

## Hanlon, Kathy [LEGIS]

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**From:** Jeneane Beck <jeneane.beck@uni.edu>  
**Sent:** Monday, November 25, 2013 3:30 PM  
**To:** Hanlon, Kathy [LEGIS]  
**Subject:** Fwd: Supporting Materials for Advance Iowa  
**Attachments:** WTT.pdf; NorthernFilter.pdf; Sterzings.pdf; Advance Iowa Map\_Industry.pdf

Hi Kathy,

At last week's meeting the Director of our Small Business Development Center, Dan Beenken, offered to provide the Skilled worker committee with some testimonials from some of the businesses they have served. Attached are testimonials from companies in Waterloo, Muscatine, and Burlington. I have also attached a map of the industries/counties we have served.

Would you please share this information with the committee members and if legislators would like to know more information about a specific county they should feel free to contact me.

thank you,  
Jeneane

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# ADVANCE IOWA

The Iowa Economic Gardening Network

Client: Waterloo Tent & Tarp | Pete Downs, CEO | Waterloo, IA

Partner: Greater Cedar Valley Alliance and Chamber | Steve Dust, CEO

Need: Develop and Implement an Online Marketing Strategy

Project: Waterloo Tent and Tarp utilized the Advance Iowa team's expertise on a variety of topics ranging from internet marketing to Google analytics implementation as well as the benefits that a social media strategy could provide in reaching clients. In addition, Advance Iowa was able to help Pete with a pressing need of being able to offer more complex engineering services to go along with the products they manufacture.



“The process was simple and the time commitment was not large. It gave us an opportunity to take a step back and think about what we are really trying to accomplish here.”

-Pete Downs, CEO

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# ADVANCE IOWA

The Iowa Economic Gardening Network

Client: Northern Filter Media | Dave Reusswig, CEO | Muscatine, IA

Partner: Greater Muscatine Chamber of Commerce & Industry | Greg Jenkins, CEO

Need: Identify market opportunities for new product launch

Project: Advance Iowa identified several niche markets within the pool industry and key prospects in each. They also identified prospects in the pool servicing industry that would be receptive to Northern Filter's new product line. Strategies for presenting to individual pool servicing chapters were developed. In addition, Advance Iowa suggested content for Northern Filter's website to increase search traffic and better market the product. This was tied in with a social media campaign and other internet marketing strategies proposed by Advance Iowa.



“Our experience with Advance Iowa has been tremendous. They came up with ideas, client contacts, vendors, and strategies to implement a marketing plan to the pool industry.” More than anything, Advance Iowa helped us every step of the way with identifying the pieces of the puzzle toward implementing the strategy for our new product line.”

-Dave Reusswig, CEO

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# ADVANCE IOWA

The Iowa Economic Gardening Network

Client: Sterzing's Potato Chips | Craig Smith, CEO | Burlington, IA

Partner: Greater Burlington Partnership | Jason Hutcheson & Sheila Newman

Need: Remain current on industry trends and e-commerce opportunities

Project: Advance Iowa provided Sterzing's with information on the industry that the company had never received before. The data proved invaluable as Sterzing's looks to branch into additional product lines, expand geographically and offer web-based product sales. The research also identified new regulations in the food industry that could potentially affect Sterzing's in the future. The company will now be able to get out in front of some of those changes and be proactive.



"As a mature business we had not looked into the strategic advantage that social media could play in our overall marketing scheme. Advance Iowa's strategic team presented several opportunities to us and helped us strategize a new way to promote our product in venues that we have never explored before."

-Craig Smith, CEO

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