



## FINANCIAL LITERACY FOR SMALL BUSINESS

When COVID began impacting the state, it threatened the health of many Iowa residents and the vitality of Iowa's small business owners. The Iowa Economic Development Authority (IEDA) and various state and local partners responded by creating grant programs for small businesses of varying sizes. As a part of the eligibility for many of these programs, business owners were asked to provide details on the financials of their businesses, which often prompted questions to small business resource providers for tools and resources to help fulfill these requirements.

Upon hearing feedback from business owners and the need for more financial literacy resources, several state entities recognized the need to make more financial literacy information available to small business owners. These entities are currently working on a joint-agency effort to consolidate information into one central location to house the resources available for business owners to access.

IEDA Program Manager Amy Kuhlers oversees IASourceLink.com and has worked with business owners and resource providers through several IEDA programs. She is involved in the inter-agency effort and is looking forward to working together with agencies and organizations to provide expanded financial literacy information.

"As a business owner, being financially intelligent is extremely important. A business owner needs to know their cost of doing business. Understanding how to generate a cashflow analysis (cash is king!), profit and loss statement and balance sheet are fundamental to knowing where your business stands. It's ok to outsource your accounting needs, but be sure you have a working knowledge of the day-to-day numbers," advises Kuhlers.



Currently, business owners with financial literacy questions can reach out to are several resource providers to access materials available, including:

- Visit [IASourceLink.com](https://iasourcelink.com) for the basics of starting a business and a checklist of items to consider from a financial aspect
- Reach out to the local [Small Business Development Center](#) (SBDC) for guidance, tools and templates to start thinking through the documents, registrations, etc. to start your business
- Attend [Iowa Center for Economic Success](#) "Always Ready" and "Financial Savvy" business workshops
- Connect with the Evelyn K. Davis [Financial Empowerment Center](#) and Master Business Bootcamp
- Download tools available through the FDIC [Money Smart for Small Business](#) program

Not sure where to start? Always feel free to reach out to [tsbcert@iowaeda.com](mailto:tsbcert@iowaeda.com) or the [business concierge](#) service offered on IASourceLink.com for more specific direction or an introduction to a resource partner that may be able to help.

## COVID-19 RESOURCES FOR SMALL BUSINESS OWNERS

Due to the economic impact of the COVID-19 pandemic, IEDA has gathered resources and information that may be of use to partners across Iowa. Please visit [iowabusinessrecovery.com](https://iowabusinessrecovery.com) to find these up-to-date resources:

- Re-opening guidelines, documentation and signage
- Federal funding guidelines and information regarding the Paycheck Protection Program and the Economic Injury Disaster Loan (EIDL) and EIDL Advance programs
- Stories about #IowansUnite
- Test Iowa COVID-19 Testing information

This page continues to be updated with information as programs are developed and established.

# NEWEST MEMBERS OF THE CERTIFIED TARGETED SMALL BUSINESS DIRECTORY

In the last quarter, 54 new businesses became Targeted Small Businesses. Please welcome the following to the [Targeted Small Business Directory](#):

[Adaeze Beauty, LLC, Cedar Rapids](#)

[American Ground Screw, Des Moines](#)

[Artisan Gallery 218, West Des Moines](#)

[Artis Home Gallerie Inc., Urbandale](#)

[be., Des Moines](#)

[Bookkeeping Unbound, LLC, Algona](#)

[Bruno Contracting, Council Bluffs](#)

[BST Properties, Graettinger](#)

[Canary Consulting Group, Clive](#)

[Cozy Corner, Dunlap](#)

[Catamount Supply Company, Cedar Rapids](#)

[Darker Marker Productions, LLC, Des Moines](#)

[De Vries Counseling and Consulting, PLLC, Centerville](#)

[Dirty30 Excavating & Trucking, LLC, Des Moines](#)

[Downward Dog Yoga, LLC, Coralville](#)

[EY3 Technology, LLC, Urbandale](#)

[First Class Boutiques, Iowa City](#)

[Fuller Enterprises 9, Inc., Waverly](#)

[GETITWRIGHT FITNESS, Des Moines](#)

[Goldsmith Environmental Consulting, LLC, West Des Moines](#)

[Gorgeous Ceramics, LLC dba Renee's Ceramic Café, Iowa City](#)

[Hands Up Communications, Cedar Rapids](#)

[Ingenious Global Consulting, LLC, Clive](#)

[Iowa Medical, Des Moines](#)

