



## Kum & Go Founder Honored with *Lifetime Achievement Award*



*Bill Krause receives the Lifetime Achievement Award at the Iowa Venture Forum.*

William A. "Bill" Krause received the *Lifetime Achievement Award* at the annual Iowa Venture Forum in October in Des Moines. This prestigious award, bestowed by the John Pappajohn Entrepreneurial Centers of Iowa, is given to an individual that best illustrates the true spirit of entrepreneurship over one's lifetime. Krause has clearly demonstrated this spirit.

Following his graduation from the University of Iowa, Krause and his father-in-law, Tony Gentle, purchased a small bulk fuel plant and two small gas stations in Hampton, IA, which they named the Hampton Oil Company. Bill drove the bulk truck which serviced the two stations as well as local businesses and farms with fuel, and the stations began selling basic staples such as eggs, bread and milk.

In 1963 Bill and Tony formed Krause Gentle Corporation and began expanding by acquiring existing service stations from small independent owners. They were pioneers in the convenience store concept by offering fuel and merchandise and converting a typical "gas station" into a "station store". The company grew rapidly in the as the demand for convenience stores expanded in the Midwest, expanding from 65 stores in 1977 to over 430 stores today.

Kum & Go's corporate vision is to profitably grow while providing opportunities for associates and shareholders to realize their personal and professional goals, and they do this by providing fast, friendly, convenient service and products to customers. Today Kum & Go is the third largest private owner operator of convenience stores in the United States, with more than 432 stores in 11 states throughout the Midwest. Thanks to the efforts of its more than 3,600 associates, Kum & Go continues to strive for excellence in customer service and convenience – serving more than 360,000 customers on any given day.

Throughout his career, Krause's businesses have remained under private ownership, although long-term Kum & Go associates can own and operate convenience stores as stockholders through Chieftain Corporation.

Today, Bill Krause's businesses include more than just convenience stores. Holdings include Solar Transport, a fuel transport company to service Kum & Go stores and other firms; Liberty Bank Holding Company; and several sport teams such as the Cedar Rapids Silver Bullet basketball team and the Davenport River Bandit baseball farm team. Krause is also a philanthropist, supporting the University of Iowa in the Kinnick Stadium expansion and creating a fund to be used by finance classes or clubs at the University of Northern Iowa, Iowa State University, University of Iowa, and Drake University to help students gain real world investment experience.

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Bill's son Kyle Krause, President and CEO of Kum & Go, L.C., carries on the family tradition of business management, philanthropy and community involvement. In addition, as a corporation, Kum & Go gives back 10 percent of its annual profits to charitable and educational causes each year.

Although the company had humble beginnings in Hampton, Iowa, Kum & Go has grown at a remarkable pace in the past 50 years. Congratulations to Bill Krause for truly demonstrating the "spirit of entrepreneurship".



*Bill Krause, Kum & Go Founder, speaks after being honored with the Lifetime Achievement Award.*

## NIACC JPEC Welcomes Advisory Board Members

Three new members have recently joined the NIACC JPEC Advisory Board.

**Mike Dirksen** is the newly appointed Chair of the NIACC Business Division. Dirksen replaced Gary Christiansen, who recently retired. Dirksen teaches Introduction to Computers, Information Systems, and networking courses, and is also the Newman High School football coach. Dirksen, who has been at NIACC since 1988, said he plans to continue the current relationships of the NIACC JPEC and expand on those as opportunities arise. He is looking forward to serving on the Advisory Board and learning more about the internal workings of the NIACC JPEC.

**Wendy Mihm-Herold**, Vice President of North-east Iowa Community College economic development division in Calmar, replaced Ken Vande Berg, who recently retired.

**Clark Marshall**, Executive Director of Continuing Education and Economic Development at Iowa Lakes Community College in Estherville, replaced Maureen Elbert.

## Director's Notes

As 2010 comes to an end, many businesses put a final push on sales and income to meet their goals and expectations. Whether a business is ahead, on track or behind plan, there is still time to get those last sales on the books and have a great year.

The NIACC JPEC and several partners created the Ultimate Sales Academy™ nearly two years ago. Many people have taken advantage of the academy to improve their skills. Visit [www.ultimatesalesacademy.com](http://www.ultimatesalesacademy.com) for testimonials and more information. Between full classes and mini-courses, USA can drive you and your company into the top quartile in performance.

