



**SMALL BUSINESS:
Referral Information on Programs to Assist
Women and Minorities in Establishing and
Expanding Small Businesses**

December 2010



SMALL BUSINESS: Referral Information on Programs to Assist Women and Minorities in Establishing and Expanding Small Businesses

ISED Ventures (Iowans for Social and Economic Development)

1111 Ninth Street, Suite 380

Des Moines, IA 50314

800/888-ISED (4733) or 515/283-0940

Jan Owens Bruene, Iowa Women's Enterprise Center Director

Debra Carr, Economic Development Director

www.isedventures.org

info@ised.org or jbruene@ised.org

ISED Ventures offers a comprehensive small business training program for persons with limited incomes, including women, minorities, refugees and immigrants, and ex-offenders. The training program allows participants to develop a business plan and receive technical assistance from an experienced business advisor. ISED Ventures will assist individuals in accessing business capital, including the Small Business Administration, the Iowa Department of Economic Development, and Iowa Community Capital. The Iowa Women's Enterprise Center, is an SBA Women's Business Center, funded by the Small Business Administration, and provides entrepreneurial assistance to women business owners and aspiring women entrepreneurs in Iowa, regardless of income or location. Other entrepreneur programs have income restrictions. ISED Ventures has offices in Des Moines and Waterloo. For more information, call 800/888-4733 or e-mail info@ised.org.

Iowa Department of Administrative Services (DAS)

Department of Administrative Services

GSE - Procurement Services

Vendor Application Coordinator

Hoover State Office Building, Level A

Des Moines, Iowa 50319-0105

das.iowa.gov

Targeted Small Business Procurement Program

Assists certified TSB owners in doing business with the State. By Iowa law, each year, State agencies must set a spending goal (expressed in dollars) to purchase and do business with certified TSBs. State agencies must make good faith efforts to reach their self-imposed spending goals each year and their spending with TSBs is monitored. Agencies are required to increase their TSB spending goal each year, if possible. State law also stipulates that state agencies can buy directly from certified TSBs if the job is valued at \$10,000 or less without a competitive bid process. Finally, agencies must post bids for goods and services they need on a secure website known as the "48-Hour TSB Procurement Website". Only certified TSBs can view these bids 48 hours before they are released to the public. For more information, call 515/281-6355 or e-mail purchasing.mailbox@iowa.gov.

Iowa Department of Economic Development (IDED)

200 East Grand Avenue

Des Moines IA 50309

www.iowalifechanging.com

1. Targeted Small Business Financial Assistance Program

Provides for low-interest loans, and in some case, equity grants to certified TSBs who qualify. A business may receive up to \$50,000 in the form of a loan or grant. The certified TSB must have 10 percent in cash of whatever loan or grant amount they are seeking, for example, a loan request of \$40,000 would require the certified TSB to have \$4,000 in cash to invest into the new or expanded business project. Business owners are given five years to repay the loan and the interest rate will be between 0 and 5%. For more information, call 515/725-3146 or 800/532-1215, e-mail businessfinance@iowalifechanging.com, or visit www.iowalifechanging.com/business/tsb.aspx.

2. Economic Development Set-Aside (EDSA)

Provides funds through the Economic Development Set-Aside program to communities under 50,000 population and counties for direct loans or forgivable loans to businesses. Twenty percent of the state's total annual Community Development Block Grant nonentitlement funds are reserved for businesses undertaking projects that create and/or retain employment opportunities principally for low and moderate income individuals. Assistance is restricted to businesses that document that state financial assistance is necessary and appropriate for the project to occur. The maximum award under the EDSA program is \$1 million. For more information, call 515/242-4819 or 800/532-1215, e-mail businessfinance@iowalifechanging.com, or visit www.iowalifechanging.com/business/ceba_edsa.html.



3. Community Economic Betterment Account (CEBA)

Assists communities of the state with their economic activity within the state. The program provides financial assistance to businesses and industries that require assistance in order to create new job opportunities or retain existing jobs that are in jeopardy. The program may also provide comprehensive management assistance to businesses involved with the CEBA program. Assistance may be provided to encourage new business start-ups, expand existing businesses, or recruit out-of-state businesses to Iowa. For more information, call 515/242-4819 or 800/532-1215, e-mail businessfinance@iowalifechanging.com, or visit www.iowalifechanging.com/business/ceba_edsa.html.

