



## WHAT WE DO

Our 15 regional business assistance centers provide practical, hands-on assistance to all types of businesses, from start-ups, to 500 employee firms, to companies with new and promising technologies.

We provide free, confidential, customized business counseling in all 99 counties. We also conduct low cost workshops that provide practical skills and techniques for all types of businesses.

### Our History

The Iowa Small Business Development Center program began in 1981 with Iowa State University as its host sponsor. Our program is partially funded by the U.S. Small Business Administration.

Since 1981, our program has grown from 4 to 15 regional business assistance centers. These centers are hosted by the three Regent institutions and 10 community colleges, all of them coordinated through the state center located at Iowa State University in Ames.

### Economic Impact

Since inception, we have spent more than 375,000 hours counseling more than 65,000 clients. In 2009, we spent 12,574 hours counseling 2,689 clients. These clients added or retained 1,851 jobs and raised almost \$49 million in capital for their Iowa businesses. In addition, we held 362 training sessions attended by 4,368 people, and responded to nearly 21,000 requests for information.

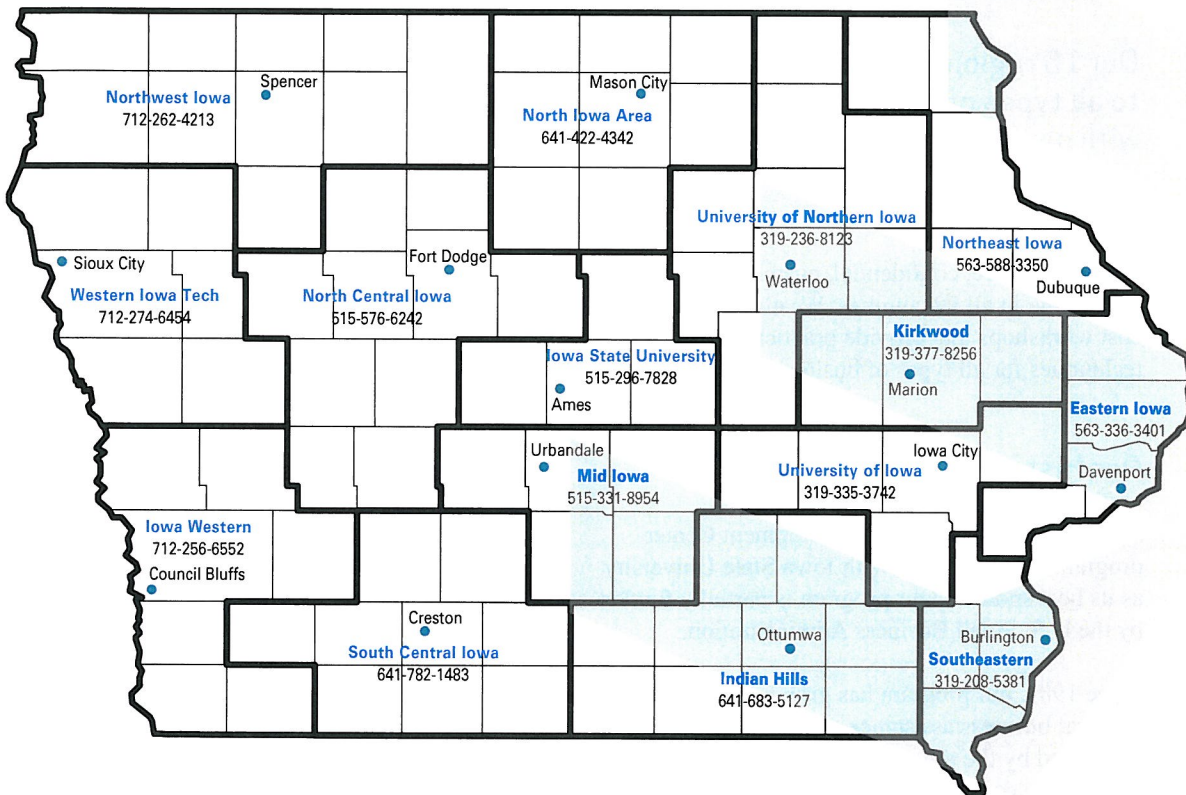
### Our Services

Our training and counseling focuses on specific business needs and provides services such as:

- New Business Guidance
- Business Planning & Modeling
- Loan Proposal Assistance
- Financing Options
- Market Research Services
- Business Succession Strategies
- Cash Flow Projections
- Human Resource Management
- Business Growth Strategies
- Strategic Planning
- Disaster Counseling to Businesses



## WHERE YOU CAN FIND HELP



### Regional Assistance Centers (Alphabetical by city)

Center	Location	Phone Number	Director	E-mail Address
ISU SBDC	Ames	515-296-7828	Mike Upah	mjupah@iastate.edu
Southeastern SBDC	Burlington	319-208-5381	Janine Clover	jclover@scciowa.edu
Iowa Western SBDC	Council Bluffs	712-256-6552	Sue Pitts	spitts@iwcc.edu
South Central Iowa SBDC	Creston	641-782-1483	Dave McLaren	mcLaren@swcciowa.edu
Eastern Iowa SBDC	Davenport	563-336-3401	Ann Hutchinson	ahutchinson@eicc.edu
Northeast Iowa SBDC	Dubuque	563-588-3350	Terry Sullivan	sullivant@nicc.edu
North Central Iowa SBDC	Fort Dodge	515-576-6242	Lisa Shimkat	ncibusinesscenter@gmail.com
University of Iowa SBDC	Iowa City	319-335-3742	Paul Heath	paul-heath@uiowa.edu
Kirkwood SBDC	Marion	319-377-8256	Al Beach	al.beach@kirkwood.edu
North Iowa Area SBDC	Mason City	641-422-4342	Ted Bair	bairted@niacc.edu
Indian Hills SBDC	Ottumwa	641-683-5127	Bryan Ziegler	bziegler@indianhills.edu
Western IA Tech SBDC	Sioux City	712-274-6454	Dan Wubbena	wubbend@witcc.edu
Northwest Iowa SBDC	Spencer	712-262-4213	Kelly McCarty	kmccarty@iowalakes.edu
Mid Iowa SBDC	Urbandale	515-331-8954	Sherry Shafer	sshaffer@iastate.edu
UNI SBDC	Waterloo	319-236-8123	Mike Hahn	mike.hahn@uni.edu