[Jans Rock Paper Scissors LLC, Rock Rapids](#)

[Jeid Studio, LLC, West Des Moines](#)

[Kumbera Solutions, Johnston](#)

[K2D LLC dba K2D Assisting, Hiawatha](#)

[Keep It Clean Power Washing, LLC, Altoona](#)

[Life Made Simple, LLC, Urbandale](#)

[Limitless You Coaching, LLC Windsor Heights](#)

[LM Career Consultants, Dubuque](#)

[MERC Enterprises, LLC dba Velorosa, Des Moines](#)

[Moonlight Stitching Studio & Sisters Retreat, LLC, West Union](#)

[OLC Consultancy, LLC, Des Moines](#)

[Own Your Check, LLC, Ames](#)

[PharmServ Solutions dba PharmServ Staffing, LLC, Des Moines](#)

[Poised for Purpose, LLC, Clive](#)

[RED HORSE I.T. CONSULTING, L.L.C dba Red Horse Sales, Hornick](#)

[Rocoza, LLC, Grinnell](#)

[Senior HomeFinder of Iowa, Ankeny](#)

[Serenity Massage & Energywork LLC, Council Bluffs](#)

[Simpson Sales Solutions, LLC, Urbandale](#)

[Sinkevich Law Firm, PLLC, Des Moines](#)

[Sky Consulting Inc. Sky RPO, Cedar Rapids](#)

[Speak Up Stories, LLC, Waukee](#)

[STC Dive Center, LLC, Clive](#)

[Stern Ink, LLC, North Liberty](#)

[Studio Fusco, Indianola](#)

[Title Fight, LLC, Des Moines](#)

[Trio Marketing|Branding|Advertising, LLC, Grimes](#)

[Touch of Glass Window Tinting, Inc. Marion](#)

[Wixted Inc. dba Wixted & Company, West Des Moines](#)

Remember to use the Directory as a resource when marketing to other local businesses.

# PARTNERSHIPS SUPPORTING DIVERSE BUSINESSES

The Des Moines-based Director's Council and Financial Empowerment Center has launched the [Black Iowa Business Directory](#), an online platform allowing Black-owned businesses to list themselves for more visibility and allow customers to search for Black-owned products and services.

Business owners can [apply to be listed online](#). Please note: This Directory is a self-identification directory and separate from the [Targeted Small Business Directory](#). To continue to be eligible for State of Iowa procurement, Targeted Small Business certification will be required.

Other directories and links to Diverse Business owner directories:

- [IA Source Link](#): Support for Black-owned businesses
- [Iowa City Area Development Directory of Black-owned businesses](#)
- [Cedar Rapids Gazette Feature on Black-owned businesses in Cedar Rapids/Iowa City](#)

Know of another directory in your community featuring diverse business owners? Please share it so it can be included in the next newsletter!



## SHOP IOWA MARKETPLACE

Recognizing small businesses have been impacted by less foot traffic due to COVID, IEDA launched the ShopIowa.com marketplace to help keep small brick and mortar businesses afloat by serving as an online shopping hub for small business customers.

Iowa businesses owners with a retail storefront are invited to participate. Businesses may sell up to 25 products online through the ShopIowa.com website. To be eligible\*, business owners must have a brick and mortar presence, physical products that can easily be shipped and be willing to receive orders through the website.

Several retailers have already joined, and the site now features a number of products, including gifts, food, clothing, cleaning supplies, toys and more.

Joining the website is currently free for retailers through June 2021, as the monthly costs for retailers have been covered by IEDA through that date.

Visit [shopiowa.com/sell](https://shopiowa.com/sell) or [iowaeda.com/shopiowa](https://iowaeda.com/shopiowa) to explore this exciting opportunity for Iowa's small businesses.

Contact: Jim Thompson | [jim.thompson@iowaeda.com](mailto:jim.thompson@iowaeda.com) | 515.348.6183

*The State of Iowa, including the Iowa Economic Development Authority, is immune from suit and liability except as provided under Iowa Code Chapter 669*

*\* Retail Brick and Mortar storefronts within a commercial zoning classification. Small business is defined as a business with fewer than 20 employees or an annual gross income of less than \$4M computed as the average of the three preceding years.*

# 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 [NIGP Commodity Codes](#) to receive solicitation notifications
- Review current [Bid Opportunities](#) open to all businesses

## VENDOR ORIENTATIONS OFFERED

Want to learn more about doing business with the State of Iowa or Iowa State University (ISU)? Plan to attend one of these upcoming vendor orientation sessions.