4. Business License Information Center

Provides information on state business licenses, permits, and regulations; assists in identifying funding sources for start-ups and expansions; and receives input regarding state legislative issues that affect small business. Call 515/242-4755 or 800/532-1216 or e-mail blic@iowalifechanging.com or go to www.iowalifechanging.com/business/blic.html for more information.

5. Community Development Block Grant Program

Makes Housing and Urban Development funds available for infrastructure, community facilities and housing to benefit low-to-moderate-income persons. For more information, call 515/242-4711, e-mail cdbg@iowalifechanging.com or go to www.iowalifechanging.com/programs.html.

6. Iowa Job Training Program

Helps Iowa businesses fund customized training for current employees. The program is designed to foster the growth and competitiveness of Iowa's business and industry by ensuring that Iowa's workforce has the skills and expertise to compete with any workforce outside the state of Iowa. Businesses with employee development or training needs should contact a local community college. Each of Iowa's community colleges assists businesses with the development of training programs that are funded by forgivable loans. The maximum award is \$25,000 for each project at a business site. A business site may be approved for multiple projects, with maximum funding over three years not to exceed \$50,000. A cash match is required for projects exceeding \$4,999. Call 515/242-4867, e-mail workforce@iowalifechanging.com or go to www.iowalifechanging.com/business/260f.html for more information.

7. Comprehensive Management Assistance (CMA)

Provides technical assistance to applicants and recipients of financial assistance from the Iowa Department of Economic Development's business financial assistance programs. The programs include CEBA, TSB Financial Assistance Program, EDSA, Value Added Agriculture Projects and Processes Financial Assistance Program, Physical Infrastructure Assistance Program, and EVA. Assistance is provided through the Small Business Development Centers, ISED, and other contractors. For more information, contact 515/242-4793.

Iowa Department of Inspections and Appeals (DIA)

321 East 12th Street
Lucas State Office Building
Des Moines, IA 50319
www.dia.iowa.gov

Targeted Small Business (TSB) Certification

The DIA has established rules and procedures to ensure that only bona fide businesses that are owned, operated, and actively managed by Targeted Group Persons participate in the TSB program. A TSB is one that meets the following minimum criteria:

- Must be located in the state of Iowa.
- Must be operating for profit.
- Must have an annual gross income of less than four million dollars computed as an average of the three preceding fiscal years.
- Must be 51 percent or more owned, operated, and actively managed by a woman, a minority, or a person with disabilities. Contact the Iowa Department of Inspections and Appeals for complete definition of minority and disability.

Certification is obtained by filing an application form with the DIA. This certification application must be filed and approved for a business to be eligible to participate in the state's TSB procurement program,

and to qualify for other established financial and technical assistance programs. After the business meets the minimum qualifying standards, the DIA determines if your business satisfies criteria relating to ownership, control, independence, decision-making authority, and ownership contribution. You must recertify your business as a TSB every two years.

A TSB seeking a performance, surety, or bid bond waiver shall submit a sworn statement from an insurance company to the DIA that says that the targeted group person is unable to secure bonding due to lack of experience, net worth, or capital. A waiver shall apply only to state government contracts where the project or individual transaction does not exceed \$50,000. Granting a waiver shall not relieve any business from its contractual obligations. The state agency or department may pursue any remedy under law upon default or breach of contract. To contact the Iowa Department of Inspections and Appeals call 515/281-5796 or visit www.dia.iowa.gov/page7.html.

Iowa Small Business Development Centers (SBDC)

Iowa State University
Ames, IA 50010
515/294-2030
www.iowasbdc.org



The Iowa Small Business Development Centers provide business counseling, training and mentoring to prospective and existing business owners. This includes, but is not limited to, assistance in management, business planning and modeling, loan preparation, human resource management, budgeting and cash flow projections, financing opportunities, accounting, business succession/exit strategies, market research and planning, export guidance, strategic planning, e-business strategies, business continuity and disaster counseling, and feasibility studies. Counselors are located

at 15 regional centers throughout the state, most of which are hosted by major Iowa universities and community colleges.

SBDC counseling is provided free of charge; many basic business workshops and seminars are held each month at affordable prices. A listing of these events can be found on the Iowa SBDC Web site, www.iowasbdc.org, along with hundreds of informative articles and useful links to other resources.