#### Iowa Small Business Development Centers

Iowa State University  
2321 N. Loop Dr., Suite 202  
Ames, Iowa 50010-8218

P: 515-294-2030  
F: 515-294-6522  
www.iowasbdc.org

#### State Director

Jim Heckmann  
Cell: 563-580-2952  
jimh@iastate.edu

#### Associate State Director

Ellen Nystrom  
Cell: 515-290-8805  
ejn@iastate.edu

## IOWA'S BUSINESS ADVISORS



### Assistance centers are located in:

Ames  
Burlington  
Council Bluffs  
Creston  
Davenport  
Dubuque  
Fort Dodge  
Iowa City  
Marion  
Mason City  
Ottumwa  
Sioux City  
Spencer  
Urbandale  
Waterloo

To find your nearest center, go to:  
[www.iowasbdc.org](http://www.iowasbdc.org)



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## IOWA'S LEADING SMALL BUSINESS RESOURCE

### National SBDC Program Facts:

#### EVERY...

#### 41 minutes

A new business is opened in the U.S. by a long-term client.

#### 7 minutes

A new job is created in the U.S. by a long-term client.

#### 7 minutes

\$100,000 in new sales are generated by a long-term client in the U.S.

#### 16 minutes

\$100,000 in financing is obtained by long-term clients in the U.S.



IOWA STATE UNIVERSITY

Funded in part through a cooperative agreement with the U.S. Small Business Administration.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact your local Iowa Small Business Development Center office. [www.iowasbdc.org](http://www.iowasbdc.org)

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## IMPROVING IOWA'S ECONOMY



[www.iowasbdc.org](http://www.iowasbdc.org)



**HISTORY**

The Iowa Small Business Development Centers began in 1981 with Iowa State University as the statewide program host. Since then, our network has grown from 4 to 15 regional business assistance centers hosted by the three Regent universities and ten community colleges, which are all coordinated through the state center at Iowa State University.

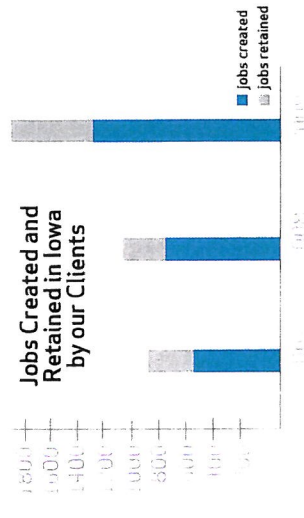
**SERVICES**

- We provide free, confidential, customized business counseling in all 99 Iowa counties.
- We assist businesses with up to 500 employees.
- Our 15 regional centers serve both existing businesses and start-ups.
- We conduct low cost workshops that teach practical skills and techniques to business owners and entrepreneurs.
- We are the **only** nationally accredited entrepreneurial development organization in Iowa.



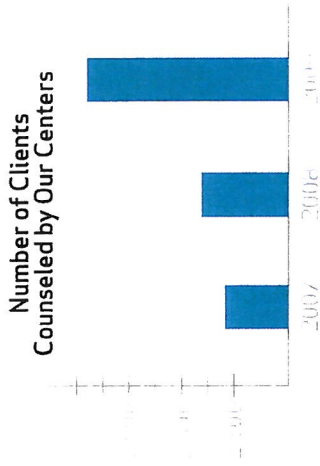
**2009 FACTS**

In 2009, we spent **12,574 hours** counseling **2,689 clients**.  
 These clients added or retained **1,851 jobs** and raised nearly **\$49 million in capital** for their Iowa businesses.  
 In addition, we held **362 training workshops** attended by **4,368 business people**.  
 We also responded to **20,550 requests** for information.

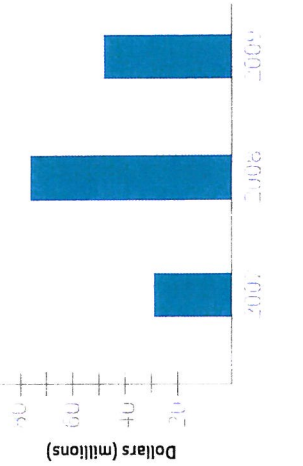


**RETURN ON INVESTMENT**

- In the last 3 years, our clients:
- Created or retained **3,713 jobs**.
  - Raised over **\$154 million in new capital**.
  - Started **338 new businesses**.
- During this same 3 years, our network:
- Counseled **7,079 clients**.
  - Held **1,016 training workshops** attended by **12,974 business people**.
  - Responded to **55,863 requests** for information.



**Capital Infusion**



*The Iowa Small Business Development Centers program returns \$2.13 for every Iowa tax dollar spent on our program.*



**GET THE HELP YOU NEED**



Assistance centers are located in:

- Ames
- Burlington
- Council Bluffs
- Creston
- Davenport
- Dubuque
- Fort Dodge
- Iowa City
- Marion
- Mason City
- Ottumwa
- Sioux City
- Spencer
- Urbandale
- Waterloo

To find your nearest center, go to:

[www.iowasbdc.org](http://www.iowasbdc.org)



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**PROFESSIONAL  
BUSINESS ASSISTANCE**



[www.iowasbdc.org](http://www.iowasbdc.org)



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## OUR COUNSELING AND TRAINING FOCUSES ON SPECIFIC BUSINESS NEEDS, HELPING TO MAKE YOUR BUSINESS THE BEST IT CAN BE.