However, for those who haven't been able to attend a class yet, here are some tips on keeping sales growing.

### **1) Focus on your customer.**

Make sure to profile your best customers thoroughly. How much do they spend with you each year? What characteristics do they have that you can profile for identifying new customers like them? Why do they stick with you? You must know your products and services, but it is even more important that you know your customer and what your business does to help those customers. In this dynamic economy, the more you know about your customers, the better you will be able to retain them over the long term. Don't forget to thank them and don't be bashful about asking your best customers for referrals.

### **2) Know your competition.**

Check out their websites and compare your offerings with theirs. By knowing everything about the products and services of two or three major competitors, you can compete more effectively. Demonstrating your differences in a positive way, based on what you provide rather than what they don't, can increase your opportunities to succeed.

### **3) Work on your elevator pitch.**

An elevator pitch is one of the most important tools you have to create an opportunity for your service or product in a short time. Attention spans are limited and the time you have with another person can be very brief, but used effectively you can find new and valuable customers in that time. The key to the 30-second elevator pitch is to craft it, know it, practice it and use it.

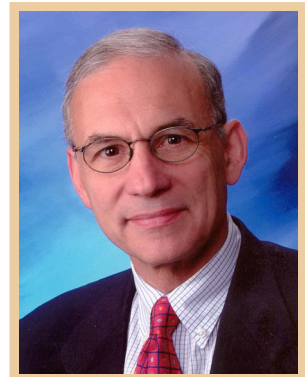
### **4) Stay positive.**

No one wants to hear from someone bemoaning the economy, their job, their products or just the day. Just as you don't want to spend time with negative people, businesses and purchasing agents are interested in spending their time and money with upbeat, positive and growing companies. Make sure you are in a positive frame of mind when approaching your customer or prospect and make sure your marketing materials reflect that positive attitude. John Pappajohn often speaks of maintaining a positive mental attitude and it is one of the most important lessons you can learn to achieve success.

### **5) Keep your focus.**

Make sure you take time to identify some large, bodacious goals and objectives both personally and for your business. Put those goals where you can see them every day and ask yourself as you spend your time each day, "Does this move me towards that goal?" If not, stop and get back on track. *Focus*, in other words, is the difference between success, achieving your goals and falling short.

Finally, **ASK FOR THE ORDER!!!**



*Jamie T. Zanios  
NIACC Vice President  
& JPEC Director*

A handwritten signature in black ink, appearing to read "Jamie Pappajohn".



## Pappajohn Business Plan Winners Announced

North Iowa's Cabin Coffee Franchising Inc., owned by Brad and Angie Barber of Clear Lake, IA, received an honorable mention in the John Pappajohn Iowa Business Plan Competition on October 6 at the Iowa Entrepreneurs Conference and Venture Forum. Cabin Coffee Franchising Inc. was one of seven winning companies in the business plan competition.

First place winner Energy Control Technologies (ECT) designs, manufactures and implements automation systems for the oil and gas, industrial/manufacturing, and biofuels markets. ECT's systems maximize operating safety and minimize energy consumed. Founded in 2008, West Des Moines-based ECT received a \$25,000 award in the competition.

Second place winner Idx is working to commercialize low-cost eye disease screening tools that have been developed at the University of Iowa. Founded in 2010, Iowa City-based Idx received a \$15,000 award in the competition.

Third place winner LuCella Biosciences, of Ames, IA, provides custom carbohydrate-based reagents to accelerate immunology, biology and vaccine discovery. The company was founded in 2008 and received \$10,000 in the competition.

Four companies received honorable mention and \$1000. In addition to Cabin Coffee Franchising Inc., other winners were Growth Design Energy Mt. Valley LLC, J&J Solutions, and Pathovacs.

"Special thanks to John Pappajohn who, through his unwavering commitment to foster entrepreneurship in Iowa, has again sponsored this business plan competition and has provided extensive support for entrepreneurship in Iowa," said Randy Pilkington, director of the John Pappajohn Entrepreneurial Center at the University of Northern Iowa. The 2010 John Pappajohn Iowa Business Plan Competition was the fifth annual competition. Applicants for the 2011 competition will be accepted through April 2011. Talk with the NIACC JPEC for more information, or visit [www.iowabusinessplancompetition.com](http://www.iowabusinessplancompetition.com).



