

Small Business Stories



The **Iowa** Center

STUDIO PROCESS

Creative video storytelling for good.

Small business tells our stories.

STUDIO PROCESS, West Des Moines

Laura Formanek is a creative video storyteller who has edited commercial work in Dallas' bustling ad industry and directed marketing for a cultural museum in Eastern Iowa. Passionate about creating meaningful work, she founded Studio Process to create quality work for organizations that are doing good in the world. Laura came to The Iowa Center for Business Coaching to design her business plan and attended classes to build knowledge, skills and confidence in her small business journey. Laura is offered turnkey video production, including shooting, edition and motion graphics that are telling Iowa stories, and bringing her mission and vision to every project she works on.