



# Northeast Iowa BUSINESS NETWORK

*Growing Opportunities*

# Agenda

Postville  
March 9, 2010  
10:00

**Associates:** Randy Uhl Winneshiek ED, Darla Kelchen- Clayton ED, Sally Falb – Oelwein, Spiff Slifka – Howard ED, Robin Bostrom – Fayette ED, Laura Olsen - Allamakee County Economic Development, Donna Boss-Delaware County Economic Development, Elise Bergan – Edgewood Economic Development, Upper Explorerland Regional Planning Commission, Mark Olchefske – NIACC, Brian Dalziel – Business Accelerator Dubuque, Maura Jones – NICC, Carolyn Corbin – Consulting, Cindy Lenz – Alliant,  
**Guests:** Vicki Markussen – 7 Rivers, Kathy Anderson or Cali Beals – IDEED, Dale Cyphert – UNI Researcher

1. **Vicki Markussen – 7 Rivers**
  2. **Dale Cyphert**
  3. **Wendy Mihm – Herold – Market Info Resource**
  4. **IDEED awarded NIBN \$2250 for IT Networking**
  5. **Alliant grant for \$1250 for Flip Cams – overview of agreements**
  6. **Apply for entrepreneurship RBEG with Winneshiek**
  7. **Strategies for recruiting SCORE members: Each County to recruit people**
  8. **CVN Update – Randy, Robin**
  9. **Facebook tidbits update**
  10. **Micro Enterprise Loan Program– Randy**
  11. **Farm Bureau event review**
  12. **Reminder – Darla has business plan templates**
  13. **Hay expo – partner w Dairy Found/ISU June 16, 17 Strawberry Pt. share entry cost of \$250 + expenses**
  14. **Jason and Peter 2 internet workshops. Request for \$2,800 for 2 internet mktg events Decorah and in the south**
  15. **Spring entre clubs with Gerry Scheffelmaier**
  16. **Buyer-Supplier update**
  17. **NIBN Marketing Plan/Entrepreneurship Plan**
  18. **Approval of expenses**
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19. **Other business:**
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16. **Next Meeting:** May 11 in Elkader?
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## January 12 Review of Planning Retreat for Entrepreneurship – Don Chaplain

**Present:** Randy Uhl Winneshiek ED, Darla Kelchen- Clayton ED, Sally Falb – Oelwein, Ken Paxton – Howard ED, Robin Bostrom – Fayette ED, Brian Dalziel – Business Accelerator Dubuque, Maura Jones – NICC, Carolyn Corbin – Consulting, Cindy Lenz – Alliant

### Minutes of Email Votes

**February 19, 2010**

**Proposal to spend approx \$1300 of NIBN money and \$1200 Alliant money on 10 flip cams.** For ea NIBN member + Edgewood, Oelwien and Communication director. Must agree to make 3 videos and post on website + youtube within 6 months. All in favor: Darla, Sally, Robin, Elise, Donna, Randy, Spiff, Shelly, Maura

### Minutes November 10, 2009 Oelwein

**Associates:** Randy Uhl Winneshiek ED, Darla Kelchen- Clayton ED, Ken Paxton – Howard ED, Robin Bostrom – Fayette ED, Dianna Johnson - Allamakee County Economic Development, Donna Boss-Delaware County Economic Development, Elise Bergan – Edgewood Economic Development, Wendy Mihm-Herold - Upper Explorerland Regional Planning Commission, Mark Olchefske – NIACC, Maura Jones – NICC, Carolyn Corbin – Consulting, Cindy Lenz – Alliant, Don Chaplain - IDM

**Guests:** Allison Holten – NICC, Jerry Scheffelmeier – UIU E-Center, Mike Fastenau – Black Hills, Mark Reinig - CIRAS

**20. April 16<sup>th</sup> Internet Marketing Conference:** NIBN applied to IDED for networking funds.

Apply to others. **Robin motions to look for other sponsors, Ken 2nds. All in favor.**

**21. CVN in Minneapolis.** Speaker phone - call from Justin Erickson. Consideration to renew contract – same amount and terms as last year \$4,250/yr. New Name: Essex Capital. Next CVN is December 11 in Mnpls.

**22. SCORE partner and help with SCORE mktg** – Carolyn – marketing proposal. Strategy to expand mentors.

**23. January Entre Club Dates:**

Manchester Tues Jan 5 6 - 8 (Tentative)

Cresco Thurs Jan 7 6 - 8pm

Decorah Tuesday January 12 6 – 8 pm

Waukon Thursday January 14 6 – 8 pm

West Union Tuesday January 19 6 – 8 pm

Elkader Thurs January 21 6 – 8 (Tentative)

### REPORTS

**24. Jason Trout Facebook and Google Events**

**25. Site Selector Workshop - C**

**26. Be Your Own Boss report** – Randy: Great turnout. Will pursue again next yr – looking for \$ for trans.

**27. Facebook Campaign**

**28. IDED RFP update :** **Elise, Robin, Darla to help plan kick-off entrepreneurship planning event. Plan to invite YPs from each county. Will apply to Community Foundations**

**29. Partner with UERPC, FFI on Iowa Micro Loan** – Brenda/Randy

**30. Micro Enterprise Development** – update: State decided not to fund any projects due to the budget.

**31. Farm Bureau event Jan 26** – Set for Tuesday January 26 at the Hotel Winneshiek in Decorah with snow date for Tuesday February 9, same place. RSVPs are required. Co-sponsors: CIRAS, Iowa Innovation.

**32. Business Plan templates** - Darla

**33. Fasttrac Report** - Darla

**34. Expenses** - reviewed

**35. Other business:** Gerry S. recommends we join US Assoc of Small Biz Entrepreneurship – Conference Jan 14 – 17. Also CEO Convention, CEIC – Collegiate Entrep in Iowa, Nat. Association of Community