Shannon and John Latham of Sheffield will tell you that growing a business is hard work, but with the help of the Small Business Development Center, the owners of Latham Hi-Tech Hybrids, Inc. are succeeding. We helped them refine all aspects of their business plan, including marketing, financing, and operations. In addition, we critiqued and helped prepare

for a venture capital presentation and a statewide business plan competition contest. Along with being awarded \$100,000 in funding from the Wellmark Community Venture Fund, the company's business plan placed third out of 87 entries statewide, winning a \$10,000 prize. Their company is successfully penetrating a five state region, has exceeded its projected sales plans – with continuing double digit percentage increases – and has plans to increase its current sales force of 35 employees even further.

*"We faced the same problems every new company faces – although we had the background, the connections and the education to be successful, we needed to supplement it with the skills and experience of the SBDC. No one did the work for us, but because of the SBDC, the work we did was much more effective."*

### Professional Counseling

- Business Planning & Modeling
- Financing Opportunities
- New Business Guidance
- Cash Flow Projections
- Market Research Services
- Loan Proposal Assistance
- Business Growth Strategies
- Business Succession
- Human Resource Management
- Business Disaster Counseling

...and more!

### Affordable Training Classes

We offer a wide variety of classes and workshops:

- Smart Start–Basic Business Start-Up
- Writing a Business Plan
- Business Succession
- Marketing and Public Relations
- Government Procurement
- Accounting
- Human Resources

...and many more!



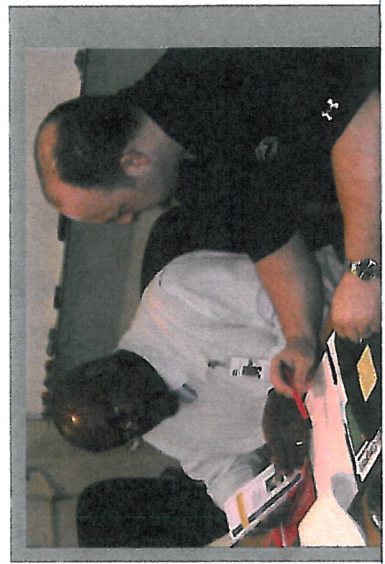
### What We Do

Our 15 regional business assistance centers provide practical, hands-on assistance to all types of businesses, from start-ups to 500 employee firms, to companies with new and promising technologies.

We provide free, confidential, customized business counseling in all 99 Iowa counties. We also conduct low-cost, educational workshops that provide practical skills and techniques for all kinds of businesses. Let us help you today!

### COUNSELING THAT WORKS

SBDC Regional Director Dan Wubbena helped Mike Brown of MLS Trucking in Sioux City write a business plan, do financial projections, and make a presentation to a private financier that resulted in the purchase of two new tractor-trailers, funds to start the business, the acquisition of three new accounts, and the hiring of three full-time employees. The company has since purchased three additional tractor-trailers and hired three more employees.





## RESEARCH THAT WORKS

"As a small business, StarrMatica didn't have the time or resources to conduct our own market research. The Iowa SBDC



quickly found a wealth of fantastic information specific to our target market. As a result, we were able to execute a more focused marketing effort."

-Emily Starr, President  
StarrMatica Learning Systems, LLC  
Clinton, Iowa

Market research is not just solely for marketing purposes. Get the edge in your industry with knowledge that your competitors don't have!

To find out more about market research services available through the Iowa Small Business Development Centers, contact your local center, call our state center at (515) 294-2030, or visit our website at [www.iowasbdc.org](http://www.iowasbdc.org).



Iowa  
Small Business  
Development  
Centers

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## MARKET RESEARCH

Iowa Small Business Development Centers also provide free, confidential business counseling and affordable, practical business training classes.

To find your local center, go to our website — [www.iowasbdc.org](http://www.iowasbdc.org) — and click on your county on the Iowa map.



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# ACCURATE, UP-TO-DATE INFORMATION



## MARKET RESEARCH CAN HELP YOUR BUSINESS WITH THE FOLLOWING:

### CUSTOMER ACQUISITION

- Who are likely customers, based on where they live, their income, family, age, and interests?
- Where can I find customers who match my existing customer profile?

### MARKET ANALYSIS

- Who are my competitors?
- What can I find out about their sales, key personnel, and recent news?

### INDUSTRY ANALYSIS

- What is the history of my industry?
- What are the industry trends?
- What resources are available, including associations and key websites?

### High Quality Market Research

In today's competitive business environment, you need as many advantages as you can get. Accurate, up-to-date information about your customers and potential customers, your markets and your industry will help you make better decisions and effectively grow your business.

The Iowa Small Business Development Centers provide high quality secondary market research that is applicable to small businesses. The type of information available may vary, depending on the industry. The more specific the request and the more defined the target market, the more focused the results will be.

### Secondary Research

Secondary research compiles, sorts, and makes sense of research already published by others.

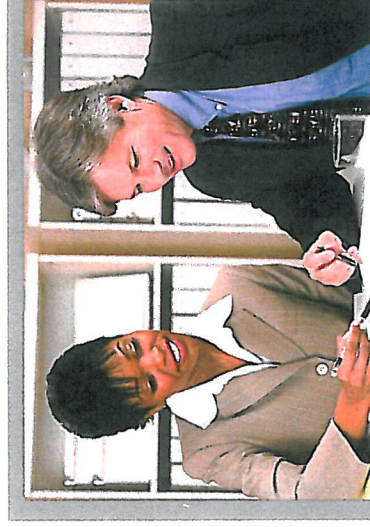


**MARKET RESEARCH HELPS YOU  
PLAN, REDUCE RISK, AND AVOID  
STRATEGY DRIFT.**

### PERSONALIZED FOR YOU!

**Affordable information!**

Our clients pay only \$35.00 per hour for Market Research Services.