For further information, contact the SBDC office nearest you in the listing below, or call the state center located at Iowa State University in Ames at 515/294-2030.

Iowa Small Business Development
Center Network
Iowa SBDC State Center
Iowa State University
2321 N. Loop Drive, Suite 202
Ames, IA 50010-8218
515/294-2030
iowasbdc@iastate.edu
www.iowasbdc.org

Mid Iowa SBDC
10861 Douglas Avenue, Suite B
Urbandale, IA 50322
515/331-8954
sshafer@iastate.edu

Eastern Iowa Community College District SBDC
331 West Third Street, Suite 100
Davenport, IA 52801
563/336-3401 or 800/462-3255 x. 3401
ahutchinson@eicc.edu

Indian Hills Community College SBDC
651 Indian Hills Drive
Ottumwa, IA 52501
641/683-5127 or 800/726-2585 x. 5127
bziegler@indianhills.edu

Northwest Iowa SBDC
Iowa Lakes Community College
1900 N. Grand Avenue, Suite B-1
Spencer, IA 51301
712/262-4213
kmccarty@iowalakes.edu

Iowa State University SBDC
2501 N. Loop Dr., Bldg. 1, Suite 1615
Ames, IA 50010-8283
515/296-7828
mjupah@iastate.edu

Kirkwood Community College SBDC
3375 Armar Drive
Marion, IA 52302
319/377-8256
al.beach@kirkwood.edu

North Iowa Area Community College SBDC
500 College Drive
Mason City, IA 50401
641/422-4342 or 888/466-4222 x.4342
bairted@niacc.edu

Northeast Iowa Community College SBDC
680 Main Street
Dubuque, IA 52001-6819
563/588-3350
sullivant@nicc.edu

South Central Iowa SBDC
Southwestern Community College
1501 W Townline
Creston, IA 50801
641/782-1483
mclaren@swcciowa.edu

Southeastern Community College SBDC
River Park Place
610 North Fourth Street, Suite 209
Burlington, IA 52601
319/208-5381 or 866/722-4692 x.5381
jclover@sccciowa.edu

Iowa Western Community College SBDC
Aviation & Entrepreneurial Center
21915 Cessna Avenue
Council Bluffs, IA 51503-6031
712/256-6552 or 800/432-5852 x.6552
spitts@iwcc.edu

University of Iowa SBDC
IOWA Centers for Enterprise
2660 University Capitol Centre, Suite 2673
Iowa City, IA 52242-5500
319/335-3742
paul-heath@uiowa.edu

University of Northern Iowa SBDC
212 East Fourth Street
Waterloo, IA 50703
319/236-8123
iowasbdc@iastate.edu

North Central Iowa SBDC
217 South 25th Street, Suite C-12
Fort Dodge, IA 50501
515/576-6242
NCIbusinesscenter@gmail.com

Western Iowa Tech Community College SBDC
4647 Stone Avenue, PO Box 5199
Sioux City, IA 51102-5199
712/274-6454
wubbenad@witcc.edu

United States Small Business Administration (SBA)

Des Moines District Office
749 Federal Building
210 Walnut Street
Des Moines, IA 50309-4106
515/284-4422
www.sba.gov and www.sba.gov/ia

Cedar Rapids Branch Office
2750 First Avenue Northeast, Suite 350
Cedar Rapids, IA 52402-4831
319/362-6405

1. Primary Assistance Programs

The SBA is a federal agency established to protect and assist small businesses. Assistance is focused on the following areas:

- Business Development—management assistance through information, counseling, training, and conferences.
- Financial Assistance—loan guarantees, bonding assistance and other direct and indirect financial support.
- Contract Assistance—helping small businesses obtain government contracts.
- Advocacy—representing small business interests before Congress and other federal agencies.

The SBA will send a free Small Business Start-Up Kit, containing a Request for Counseling and information materials on starting a small business. It also has an Office of Women’s Business Ownership, which assists women starting businesses, and can be accessed on-line at www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html. Call 515/284-4422 in Des Moines or 319/362-6405 x2007 in Cedar Rapids for more information.