### Iowa State University Procurement Services Vendor Orientation is Now Available Online!

Check out ISU's Supplier Orientation Training Video by filling out [this form](#) to email ISU Procurement and receive a link. The training is approximately 40 minutes in length.

Learn how to do business with Iowa State, what they buy, the bid process, invoicing and payment and information available to vendors online. The Center for Industrial Research and Service (CIRAS) will also present information on its services to help Iowa businesses throughout the state in obtaining government contracts at the federal, state and local level. At the end of the session, purchasing agents from ISU, Department of Transportation and representatives from CIRAS will be available to answer questions.

Contact the ISU vendor desk at [quotedesk@iastate.edu](mailto:quotedesk@iastate.edu) with any questions.

### FY 21 Department of Administrative Services Central Procurement Online Vendor Orientation

Learn the basics of public procurement, what the state purchases, where to find solicitations, other procurement information and who to contact. All sessions will be held at the Hoover Building, Level A, Procurement Conference Room, 1305 E. Walnut St., Des Moines, IA 50319.

- November 10 - 9:00-10:30 a.m.
- January 13, 2021 - 9:00-10:30 a.m.
- March 10, 2021 - 9:00-10:30 a.m.
- May 5, 2021 - 9:00-10:30 a.m.

To register or learn more, [purchasing.mailbox@iowa.gov](mailto:purchasing.mailbox@iowa.gov).

## IOWA LEGAL AID SERVICES

Iowa Legal Aid has a new project providing free legal services for low-income business owners, the Community Economic Development Project (CED). CED can help people start a business, or if the business already exists, can help with legal matters related to the business. Iowa Legal Aid can help with drafting contracts, reviewing and negotiating contracts and leases, entity selection, entity formation, answering specific legal questions and giving advice on a variety of business-related matters.



Clients must meet eligibility requirements, including income restrictions and other considerations.

Another goal of the project is to provide Community Legal Education presentations for the public. Iowa Legal Aid can present on general business law topics or a specific topic if a group is interested. Also, Iowa Legal Aid can present in different languages.

There are three ways to apply for Iowa Legal Aid Services:

1. Walk into any of the 10 offices, open Monday through Friday 8:30-4:30 p.m. (except Thursday afternoons), and bring paperwork regarding your business.
2. Call 1.800.532.1275, Monday - Friday 9-11 a.m. or 1:30-3:30 p.m. (except Thursday afternoons.)
3. Apply Online - Do not apply online if you have deadlines. [iowalegalaid.org/resource/applying-for-help-from-iowa-legal-aid](https://www.iowalegalaid.org/resource/applying-for-help-from-iowa-legal-aid)

For issues or questions, contact Samantha Wagner, staff attorney for the CED Project, at [swagner@iowalaw.org](mailto:swagner@iowalaw.org).

# TARGETED SMALL BUSINESS HIGHLIGHTS

Sandy Eimers, owner of the **Balance Yoga Lounge** in Ankeny, was featured in the summer issue of the [International Association of Yoga Therapists](#), an internationally distributed magazine. Balance Yoga Lounge offers yoga for everybody through a variety of community classes for students seeking body/mind balance. Eimers is certified in somatic movement, trauma yoga, and is a registered yoga therapist through the IAYT, and offers private yoga and yoga therapy sessions.



Tara Brunow, founder and president of **Brunow Contracting** in Council Bluffs, a government contracting agency, was featured in the [Daily Nonpareil](#) for sourcing, selling and personally delivering more than 1.2 million units of personal protective equipment (PPE) to nearly every major government agency in Iowa. She has worked directly with the Department of Human Services to provide masks, gowns and face shields, in addition to being a valuable resource on the changing regulations around PPE and the availability of product.



**Capture Management Solutions**, a full-service association management company and marketing firm in Des Moines, was named a finalist for the [2020 Cvent Excellence Awards](#), part of the world's largest event technology user conference, Cvent CONNECT. The Des Moines company was named a finalist in "The Achiever" category. This award recognizes organizations of all sizes and industries who are realizing measurable "return on event."



Courageous Fire, owner of **Courageous Fire** in Des Moines, was featured on the [Union of Black America](#) site for her work as a small business owner in creating a curriculum for women in the black community impacted by domestic violence and trauma-informed empowerment through the arts.



