Opening Statements

At ImOn, 260E has helped support the workforce development investments required as we have continued to grow throughout Iowa. As a telecommunications provider, many of our positions require specialized onboarding and role-specific training before employees can work independently. New hires must learn our network, systems, equipment, safety protocols, customer service standards, and internal processes. The 260E program has helped offset a portion of those upfront training costs while supporting the creation of long-term Iowa jobs.

As ImOn has grown throughout Iowa, the company has expanded its workforce by more than 220 employees, including 129 positions that met the labor shed wage requirements and qualified for the full 3% tax credit under the 260E program. Through participation in the 260E program, ImOn has invested significantly in workforce development initiatives that help employees build the skills needed to support the company's continued growth and evolving operations. These investments have included leadership development, telecommunications technologies, network operations, customer service, technical certifications, safety training, and professional development. Collectively, ImOn has provided more than 9,000 hours of employee training, helping develop a highly skilled workforce capable of supporting expanding services and customers across Iowa.

Since first participating in the 260E program in 2008, ImOn has experienced substantial workforce growth and has continued to invest in employee development, career advancement, and operational expansion. The addition of more than 220 employees reflects the company's commitment to creating high-quality jobs, supporting Iowa's workforce, and meeting the demands of a growing customer base across an expanding service footprint.

For ImOn, 260E has been more than a workforce training program. It has been a practical tool that allows us to invest in people, create jobs, and strengthen the communities we serve. The program has enabled us to hire for potential, develop employee skills, and create meaningful career opportunities in an industry that requires specialized knowledge and continuous learning.

As demand for broadband infrastructure continues to grow, workforce development remains one of our greatest challenges and one of our greatest opportunities. Programs like 260E help Iowa employers invest in local talent, expand responsibly, and create long-term careers that keep skilled workers, economic growth, and opportunity here in Iowa.

Why 260e Matters to ImOn

260E Supports Job Creation, Not Just Training

The program is directly tied to the creation of new Iowa jobs. As ImOn expands its network and enters new communities, we must hire and train employees to build, maintain, support, and operate that infrastructure. The training reimbursement is only available because those jobs are created first. For ImOn, 260E has been a workforce development tool that directly supports economic growth, expansion, and job creation throughout Iowa.

260E Allows Us to Hire for Potential

Many telecommunications positions require significant company-specific training. The skills needed to succeed are often developed through formal instruction and hands-on experience. Programs like 260E allow us to focus on hiring talented individuals with the right aptitude, work ethic, and customer focus, then invest in helping them develop the technical skills necessary to succeed.

This is especially important for frontline, field, technical, customer care, and operational roles. Some of our strongest employees joined ImOn without direct telecommunications experience and developed their knowledge through structured training, mentorship, and professional development opportunities.

260E Supports Responsible Growth

When ImOn expands into a new market, the investment extends far beyond network construction. We must recruit, onboard, train, and develop employees who will operate our network and serve our customers. Workforce development is one of the most significant components of expansion, and 260E helps make those investments more manageable while ensuring employees receive meaningful preparation and training.

260E Helps Create Careers, Not Just Jobs

For ImOn, 260E is not simply about helping someone get hired. It is about helping employees build long-term careers. Many employees begin in entry-level, field, customer care, or technical positions and continue developing through leadership, technical, and professional training opportunities that support advancement within the organization.

The program helps employers invest in employee growth, retention, and career progression, creating stronger opportunities for Iowa workers while building a more skilled workforce.

260E Helps Strengthen Iowa Communities

As ImOn expands into communities throughout Iowa, our success depends on finding and developing local talent. 260E helps us invest in employees where they live and work, creating opportunities for individuals to build careers close to home rather than leaving their communities to pursue similar opportunities elsewhere.

For growing Iowa businesses, workforce development and community development often go hand in hand. Investing in local employees strengthens both.

Telecommunications Is Critical Infrastructure

Reliable broadband infrastructure is essential to economic development, healthcare, education, public safety, and business growth. Programs like 260E help ensure employers can develop the skilled workforce necessary to build, maintain, and support that infrastructure across Iowa.

As demand for connectivity continues to grow, the need for trained telecommunications professionals grows with it.

The Program Includes Accountability and Delivers a Return on Investment

260E is not simply an unrestricted incentive. Employers must create jobs, hire employees, pay wages, and make the training investment before receiving the benefit. The program ties workforce development funding directly to measurable outcomes and real economic activity.

That accountability creates a strong connection between training investments, workforce development, and job creation, ensuring the program delivers benefits to both employers and Iowa communities.

260E Helps Keep Iowa Talent in Iowa

Iowa employers compete for skilled talent every day. Programs like 260E help companies invest in local employees, create career opportunities, and develop the workforce needed for future growth. By supporting training and development, the program helps keep jobs, careers, and economic opportunity within Iowa communities.

How 260E Supports our Training Investment

ImOn would continue training employees without 260E because workforce development is essential to our business 260E provides an opportunity for Iowa to continue partnering with employers to accelerate workforce development, support job creation, and encourage continued investment in Iowa workers and communities.

Programs like 260E help employers invest more quickly and at a greater scale than they may otherwise be able to do on their own, allowing companies to grow while continuing to create opportunities for Iowa workers.

Closing Statement

The need to recruit, train, and develop employees does not disappear if 260E goes away. The training investment will still be required. The difference is that employers would bear more of the upfront cost, which could impact the pace and scale of future workforce growth.

From ImOn's perspective, 260E has helped us create jobs, develop employees, and invest in Iowa communities. It has been a practical and accountable tool that aligns workforce development with job creation and provides growing employers with additional confidence to make long-term investments in their workforce.

Most importantly, programs like 260E help Iowa companies continue creating Iowa jobs. As ImOn grows, our goal is to hire, train, and develop talent within the communities we serve. The program allows us to invest in employees, build skills locally, create long-term career opportunities for Iowans, and support expansion into communities across the state.

Workforce development remains one of the most significant challenges facing growing employers. 260E helps make those investments more attainable while supporting economic growth in the communities where we live and work. It allows companies like ImOn to focus on growing our Iowa workforce, serving Iowa customers, and continuing to create good jobs within our state.

From ImOn's perspective, 260E is more than a training program. It is a workforce development tool that helps Iowa employers create jobs, develop talent, expand into new communities, and keep career opportunities in Iowa. We encourage the Legislature to preserve 260E and the bond structure that supports it so employers can continue investing in Iowa workers, Iowa communities, and Iowa jobs for years to come.