2. SCORE: Counselors to America’s Small Business

SCORE is a group of working and retired business men and women who volunteer their time to help people start and/or expand their business. In addition to one-on-one counseling, SCORE offers a number of pre-business workshops. There are 18 SCORE chapters in Iowa with over 450 volunteers. For more information, call 515/284-4760 in Des Moines, 319/362-6405 in Cedar Rapids, or access www.score.org.



The Entrepreneurial Ventures Assistance (EVA) Program

The EVA program provides financial and technical assistance to start-up and early-stage companies. An eligible business must be located in Iowa and in an industry sector offering the greatest start-up and growth potential for the state, including but not limited to:

- Biotechnology
- Recyclable materials
- Software development and computer-related products
- Advanced materials
- Advanced manufacturing
- Medical and surgical instruments

A maximum investment of up to \$250,000 may be awarded for product development, working capital, purchase of machinery and equipment or other qualifying business expenses. (The maximum investment available may change; please contact the EVA program manager for more information.) EVA funds may be used to finance up to 50 percent of the total project cost, not to exceed \$250,000.

To qualify, applicants must have completed or must be participating in entrepreneurial training from a John Pappajohn Entrepreneurial Center (JPEC), or have comparable training and/or experience. Businesses engaged in retail sales, the provision of healthcare or other professional services, and distributors of products or services are not eligible for EVA funds. Applicants must have either developed comprehensive business plans and market development programs or demonstrate willingness to work cooperatively with program managers and other technical assistance sources to do so.

For more information, contact the JPEC nearest you:

- Iowa State University, 515/296-7828 or www.isupjcenter.org
- University of Iowa, 319/335-0992 or www.iowajpec.org
- North Iowa Area Community College, 515/422-4314 or www.niacc.edu/pappajohn
- University of Northern Iowa, 319/273-7350 or www.bcs.uni.edu/jpec
- Drake University, 515/271-2864 or www.pappajohn.drake.edu

To learn more about EVA, individuals should contact the Iowa Department of Economic Development to determine eligibility or to obtain information specific to their needs by calling 515/242-4715 or 800/532-1215, e-mailing entrepreneurialservices@iowalifechanging.com, or visiting www.iowalifechanging.com/business/eva.aspx.

Venture or Equity Funds/Networks

1. Access to Capital Electronic Network (ACE-Net)

acenet.csusb.edu/index.html

ACE-Net was created to conduct networking, educational, training and research activities that would provide assistance to both investors and entrepreneurs. It helps individual accredited investors, SBICs, and institutional venture capitalists to find small, growing companies through a secure Internet database, and it provides ongoing training and research to enhance the business skills of entrepreneurs and small investors.

2. Small Business Investment Companies (SBIC)

U.S. Small Business Administration
Investment Division
409 Third Street, Southwest (Mail code: 7050)
Washington, D.C. 20416
202/205-6510
sbic@sba.gov
www.sba.gov/INV

3. Equity Funds in Iowa

Iowa Department of Economic Development
Small Business Resource Office
200 E. Grand Avenue
Des Moines, IA 50309
www.iowalifechanging.com/business/equity_funds.aspx

4. Venture Network of Iowa (VNI)

Iowa Department of Economic Development
Small Business Resource Office
200 E. Grand Avenue
Des Moines, IA 50309
Phone: 515.242.4723
vni@iowalifechanging.com
www.iowalifechanging.com/business/vni.aspx

VNI provides a forum for Iowa entrepreneurs, investors, and business advisors to interact with one another. Networking meetings are held bimonthly for entrepreneurs to present ideas to an audience of Iowa's prospective investors.

5. Other

- Count Me In
240 Central Park , Suite 7H
New York, NY 10019
212/245-1245
www.count-me-in.org

Count-Me-In is a non-profit, 501(c)(3) organization that champions the cause for women's economic independence by providing access to business loans, consultation and education. The first online micro-lender, Count-Me-In uses a unique women-friendly credit scoring system to make loans of \$500-\$10,000 available to women across the United States who have nowhere to turn for that all-important first business loan. The organization provides access to networks that expand contacts, markets, skills and confidence.

- Equity Dynamics
666 Walnut Street, Suite 2116
Des Moines, IA 50309
515/244-5746



-
- Iowa Area Development Group
2700 Westown Parkway, Suite 425
West Des Moines, IA 50266
515/223-4817 or 800/888-4743
www.iadg.com
 - Firms may also look to regional councils of government and local development groups that can develop financial incentives for companies that can provide new jobs.