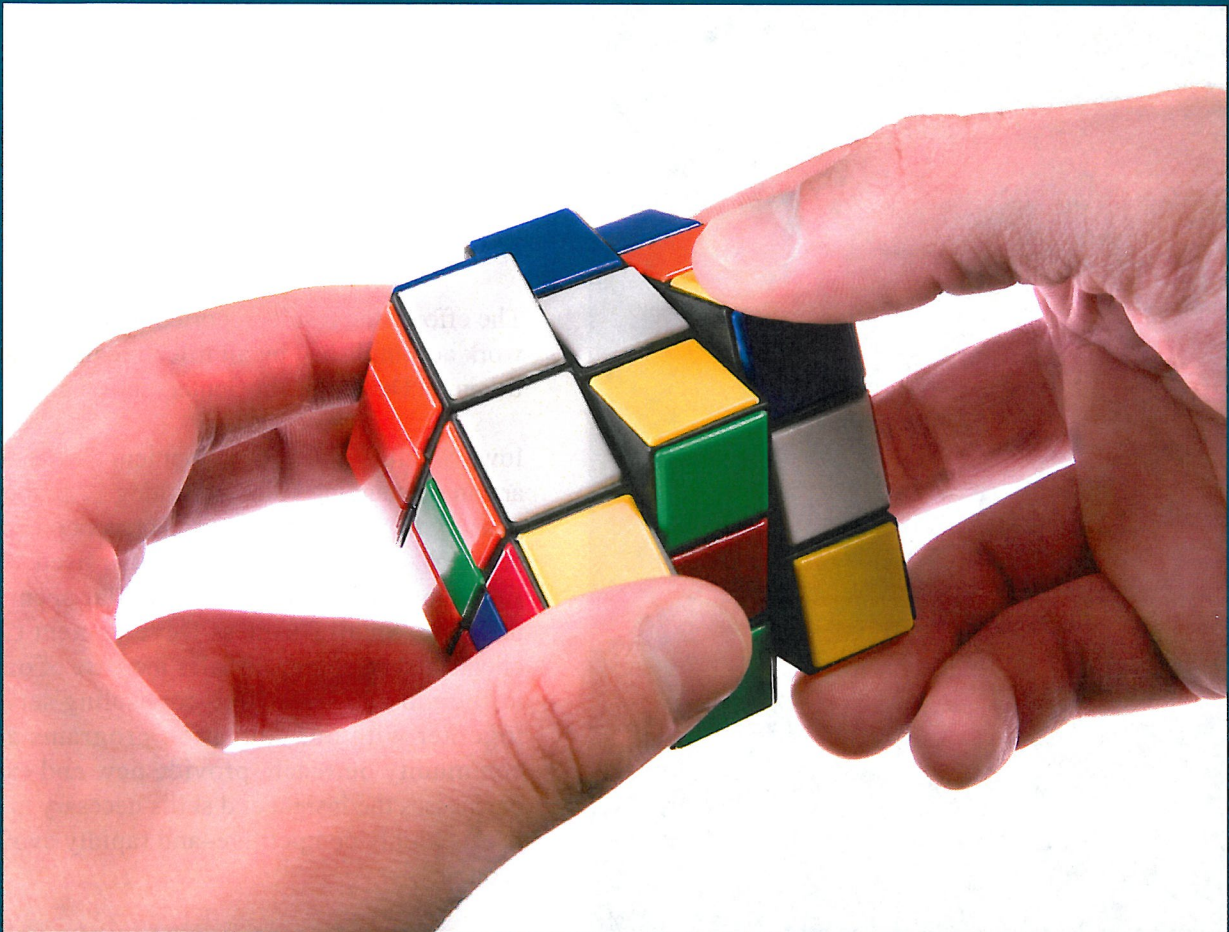


**YOU NEED AS MANY  
ADVANTAGES AS YOU  
CAN GET.**

**HOW CAN WE HELP YOU?**



# A SPECIAL REPORT FOR GOVERNOR CULVER



Iowa  
Small Business  
Development  
Centers

Greetings!

In the column to the right you will find important information about the services provided by the Iowa Small Business Development Center to your constituents. We are proud to have assisted you and your constituents to enhance those entrepreneurial skills that help grow Iowa's economy.

The fifteen regional Small Business Development Centers in Iowa are dedicated to providing hands-on assistance to all kinds of businesses, from start-ups to 500-employee firms to the commercialization of new and promising technologies.

Since its inception in 1981, the Iowa Small Business Development Center has spent over 379,600 hours counseling more than 64,600 clients. In the past three years, Iowa Small Business Development Center clients have

- Contributed \$5.5 million in new state taxes through increased sales and employment
- Increased firm gross revenues by \$113.4 million
- Raised over \$154 million in new capital
- Grown nearly 3 times faster than the average Iowa business

We have been able to help achieve all of this at no cost to the clients we serve thanks to funding from the Iowa Legislature and the U.S. Small Business Administration (SBA).

This past year has been challenging for Iowa's small businesses. The opposite page details some of the work that we have been doing to help small businesses survive the recession and recover from the effects of the 2008 natural disasters. With your support, we will continue our efforts to help make this large sector of Iowa's economy—small business—a vibrant contributor to Iowa's future.



Jim Heckmann, State Director  
Iowa Small Business Development Center



## Dear Governor Culver,

Thank you for your support of the Iowa Small Business Development Center. In 2009, the Small Business Development Center nearest you served small business owners in the following ways:

*We visited with 2,689 clients.*

*We spent 12,574 hours counseling those clients.*

*We held 362 training sessions attended by 4,368 people.*

With our help, the clients at this Center had the following results in their businesses:

*They added or retained 1,851 jobs.*

*They raised \$48,795,655 in new capital.*

The efforts and results reported above represent the work accomplished by all fifteen regional Small Business Development Centers in Iowa.

Iowa Small Business Development Center services are an outstanding value, returning \$7 to the state's treasury for every Iowa tax dollar spent on counseling services. In addition, our clients raised \$23 in financing for every Iowa tax dollar spent on the program. Small Business Development Center clients had an aggregate sales increase of over \$39 million in 2009. Our free counseling services, together with our education programs and community outreach, provide new and existing businesses the insight and skills necessary to succeed in this highly competitive—and rapidly evolving—economy.

