2018, 8 a.m. – 4 p.m.

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

The purpose of the Small Business Success Summit is to inform, educate and inspire business owners in Greater Des Moines (DSM). The Summit hosts keynote speakers, workshops and breakout sessions on a variety of timely topics that affect business owners and managers. Attendees have time to network and establish strategic partnerships. Keynote speakers included Whitney Cox, Product Marketing Manager at Google, and author, consultant and coach Meredith Elliott Powell, and author and impact leadership expert, Joe Schmidt.



To register, go to:

members.dsmpartnership.com/events/details/2018-small-business-success-summit-11-09-2018-55922.

\$79 for Members; \$99 for nonmembers. Includes keynotes, breakout sessions, resource partners and food (breakfast, lunch and reception.) Have questions about the Summit? Contact Christina Moffat, Director of Small Business Development at 515.386.4904 or at cmoffatt@DSMpartnership.com.

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

Time: November 14, 2018 and January 9, 2019; 9:00 – 10:00 a.m.

Location: Webinar

This webinar is useful for companies that recently received 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. Also, hear discussion regarding additional procurement and preference programs you may be eligible for as a TSB. This session is also suitable for companies eligible for TSB certification that would like to review the procurement processes and opportunities prior to pursuing certification. After registering, a confirmation email will be sent containing information about joining the webinar.

To register for the November webinar, go to: www.eventbrite.com/e/you-are-a-certified-targeted-small-business-tsb-whats-next-webinar-registration-47527055703.

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

GovCon Networking Group

Time: October 4 and 9, 2018, 7:30 – 8:30 a.m.

Location: Council Bluffs

The intent of these sessions is to provide Iowa companies in any industry an opportunity to participate in peer networking discussions related to government and commercial procurements. Sessions will be facilitated by the local ISU CIRAS Procurement Technical Assistance Centers and structured as a session to discuss relevant and trending topics from the government market, current challenges or questions from industry, as well as building your network of Iowa business partners. The agenda and topic discussions for these groups will be driven by the attendees

Questions on the event, contact Andy Alexander at 402.547.0333 or email andyalex@iastate.edu.

PARTNER EVENTS, CONTINUED

Creating your Government Marketing Strategy

Time: October 10, 2018, and January 16, 2019; 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. Resources available for conducting market research will be discussed, and companies 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 assist in 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 November webinar go to: www.eventbrite.com/e/creating-your-government-marketing-strategy-webinar-registration-47526679578

To register for the January webinar, go to: www.eventbrite.com/e/creating-your-government-marketing-strategy-webinar-registration-47528565218

Subcontracting and the Federal Government: Everything You Need to Know

Time: October 25, 2018, 9:30 – 11:30 a.m.

Location: Davenport, IA

Learn about the subcontracting requirement in the federal government. Review subcontracting plans, what they are, why they matter and how to meet the requirements. This event is for both large and small businesses. Key topics and information this event will cover include subcontracting; federal government; government contracts; federal business

To register go to: www.eventbrite.com/e/subcontracting-and-the-federal-government-everything-you-need-to-know-registration-50008846807

GovCon 101

Time: November 20, 2018, and January 7, 2019; 9:00 – 10:30 a.m.

Location: Webinar

This 1.5-hour session will provide an introduction of government contracting and discuss the various factors 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: none.

To register go to for the November webinar, go to: www.eventbrite.com/e/govcon-101-webinar-registration-47562218877

To register go to for the January webinar, go to: www.eventbrite.com/e/govcon-101-webinar-registration-47593213583

PARTNER EVENTS, CONTINUED

Subcontracting Opportunities

Time: *November 27, 2018, 9-10:00 a.m.*

Location: *Webinar*

This online session will help attendees understand subcontracting opportunities and where these opportunities may be a better “fit” for some companies and industries, as well as a great initial way to build past performance. This session will also help companies understand subcontracting plans, provide some tactical processes to identify subcontracting opportunities, and provide an overview of how to effectively perform initial outreach for subcontracting marketing. Prerequisite: It is recommended that you participate in GovCon 101 or have completed a one-on-one meeting with a CIRAS Government contracting specialist prior to attending. Attending one of the Market Research workshops can also help determine whether subcontracting is appropriate, but it is not required.

To register go to: www.eventbrite.com/e/subcontracting-opportunities-webinar-registration-47563167715

Reviewing Solicitations for Success

Time: *December 4, 2018, 12-1:00 p.m.*

Location: *Webinar*

This webinar will provide a general overview of the government solicitation process. Learn the difference between RFIs, RFQs, and RFPs and when each type is used and evaluated, as well as various contract types. Receive some tips for reviewing solicitations and preparing to submit a bid or proposal. Prerequisite: It is recommended that you participate in GovCon 101 or have completed a one-on-one meeting with a CIRAS Government Contracting Specialist prior to attending. For questions, contact Jodi Essex at jodir@iastate.edu.

Iowa Center Events

To see all the Iowa Center's Events, please visit: theiowacenter.org/calendar/events/#all



Work For Yourself@50+

Time: *October 11, 2018; 5:30-7:30 p.m.*

Are you over 50 and looking for ways to improve your current financial situation? 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 necessary to make informed decisions about working for yourself and take the right first steps toward successful self-employment.

The decision to start your own business can be both exciting and daunting. Work for **Yourself@50+** breaks the choices down for older adults in an approachable way through five steps:

- A careful consideration of the potential benefits and risks of working for yourself
- Exercises to help develop the self-employment idea
- A realistic overview of what it takes to pursue a self-employment opportunity
- Guidance to help avoid pitfalls and scams
- Ways to find trustworthy support and services

Dinner will be provided.

Click Here to Register, or visit aarp.cvent.com/d/gbqn30/

First Fridays

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

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 you're encouraged to bring your own if you'd like.

On October 5, hear from Christy Jones of R Jones Collision, a certified woman-owned Targeted Small Business! Christy Jones has been helping customers through the collision claim process since 2001. Christy is a second-generation owner, who bought the business from her father and uncle in 2015. As someone who has grown up, worked in and purchased a family owned business, Christy brings a wealth of knowledge to her employees and customers daily. She serves as an ambassador for her customers. She takes a hands-on approach by educating them about the collision repair process. Christy can sum up her dedication to collision repair with this service statement: Our customers feel safe and secure trusting their vehicle to the care of our knowledgeable employees who produce quality repairs. We write it right, fix it right and bill it right.

Contact: ahutchins@theiowacenter.org, 515.283.0940