

NEWS RELEASE
For Immediate Release
November 17, 2023

Contact: Erin Strawn
515-447-0004
estrawn@TheIowaCenter.org



IOWA CENTER LAUNCHES CURRICULUM UPDATE

Class Curriculum Meets the Needs of Iowa's Entrepreneurs

Des Moines, Iowa – The Iowa Center announced the launch of its updated Business Coaching curriculum. Professor Mark Juffernbruch, Director of Business Coaching, completed a comprehensive review of The Iowa Center's curriculum to ensure that the organization's class offerings are meeting the needs of Iowa's small business leaders.

The Iowa Center's Business Coaching curriculum will be delivered in the classroom setting, with opportunities for additional 1:1 coaching follow-up, by The Iowa Center staff as well as volunteer coaches who are actively working in their field of expertise. The curriculum is designed to prepare and empower small business owners to function at maximum potential in their "back of the house". Classes focus on the Five Fundamentals Essential to the Success of Every Small Business: Plans, Finances, Marketing, Human Resources and Legal Compliance.

"Research shows that coaching improves performance. Under the Iowa Center model, our Business Coaching content is delivered in the small group and larger class learning environments where entrepreneurs build skills and learn as much from each other as they do from the instructor in the front of the room. We also offer 1:1 coaching follow-up to guide entrepreneurs through application of this learning to their unique small business, and receive feedback and encouragement from our coaches," said Mark Juffernbruch. "This new lineup of classes establishes a solid foundation for learning, and we will continue to add additional classes and content to ensure that our curriculum stays current with the challenges and opportunities facing Iowa's small business leaders."

The Iowa Center is an economic development organization that delivers three lines of direct services to empower entrepreneurs to launch and grow their small businesses: Business Coaching, Credit + Lending, and Tax Services. Iowa Center services are available to all entrepreneurs, but many clients seek The Iowa Center's support to overcome an obstacle in the marketplace: 72% of The Iowa Center's clients are low-to-moderate income; 71% are women; and 35% are people of color. The Iowa Center's services are available to clients at low to no cost thanks to the generosity of our sponsors.

Learn more about The Iowa Center at www.TheIowaCenter.org.

BUSINESS COACHING

CLASS CURRICULUM

Coaching Improves Performance

Business Coaching in the classroom setting prepares and empowers small business owners to function at maximum potential in their “back of the house”. Classes focus on the five fundamentals essential to the success of every small business owner: Plans, Finances, Marketing, Human Resources and Legal. Our model is to recruit community leaders to share their experience and expertise alongside our staff coaches.

1. **Business Planning:** High level planning and strategy approaches to key business elements.

Getting Ready: how to prepare to start your business. *(First Tuesday – Teleza Daniels)*

Business Plans: overview and key elements. *(Third Tuesday - Mark Juffernbruch)*

Financial Statement: financial statements, what they tell you, recording business transactions. *(Second Tuesday - Mark Juffernbruch)*

Credit: establishing, building and repairing. *(Second Wednesday - Teleza Daniels)*

Lending: small business lending basics. *(First Wednesday - Jose Venales)*

Marketing: a blueprint for small business marketing. *(Third Wednesday- David Tracy)*

-
2. **Accounting and Finance Topics:** a deeper dive into business issues surrounding accounting, recordkeeping, and budgeting.

Bookkeeping basics. Methods to track business transactions, business bank accounts and credit cards, available accounting software packages. *(Alex Polzin, CPA)*

Tax Basics 1.0: for Sole Proprietorships, LLCs, and S Corps. *(CLA)*

QuickBooks basics.

Payroll issues: 1099 v. W2 employees. *(CLA)*

Tax Basics 2.0: Adding new owners to a business, multi-owner issues and S Corp elections. *(Max Miller, McGowen & Associates)*

Tax Basics 3.0: Business expenses, rules, limits, and recordkeeping requirements. Flow through entities and entity level tax; when an entity can pay as opposed to owner. *(CLA)*

Establishing business credit *(Teleza Daniels)*

Repairing and rebuilding credit *(Teleza Daniels)*

Small Business loan programs *(Jose Venales)*

Grant writing *(Erin Strawn)*

3. **Human Resources:** scaling up, hiring/firing, insurance, payroll, benefits and org charts

Insurance basics: business/commercial insurance v. personal. Liability v. property. How to address insurance needs, types of insurance contracts. *(Middendorf Insurance)*

Employee benefits: options and payment structures *(Marty Jones, Middendorf Insurance)*

4. **Marketing:** branding, identity, logo, social media, web, advertising

Branding: a topic essential as you begin your business. *(David Tracy)*

Website and SEO: in relation to Google click rates, user experience. *(David Tracy)*

Funnel Strategies: how to cast your web. Social media, ads, general marketing. *(David Tracy)*

Community Engagement: earned media and PR. *(David Tracy)*

Bricks and Mortar: aesthetics, attention, and retention. *(David Tracy)*

Client Retention Strategies for Small Businesses. *(David Tracy)*

Social Media Strategy Workshops: email marketing; LinkedIn; Instagram; YouTube.
(Various industry professionals)

5. **Legal and Compliance:** contracts, compliance, licenses, real estate/rent

Trademarks and branding. Including covering timeliness and deadlines for patent protection.
(Nyemaster Goode Law Firm)

Copyright issues that relate to websites and domain names. *(Nyemaster Goode Law Firm)*

Legal issues for HR and employment: employment issues small business owners should be aware of
(Nyemaster Goode Law Firm)

Legal issues for real estate: turning owned property into rental/income producing property like VRBO.
(Nyemaster Goode Law Firm)

Physical Location for Small Business: how to pick a location, lease negotiations, economic terms, lease language, types of leases, and typical documentation provided to landlord. Presenting a business plan to a landlord. *(Bill Wright, CBRE)*

Understanding a Business Lease: Deeper dive into lease terminology and provisions. Tenant options to create the most flexibility for you and your business. Lease issues such as structure, capital repairs, security deposits, common area maintenance fees, renewal options, and tenant improvements/remodeling, tenant and landlord default language. *(Bill Wright, CBRE)*

Lease versus Owning Real Estate: Advantages and disadvantages. A toolbox for helping make the decision. *(Bill Wright, CBRE)*

Miscellaneous Business Topics:

- Scaling your business: when to make the decision to grow and how to implement.
- IT Security – how to protect customer information.
- Co-owner v. Co-investor v. Co-signers. Differences and advantages/disadvantages.
- Increasing the valuation of your business: what to do and what to avoid in making your business more valuable and attractive to potential buyers.