With your help, the Iowa Small Business Development Center will be able to continue providing these essential business services to your constituents and to all Iowa entrepreneurs.

**Thank you for your support.**





The **Iowa Small Business Development Center** is a resource partner of the U.S. Small Business Administration, funded jointly by the SBA and the Iowa Legislature. The program commenced in 1981 with Iowa State University as its host sponsor. Today, there are fifteen regional centers hosted by the three Regent universities and ten community colleges. The Iowa Small Business Development Center is the leading provider of technical assistance to small businesses in the state of Iowa.

The year 2009 was one of the most challenging years for Iowa small businesses in recent memory. Just as we were starting to put the natural disasters of 2008 behind us, Iowa finally slipped into the recession that had been plaguing the rest of the country. Even the best of Iowa businesses were adversely affected in ways that they couldn't have imagined, and certainly hadn't planned for. Sometimes it seemed as though every time a business adjusted to new realities, further stressors were added that made it difficult for business owners to find the right piece of the puzzle to help them survive the downturn. Not only were customer markets declining over the course of the year, but credit market constraints hampered even well-established and profitable businesses, causing further contraction.

Notwithstanding these challenges, Iowa Small Business Development Center clients not only survived, but in many cases thrived. One hundred and forty-six (146) new businesses were started by our clients in 2009. Those new businesses, along with our existing business clients, created 1299 *new* jobs, and with our help 552 existing jobs were saved. We spent 12,574 hours counseling 2689 clients in 2009. In between one-on-one counseling sessions, we presided over 362 training courses attended by 4368 entrepreneurs across the state.

Every year the Iowa Small Business Development Center provides training, counseling, and assistance with technology commercialization through its statewide network of centers. In the spring and fall of 2009, in partnership with the Iowa Farm Bureau Federation, we launched a series of seminars on business succession and transition, focusing on strategies for selling and buying businesses and transitioning Iowa businesses to the next generation of owners. We will repeat the series in 2010, and it will serve as an ongoing program offered to business owners. In the first half of 2010, the Iowa Small Business Development Center will begin offering intensive training in the areas of marketing and finance to existing businesses and micro-entrepreneurs, utilizing newly revised curriculum developed by the NxLevelL Foundation.

No organization in Iowa does a better job of providing hands-on support to small businesses than the Iowa Small Business Development Center. With support from you, the Iowa Small Business Development Center can continue its important work preserving and promoting entrepreneurial success in Iowa.

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“The SBDC has been, and continues to be, a vital resource for the success of my business and so many small businesses in the community. Their services have helped me survive the worst market place in my lifetime so that I can help my clients thrive.”

– Kendra Erkamaa, Owner  
Triangle Financial Services, Inc.  
Urbandale, Iowa

“I could not have done this without the support of the Iowa Small Business Development Center at UNI.”

– Mike Robinson, Owner  
Heal The Family, Inc.  
Waterloo, Iowa

“Since this was my first attempt at a business of my own, I was afraid I would make a big mistake starting it up. Al was so patient and helpful. I have since told others about the Small Business Development Center and encouraged them to go there.”

– Stephanie Loberg, Owner  
ToyTradersClub.com  
Marion, Iowa

“As a company dealing with cutting-edge technology it’s been very helpful to work with Ted Bair and the people at the North Iowa Area SBDC and JPEC. They’ve really been helpful as we waded through the necessary steps of starting a new business.”

– Greg Blank, President/CEO  
Remote Solutions, PC  
Garner, Iowa

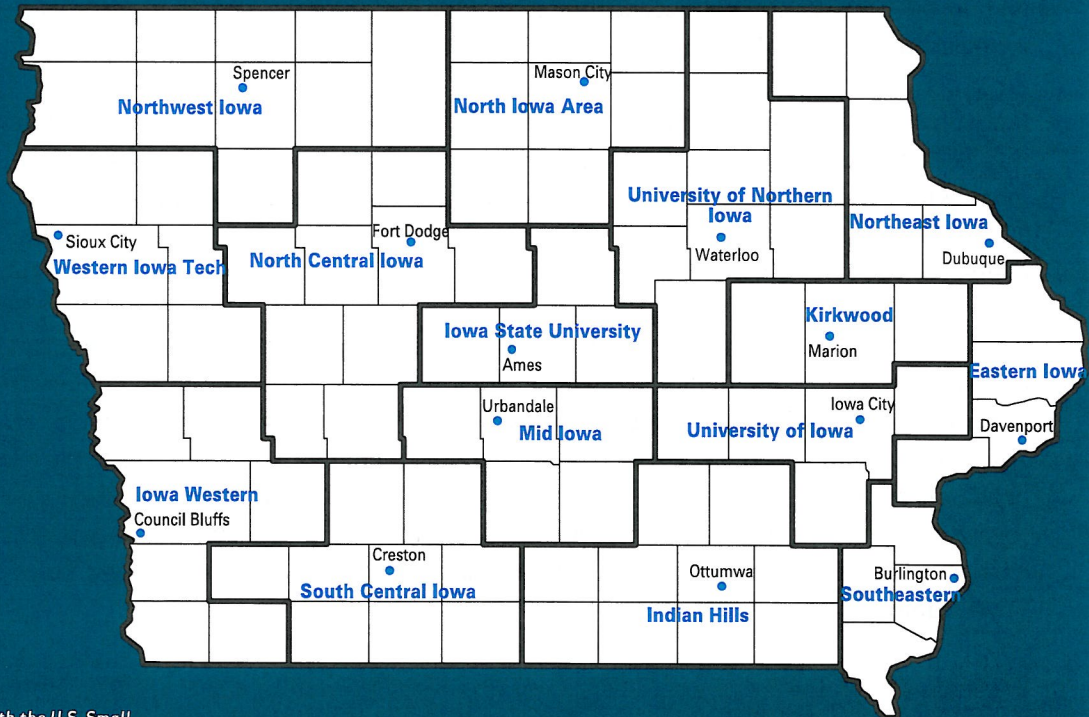
## IOWA SMALL BUSINESS DEVELOPMENT CENTERS

