

NEWS RELEASE
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IOWA CENTER EXPANDS CLASS OFFERINGS TO BETTER SERVE SMALL BUSINESSES IN GROWTH PHASE

“Elevate” Builds Upon Iowa Center’s Signature “Always Ready” Class Series

Des Moines, Iowa – The Iowa Center has expanded its small business class offerings with the release of “Elevate”, a five-class series that meets the needs of existing small businesses who are ready for the next step in their growth. The new class series provides content around the essential strategies necessary for sustainable growth for small businesses.

“Elevate” class topics include Strategic Business Planning & Growth Strategies; Marketing Strategies for Expanding Your Customer Base; Financial Management and Budgeting for Growth; Raising Capital & Funding Business Expansion; and Human Resources & Talent Management. Classes will be delivered by The Iowa Center’s staff coaches with support from community leaders who volunteer to share their experience and expertise in the content areas. Classes will be delivered in both virtual and in-person classroom settings, with opportunities for follow-up 1:1 coaching. Small business owners can attend individual Elevate classes that align with their unique goals and respective business needs or attend the entire series.

“The Iowa Center’s expanded class offering demonstrates our commitment to meeting the needs of our small business clients at every phase of their journey,” said Erin Strawn, President + CEO of The Iowa Center.

“The Iowa Center is proud to offer this new class series focused on elevating and growing a small business,” said Professor Mark Juffernbruch, The Iowa Center’s Director of Business Coaching. “It is our belief that growth begins with vision along with well-developed strategy and discipline.” Professor Juffernbruch designed the new course curriculum to build upon the foundational “Always Ready” class series which delivers educational content on small business fundamentals for new-launch and early phase small business owners.

The first session of “Elevate” meets Thursday, October 9th at the Iowa Center office in Des Moines, with a virtual session on Thursday, October 23rd. Participants can sign up for classes online at www.TheIowaCenter.org, and the class series is available at no-cost thanks to the generosity of the Wells Fargo Foundation.

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