Resource Directory

1. Guides

- Iowa Small Business Information Packet from the Iowa Department of Economic Development, 200 East Grand, Des Moines, Iowa 50309 or 515/242-4700 or visit www.iowalifechanging.com/business/downloads/smallbiz05.pdf
- Iowa Bankers Association offers an Economic Development Resources Guide on its website -- a comprehensive directory listing hundreds of federal, state, regional, and local financial and technical assistance programs. For further information, call 515/286-4300 or 800/532-1423 or go to www.iowabankers.com.

2. On-line Information

Center for Women's Business Research

www.womensbusinessresearch.org

Reports national and local statistics and demographics on women-owned businesses.

e-magnify

www.e-magnify.com

Provides convenient access to a unique mix of business resources, educational offerings, articles, and practical advice to help women start and expand a business as a service of Seton Hill University's National Education Center for Women in Business.

Entrepreneur.com

www.entrepreneur.com

Step-by-step guides to starting your own business plus on-line coaching from experts in the field.

Inc.com

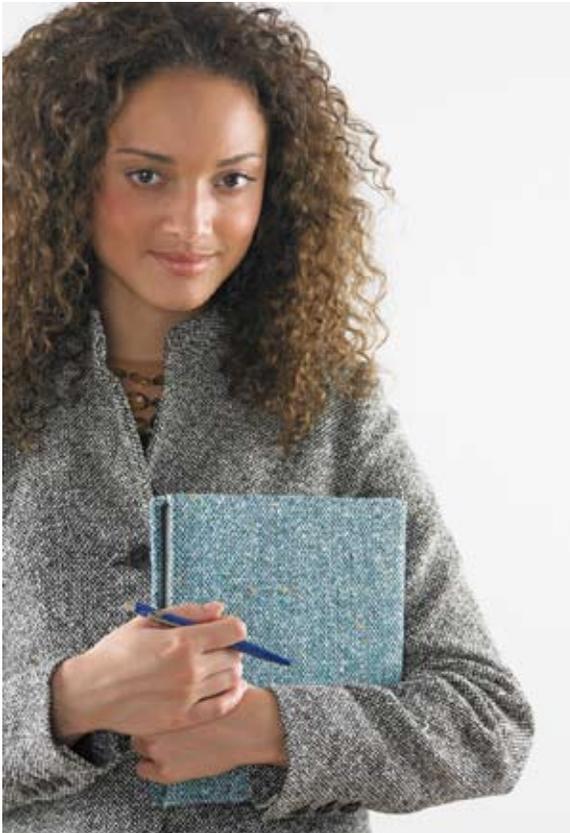
www.inc.com/resources/startup/

Provides free "How-to Guides" on a variety of business topics such as Pricing, Setting up a new office, E-commerce starter kits, and Cash management.

Iowa Department of Economic Development

www.iowalifechanging.com/business

Offers many resources on starting, expanding, or investing in Iowa's businesses.

**Minority Business Entrepreneur**

www.mbemag.com

Dedicates a newsletter to the success of minority and women business owners.

National Women's Business Council

www.nwbc.gov

Promotes initiatives, policies and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces.

United States Business Advisor

www.business.gov

Provides one-stop access to federal information, services and transactions.

United States Census Bureau

www.census.gov/population/www/socdemo/women.html

Lists all official statistics on women-owned businesses in the United States.

Womenbiz.Gov

www.womenbiz.gov

Provides information about selling to the federal government.

WomenOwned.Com

www.womanowned.com

Provides online business information and networking assistance as well as a number of resources for setting up, running, and growing businesses.

Women's Bureau, United States Department of Labor

www.dol.gov/wb

Offers a comprehensive site for the latest information on women in the workforce, including in-house publications, statistical data, resources, and reports.

Women's Business Development Center

www.wbdc.org

Largest women's business assistance center in the United States. Recognized for responsive, innovative, and effective programs and advocacy efforts. Delivers business services and financial assistance to empower women towards entrepreneurship and economic self-sufficiency.



Iowa Commission on the Status of Women

Iowa Department of Human Rights
Lucas State Office Building, 2nd floor

321 East 12th Street

Des Moines, IA 50319

www.women.iowa.gov