Your nearest Small Business Development Center is:

Iowa Small Business Development Center  
2321 N. Loop Dr.  
Suite 202  
Ames, IA 50010

Center Director:  
Jim Heckmann, State Director

Phone: 515-294-2030  
Email: [iowasbdc@iastate.edu](mailto:iowasbdc@iastate.edu)



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## Heal The Family, Inc., Waterloo

Mike Robinson had practiced family counseling for over twenty years before he came to the University of Northern Iowa SBDC in Waterloo to seek start-up assistance to open a family counseling firm. He firmly believed he could bring a unique, culturally sensitive counseling style to minorities in eastern Iowa. After speaking to Mike Hahn, director of the UNI SBDC, Robinson moved into the 4<sup>th</sup> Street Incubator and opened Heal The Family, Inc.

Like most small businesses, the early phases of starting up were difficult. Mike Hahn worked closely with Robinson to project cash flow, give him support with crafting and implementing his business plan, and found extra office space within the 4<sup>th</sup> Street Incubator for the expanding company.

Robinson started with primary counseling, then added night classes and family counseling sessions. As the first African American-owned business in Iowa offering remedial family counseling services, Robinson found broad-based acceptance among minority families in the Cedar Valley.

As his business grew, so did his staff. What started as a husband and wife office has developed into a full-time staff of 28 counselors and three different office locations; offices are now open in Waterloo and Cedar Rapids and another office will open soon in Iowa City. Robinson is currently working on plans to expand Heal The Family, Inc. outside of Iowa, to other communities with large numbers of minority families. Most impressively, however, all of this growth has taken place in just over one year.

Heal The Family's success can be tied directly to the quality of the services that Robinson and his staff offer. Nowhere is this more evident than at 7 o'clock on Monday nights when Robinson and his staff are gearing up for another one of their after hours children's group counseling sessions at the UNI SBDC.

*MORE ON BACK SIDE!*

The company's sales figures also tell a compelling story—the first month's revenue was \$900; in September 2009 the company made \$60,000. Heal the Family, Inc. is now on track for approximately \$360,000 in sales for 2009.

Of course, the company's economic impact is only one part of this success story. The hidden impact of Mike Robinson's company is much more difficult to quantify. Mike and his team are improving the quality of life for many minority communities across the State of Iowa by offering needed services to communities that had a hard time accessing them previously. Robinson has worked diligently to build close relationships with local community leaders, church representatives, school district administrators, and with his clients. His hard work has helped, and will continue to help, many struggling families.

Mike Robinson says, "I could not have done it without the support of the Iowa SBDC and UNI."



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## Toy Traders Club, Marion

The financial demands of buying toys for three young children caused Stephanie Loberg to start her unique, online business, ToyTradersClub.com.

Loberg, a dental hygienist, came up with the ToyTradersClub.com concept because she found a good deal on a used Barbie doll house for her daughter's third birthday. The lucky find set her off on a search for dollhouse furniture. She found the furniture on eBay, but by the time shipping costs were added, it was more costly than buying new furniture from a local discount store. Loberg shopped thrift stores, consignment stores, and www.Craigslist.com unsuccessfully before deciding to buy from a retail store. This struggle led to Loberg's "aha" moment and a new business.

ToyTradersClub.com has a different kind of business model than most e-commerce sites. For a 30-day subscription that costs only eight dollars, members can post photos, descriptions, and prices of toys they have for sale. Shoppers can look at the merchandise without subscribing, but if they want to contact the seller, they must subscribe. They can then contact the seller directly and make arrangements to finalize the purchase, sale, or trade in person.

Loberg had excellent credit but did not want to go deeply in debt, therefore, start-up expenses were a problem. One way around this was to skimp on advertising, initially marketing the concept to her network of friends, which included many young mothers. Loberg soon began making presentations at mom group meetings and enticing women to join with a two-month free trial offer. This marketing strategy had limited early subscription growth but allowed Loberg to hit her more conservative sales targets. She needed help to grow her business.

Loberg heard about Al Beach and the Kirkwood Small Business Development Center from a friend and former client of the center. The Kirkwood center assisted Loberg by helping her develop a five-year revenue projection,

***MORE ON BACK SIDE!***

discussing target markets, providing a list of guerilla marketing tactics, guiding the web site design for easier use by clients, providing strategies for business launch, and giving detailed feedback on her initial press release. Because Loberg was concerned about copyright and trademark

issues, additional assistance was provided in these areas as well. Beach also helped her determine that the main users of her web site were merely search engines. So far, ToyTradersClub.com is no threat to eBay. It has about 13 members, selling everything from dolls to computer games, and currently serves the Cedar Rapids metro area. Loberg expects membership to grow as more people learn about the company's advantages, especially the elimination of consignment fees and shipping costs.

Loberg decided to start advertising in the Kansas City *Kid's Directory* and the Cedar Rapids Kernel's weekly e-mail blast, to increase awareness of her web site. She hopes this will help her membership reach more than 50 by the end of the year. She says, "Since this was my first attempt at a business of my own, I was afraid I would make a big mistake starting it up. Al was so patient and helpful. I have since told others about the Small Business Development Center and encouraged them to go there."

# BUSINESS SUCCESSION 2010

## PUT SUCCESS IN SUCCESSION!

### Workshop Dates and Locations

October 12, 2009 - Algona  
October 13, 2009 - Davenport  
October 27, 2009 - Council Bluffs  
November 3, 2009 - Burlington  
March 11, 2010 - Cherokee  
March 23, 2010 - Fort Dodge  
March 30, 2010 - Waterloo  
April 5, 2010 - Webster City  
April 8, 2010 - Des Moines  
May 26, 2010 - Cedar Rapids

### Workshop Times

5:30 pm to 8:00 pm (*check-in starts at 5 pm*)

### Contact for More Information

515-294-2030

## ABOUT THE WORKSHOPS

Business Succession workshops are being provided across the state of Iowa to educate business owners on how to sustain a company before and during the transition to new leadership.