Vanessa C. Marcano-Kelly, owner and lead linguist at **Caracas Language Solutions** in Des Moines, was recognized on [Iowa Public Radio](#) for communicating all items COVID to the Spanish speakers in Iowa during Governor Reynold's press conferences. Marcano-Kelly started by translating public health documents after work hours and posting on her Facebook page. The Iowa Office of Latino Affairs then connected her with Iowa PBS and a team devoted to interpreting the Governor's state COVID updates.



CEO and President of **Golden Openings, Inc.**, Kimberly Baeth was recognized in the [Times Republican](#) for helping to organize the shipment of roughly 5,000 pounds of supplies from Des Moines to help Marshalltown residents who lost a portion of their pantry in the August 10 derecho. Golden Openings is located in Urbandale and assists businesses and organizations with all aspects of their grand opening, ribbon cutting or ceremonial events.



**Hands Up Communications**, located in Cedar Rapids and owned by Susan Tyrrell, was recently named "Coolest of the Cool" in the [CBJ's 2020 Coolest Places to Work](#) competition.



Through interpretation, translation and transcription, Hands Up offers both traditional and modern communication solutions that create equal communication for businesses and their clients, patients, students or employees. [Tyrrell was also named the 2020 Deb Dalziel Woman Entrepreneur Achievement Award winner by SBDC Iowa.](#) The Deb Dalziel Woman Entrepreneur of the Year Award honors an Iowa woman entrepreneur who has significantly changed or improved her life and the lives of others.

Lori Vande Krol, CEO and productivity consultant with **Life Made Simple LLC**, will present [Time Mastery for the Present and Future](#) to the [National Association of Women Business Owners \(NAWBO\)](#) on Tuesday, October 13. She will share 12 categories of time management, related obstacles and proven tips and tools to improve the way a person perceives and manages time. Life Made Simple, located in Urbandale, offers productivity consulting, training, and coaching for leaders and business owners.



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## TARGETED SMALL BUSINESS HIGHLIGHTS, CONTINUED

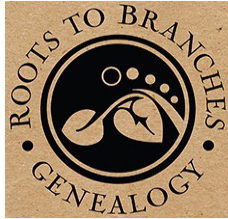
**PractiSynergy** (HS Medical Billing Services), a full-service medical billing company in Des Moines owned by Katie Fergus, was awarded a [Coronavirus Relief Fund Employer Innovation Award](#) to provide work-place training and on-line certification courses for high-demand jobs in medical billing and coding. Participants will attend workplace training and on-line courses to complete one of five certification programs through the American Academy of Professional Coders related to medical coding and billing.



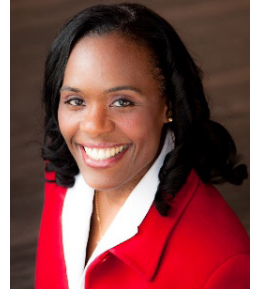
Claudia Schabel, founder, president and CEO of **Schabel Solutions Inc.**, has been selected to speak at the [Inclusion 2020 SHRM Conference](#). Schabel Solutions is a Des Moines-based consulting firm that offers strategic solutions on how to build inclusive workplaces to attract and retain talent. They help their clients solve problems and reach business goals by enhancing inclusion, collaboration and innovation.



Ricki King, owner of **Roots to Branches Genealogy** in Windsor Heights, was recently interviewed on [Insight on Business the News Hour with Michael Libbie](#) regarding her genealogy business and some of the interesting finds in her family tree. Ricki King is a professional genealogist specializing in Iowa, Midwest historical and genealogical records.



Angela Jackson, owner of **The Great Frame Up** in West Des Moines, a custom framing and art gallery, has been selected by *dsm* magazine to sit on a panel of local expert judges to determine the finalists and winners of the first-ever [dsm Home Design Awards](#), a new annual feature recognizing and showcasing Greater Des Moines' best interior designers, architects, landscape architecture, craftspeople and builders during a virtual ceremony on March 9, 2021. Jackson is a local arts and civic leader, and serves on numerous boards, including the Iowa Civil Rights Commission and Des Moines Art Festival.



## PARTNER EVENTS

### **Greater Des Moines Partnership-Small Business Success Summit November 5 - 6, Webinar**



**Details:** The Greater Des Moines Partnership's Small Business Success Summit is scheduled virtually for Nov. 5-6. It will feature three keynote speakers and 12 breakout sessions focused on a variety of topics, including marketing, legal, lessons learned from COVID-19 and increasing sales. Scheduled keynote speakers and their presentations:

Mary Kelly, owner of Productive Leaders, leading during change, challenge and crisis.