*Topics will include:*

- Positioning for selling
- Positioning for buying
- Transitioning the business
- Legal and tax implications
- Panel discussion



## REGISTRATION

You can register for the workshop online at [www.iowasbdc.org/businesssuccession.aspx](http://www.iowasbdc.org/businesssuccession.aspx), or fill out a paper copy of the form at your nearest Small Business Development Center.

### **Cost:**

\$75 (*for up to 4 people*)

## IOWA SMALL BUSINESS DEVELOPMENT CENTERS

Our 15 regional business assistance centers provide practical, hands-on assistance to all types of businesses, from start-ups to 500 employee firms.

We provide free, confidential, business counseling and affordable training workshops in all 99 Iowa counties.

Iowa Small Business Development Centers

Iowa State University  
2321 N. Loop Dr., Suite 202  
Ames, Iowa 50010-8218

P: 515-294-2030  
F: 515-294-6522  
[www.iowasbdc.org](http://www.iowasbdc.org)





## Small Business Development Center Fiscal Year 2009 Performance

<i>New Jobs Created</i>	1,299
<i>Existing Jobs Saved</i>	552
<i>Total Jobs</i>	1,851

<i>Clients Couseled</i>	2,689
<i>Counseling Hours</i>	12,573
<i>Training Workshops</i>	362
<i>Training Attendees</i>	4,368

<i>Information Transfers</i>	20,550
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<i>New Business Starts</i>	146
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<i>Capital Invested</i>	\$48,795,655
<i>Average capital invested per SBDC client</i>	\$18,146

<i>Cost per job created or saved per SBDC program dollar</i>	\$1,128
<i>Capital raised per SBDC program dollar</i>	\$23





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## Return on Investment

### Small Business Development Centers

Each year the national organization of Small Business Development Centers, in cooperation with the U. S. Small Business Administration, commissions Professor James Chrisman of the University of Mississippi to evaluate the economic impact of the national SBDC program. We ask Professor Chrisman each year to conduct a similar economic impact analysis on the Iowa SBDC's long-term clients, meaning those clients to whom we have provided five or more hours of counseling in the year. These clients represent approximately 18% of our total client base, and approximately 53% of our total counseling hours. The most recent analysis performed by Professor Chrisman addresses program efforts undertaken in 2007.

The attached spreadsheet summarizes the results of Professor Chrisman's analysis and shows the increase in tax revenues generated by the Iowa SBDC's long-term clients in calendar 2008. The yellow-highlighted line items show the return on investment for Iowa tax dollars only (i.e., federal funding excluded) invested in the Iowa Small Business Development Center program.

As a result of its efforts in 2007, the Iowa Small Development Centers returned \$2.13 to the state Treasury for every Iowa tax dollar spent on the program. For every Iowa tax dollar expended solely on counseling small businesses, the Small Business Development Centers returned \$7.09 to the state Treasury.

In 2007, it cost only \$506.58 in Iowa tax dollars to help one of our clients create a new job in Iowa.



2007 Calendar Year (from Chrisman Report)	Established firms	Pre-ventures	All firms
State tax revenues generated	\$339,591	\$1,397,778	\$1,737,369
Federal tax revenues generated	\$166,329	\$1,275,012	\$1,441,341
Total tax revenues generated	\$505,920	\$2,672,790	\$3,178,710
Aggregate employment impact -- new jobs	56	428	484
Cost per job based on total program cost			\$3,663
<b>Cost of entire SBDC operation (state and federal funds)</b>			
Benefit to cost, all tax revenue	\$0.29	\$1.51	\$1.80
Benefit to cost, Iowa tax revenues	\$0.19	\$0.79	\$0.98
Benefit to cost, Iowa tax revenues -- Iowa funding only *	\$0.42	\$1.71	\$2.13
Cost per job created			\$3,663
<b>Variable cost of all counseling (state and federal funds)</b>			
Benefit to cost, all tax revenue	\$0.95	\$5.03	\$5.98
Benefit to cost, Iowa tax revenue	\$0.64	\$2.63	\$3.27
Benefit to cost, Iowa tax revenues -- Iowa funding only *	\$1.39	\$5.70	\$7.09
Cost per job created			\$1,098.88
Cost per job created -- Iowa funding only *			\$506.58

\* Average Iowa percentage of total program dollars (excluding GIVF) for FY07 and FY08 was 46.1%.



# Iowa Small Business Development Centers

## Federal Fiscal Year 2009

October 1, 2008 - September 30, 2009

CENTER LOCATION	Clients		Jobs		New Business	Capital	Information Transfers (Non Client)	
	Count	Hours	Created	Retained	Starts	Infusion	Standard	Disaster
ISU (Ames)	148	2029	54	5	6	\$ 3,279,210	524	-
INDIAN HILLS (Ottumwa)	129	636	58	0	1	\$ 1,221,000	518	18
N. IOWA AREA (Mason City)	215	688	158	89	14	\$ 5,723,706	979	2
MID IOWA (Urbandale)	280	1294	137	102	16	\$ 4,866,500	4,857	128
NORTHWEST IA (Spencer)	163	632	100	53	9	\$ 3,160,000	1,191	-
IOWA WESTERN (Council Bluffs)	149	619	31	4	12	\$ 1,863,375	-	-
SOUTHEASTERN (Burlington)	154	411	84	56	11	\$ 1,648,000	941	28
UNI (Waterloo)	230	838	130	107	4	\$ 4,664,000	2,500	590
UNIV. OF IOWA (Iowa City)	297	1385	159	50	30	\$ 9,220,500	1,571	236
KIRKWOOD (Marion)	261	665	125	9	5	\$ 1,183,700	1,259	260
NORTHEAST IA (Dubuque)	162	880	32	1	5	\$ 1,117,400	1,316	200
EASTERN IA (Davenport)	94	333	97	9	9	\$ 3,481,607	1,369	-
N. CENTRAL IA (Ft. Dodge)	122	634	35	14	6	\$ 1,413,407	751	12
S. CENTRAL IA (Creston)	137	734	30	21	8	\$ 1,196,750	70	-
WITCC (Sioux City)	148	795	69	32	10	\$ 4,756,500	1,083	-
STATE OFFICE	0	0	0	0	-	\$ -	147	-