Michael Veltri, leadership expert and author, the five decision-making secrets; surprising, unorthodox approaches to power leadership outcomes.

Whitney Cox, marketing manager at Google, a presentation on small business marketing.

<https://www.dsmpartnership.com/growing-business-here/business-resources/small-business-resources/small-business-success-summit>

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## PARTNER EVENTS, CONTINUED

### The Iowa Center-Small Business Essentials Webinar Series

**Details:** In the Small Business Essential classes, learn from experts who will educate and guide participants on how to wear the many hats required. The following topics will be showcased during the October webinar series:

**October 6 – Quickbooks**

**October 13 – Handling and Preventing Customer Conflict**

**October 20 – Finding your Price Point**

**October 27 – Culturally Aware Holiday Marketing**

<https://theiowacenter.org/services/classes/>



### The Iowa Center-DreamMaker Webinar Series

**October 15, November 19**

**Details:** DreamMaker is a six-week deep dive to help participants find sustainability or even growth in your business after having built a foundation. All the same challenges and obstacles that face a brand-new entrepreneur don't simply fade away after the doors open. They grow and change right along with a business finding its feet. It is equally important to reevaluate values and principles, community impact and the strategic plan while working towards sustainability and growth, which will be covered in this course.

<https://theiowacenter.org/event/dreammaker/>

### Immigrant Entrepreneurs Summit

**November 21 Webinar**

**Details:** The Immigrant Entrepreneurs Summit exhibits the success stories of immigrant entrepreneurs. Join in for a full-day business conference geared towards educating immigrants, minorities and those new to entrepreneurship on practices that will help participants start, grow or improve their business. Business growth tips and keys to success when working with immigrant populations are shared in a non-competitive and supportive environment.

<https://www.iesusa.org/>



### CIRAS-Iowa's TSB Program, plus Introduction to a State Agency

**October 7 and November 11 Webinar**

**Details:** This webinar series is provided in partnership with CIRAS – Procurement Technical Assistance Center (PTAC), Iowa Economic Development Authority and the state of Iowa's TSB program. This webinar is useful for Iowa businesses interested in the TSB program, as well as seasoned TSB certified businesses.

The first 30 minutes of each webinar will be spent connecting with a state agency (varies each month), and the second 30 minutes will be a brief overview of the TSB program and how to navigate the TSB portal.

<https://www.eventbrite.com/e/iowas-tsb-program-plus-introduction-to-a-state-agency-registration-119712420071>



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## PARTNER EVENTS, CONTINUED

### **CIRAS-Teaming, Joint Venturing, and the SBA's Mentor Protégé programs**

#### ***October 20 Webinar***

**Details:** Teaming, Joint Venturing and the SBA's Mentor-Protégé programs all are popular trends in government contracting because they make companies stronger together than they are individually – whether you're a large business looking to leverage small business partner's eligibility or a small business looking to supplement your own performance and competitive edge.

Join experienced government contracting attorney Maria Panichelli for this webinar detailing how to properly implement these partnering tools. She will explain the difference between teaming and joint ventures, how to determine whether they fit your business, and how to avoid the serious problems that could happen if you violate the strict legal requirements governing how these partnerships can be used.

<https://www.eventbrite.com/e/teaming-joint-venturing-and-the-sbas-mentor-protege-programs-registration-104587313470>

### **CIRAS-Capabilities Statement Webinar**

#### ***October 27 Webinar***

**Details:** You can't sell your product or service to the government without government purchasing agents understanding who you are and what your business can do. But how do you let them know?

This one-hour webinar will explain the Capabilities Statement, one of the most important pieces of any plan to market to a government agency. Attendees will learn what the Capabilities Statement is, how to draft one, and where and how to share them with potential government customers.

<https://www.eventbrite.com/e/capabilities-statement-webinar-registration-121278201365>

### **CIRAS-Creating Your Government Marketing Strategy**

#### ***November 17 Webinar***

**Details:** This webinar will provide information on the overall value of initial and ongoing market research for companies pursuing government sales. CIRAS will discuss resources available for conducting market research and offer companies 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 its top targets and what they are buying and assist in marketing and pursuit of government customers.

Prerequisite: Participation in GovCon 101 or had a one-on-one meeting with a CIRAS Government Contracting Specialist is recommended prior to attending this session.

<https://www.eventbrite.com/e/creating-your-government-marketing-strategy-registration-111188309226>