STATEWIDE	2,689	12,573	1,299	552	146	\$ 48,795,655	19,076	1,474
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20,550

# Iowa Small Business Development Centers

## Disaster Recovery Report

Data from May 27, 2008 to September 30, 2009<sup>1</sup>

CENTER LOCATION	Clients		Jobs		New Business	Capital	Information Transfers (Non Client)
	Count	Hours	Created	Retained	Starts	Infusion	
ISU (Ames)	5	29.5			-		-
INDIAN HILLS (Ottumwa)	7	28.6	2		-	\$ 65,000	33
N. IOWA AREA (Mason City)	9	36.75	6	3	-		49
MID IOWA (Urbandale)	17	261	72	23	-	\$ 108,500	276
NORTHWEST IA (Spencer)			10		-		-
IOWA WESTERN (Council Bluffs)					-		48
SOUTHEASTERN (Burlington)	17	71.25	3	40	-	\$ 157,000	51
UNI (Waterloo)	100	439.25	38	49	-	\$ 450,000	1,813
UNIV. OF IOWA (Iowa City)	18	217.1	29	41	-	\$ 980,000	321
KIRKWOOD (Marion)	84	282.2		3	-	\$ 1,108,700	490
NORTHEAST IA (Dubuque)	23	167.25			-		314
EASTERN IA (Davenport)	2	9	1		-		22
N. CENTRAL IA (Ft. Dodge)	2	17.5			-		15
S. CENTRAL IA (Creston)	5	32.5	2		-		5
WITCC (Sioux City)					-		71
STATE OFFICE					-	\$ -	-

STATEWIDE	289	1,592	163	159	-	\$ 2,869,200	3,508
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322

<sup>1</sup>Iowa disasters commenced May 27, 2008; This data is extracted from (and included in) the data reported on the preceding table.







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## Pre-Announcement

Beginning January 2010, the Iowa Small Business Development Center will become the Iowa State Administrator for the NxLevel Training Network of the NxLevel Education Foundation.

The Small Business Development Center is adopting the NxLevel curricula as its flagship education program. These NxLevel products are the most comprehensive training materials addressing small business best practices available. Each Small Business Development Center throughout the state will be teaching the NxLevel materials in classes serving new entrepreneurs, micro-entrepreneurs, and existing business owners. NxLevel curricula are published in both English and Spanish.

Taking on the full complement of NxLevel courses will allow the Small Business Development Centers to be the premier training resource for Iowa entrepreneurs and small businesses.

All NxLevel instructors must be certified to teach NxLevel curricula. Iowa Small Business Development Center personnel will commence certification training in January. The first courses are expected to be offered in the summer and fall of 2010.

Information about NxLevel is attached. More information can be found at [www.nxlevel.org](http://www.nxlevel.org).





The NxLevel Education Foundation® (NEF) is a non-profit organization 501(c) (3) whose mission is to serve as an entrepreneur training network to support and strengthen small businesses and promote economic development. NxLevel® has become the premier entrepreneurial training program in the United States through the development and delivery of curricula designed to teach best practices for small businesses. More than 100,000 entrepreneurs, aspiring entrepreneurs, and small business owners have completed NxLevel courses. In addition to the NxLevel participants, there are over 4,000 certified NxLevel instructors around the country.

NxLevel was founded in 1993 through a sponsorship by the US Foundation and the University of Colorado at Denver. Since July 2000, NxLevel has operated as an independent non-profit corporation located in Salt Lake City, Utah.

NxLevel products are the result of listening to the needs of small business owners throughout the United States. Businesses indicated that they needed training courses that provided: 1) business skills training, 2) practical hands-on guidance in marketing, bookkeeping, financial projections and negotiating with lenders.

NxLevel has developed six separate and distinct products. Each product is tailored to the market segment it serves. The products are: NxLevel Business Start-ups, NxLevel for Entrepreneurs, NxLevel for Micro-entrepreneurs, NxLevel for Agricultural Entrepreneurs, NxLevel for International Trade, and NxLevel for Enterprising Youth.

The NEF coordinates the NxLevel Training Network (NTN), a group of organizations engaged in entrepreneurial training including continuing education, Small Business Development Centers, chambers of commerce, business incubators, councils and associations of government, private industry councils, planning districts, community development corporations, USDA agencies, native american groups, SBA funded training organizations, community development financial institutions and loan funds and others. The NTN has grown to include 48 states, the District of Columbia, American Samoa, Puerto Rico, and Canada reaching hundreds of communities throughout the U.S.

The purpose of the NTN is to develop an unsurpassed nationally recognized small business training program, provide a turn-key nationally branded business training program, and share best practices among work partners, including effective operational, funding and management strategies.

The NTN is a clearinghouse for many diverse groups involved in various aspects of assisting businesses and promoting community and economic development. The goal of the network is to share ideas and promote the efficient use of community resources through the building of effective community networks, while providing nationally recognized cost-effective training materials and helping to develop training teams.

### **NXLEVEL® CURRICULA**

- For the Instructor: An Instructor's Manual, supportive instructional materials, overheads as well as NxLevel® Instructor Certification training. To access instructor support materials including sample business plans and other resources simply download files online at the NxLevel® Instructor Resource Center, at [www.nxlevel.org](http://www.nxlevel.org).
- For the Participant: A Course Textbook and the NxLevel® Workbook Resource Guide that incorporates years of experience held by the development team. NxLevel® updates materials frequently and incorporates the experience of instructors and participants. Other support materials are available online in the NxLevel® Participant Resource Center, at [www.nxlevel.org](http://www.nxlevel.org).