*Iowa Business Plan Competition winners, from left to right. Jamie Zanos, NIACC JPEC Director; John Garber, Idx; Danny Cantrell, ECT; Beatrice Collet, LuCella; Randy Pilkington, UNI JPEC.*

## Global Entrepreneurship Week Featured Exciting Activities

Global Entrepreneurship Week (GEW) is a week each year when millions of young people around the world join a growing movement of entrepreneurial people to generate new ideas and to seek better ways of doing things. Countries across six continents come together to celebrate the initiative, which inspires young people to embrace innovation, imagination and creativity, to think big and to make their mark.



GEW 2010 was November 16 - 22, 2010, and there were events planned at NIACC and the surrounding communities to commemorate the week and to celebrate entrepreneurship. The week started with an "Ask the Experts" session with experts from fields ranging from finance, legal, accounting, marketing, and trademarks and patents. An *Entrepreneurs' Exchange* on Marketing Research 101 was presented by Tricia Janes, Market Research Coordinator for the Iowa Small Business Development Centers.

Elementary students received an entrepreneurial experience through Entrepreneur for a Day (E4D) sessions which were offered in Lake Mills and CAL elementary schools during the week. Other events included a Student/Faculty/Staff Marketplace at NIACC in Mason City and the kickoff for the Pappajohn New Venture Business Plan Competition for students.

According to the Global Entrepreneurship Week website, the 2010 initiative involves 100 countries; 40,000 events; and 10 million people. The NIACC JPEC was excited to take part in this global initiative.

## Barber Shares Story of Business Plan Competition

Cabin Coffee owner Brad Barber took time recently to share the process of becoming a finalist in the John Pappajohn Iowa Business Plan Competition. (See page 3 for details on the competition winners.)

Barber said, "Most of the companies that compete in the John Pappajohn Iowa Business Plan Competition are research or technical companies." As a franchise company, Cabin Coffee Franchising Inc. differed from the norm.

Barber explained the competition involved three stages - an on-line questionnaire in the spring, followed by a brief synopsis of the business, followed by a complete business plan. Seven of the companies who submitted a complete business plan were chosen to make a presentation at the Iowa Entrepreneurs Conference and Venture Forum in October in Des Moines, and all seven companies were winners of various amounts.

Brad and his wife, Angie, own several different Cabin Coffee companies, including Cabin Coffee Clear Lake and Cabin Coffee Mason City, which are the retail coffee stores in Clear Lake and Mason City; and Cabin Coffee Franchising Inc., a company which sells franchises for the Cabin Coffee concept. They currently have franchise locations in Forest City, IA; St. Charles, MN; and will be opening a third franchise location in Waterloo in November.

"We had business plans for the Cabin Coffee stores," Barber said, "but we didn't have a plan for the franchise company. We took advantage of the contest, and some time away this summer, to write a business plan." Barber said that although business plans take a lot of time to write, they are very helpful in helping set a road map for a business. Brad said that knowing the financials for the coffee stores made it easier to write the plan for the franchise company.

"You can't just have a dream - you need to know the business side too," Barber said. Cabin Coffee Franchising Inc. used the prize money, \$1000, to create new brochures to help others learn about the franchise business.

Barber concluded, "The contest was a great experience! I really appreciate the Pappajohn Center and the support they provide to area businesses."



*Exterior and interior view of the Mason City Cabin Coffee store.*

## 2011 FastTrac<sup>®</sup> Courses



### FastTrac<sup>®</sup> LaunchPad<sup>™</sup>

is a FREE introductory session (2 hours) for those interested in FastTrac who need more information.

- January 12, 2011 at the NIACC Pappajohn Center room 117. Sessions from 2-4 p.m. and 6-8 p.m.
- March 24, 2011 at Waldorf College, Forest City, in Thorson Hall room 121. Sessions from 2-4 p.m. and 6-8 p.m.

Call (641) 422-4358 to register for any session.

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**FastTrac<sup>®</sup> NewVenture<sup>™</sup>** assists the start-up entrepreneur in developing a business concept and evaluating it through each step of the business planning process. This is a course designed to teach participants how to research, develop, and write detailed start-up business plans which can be used to create successful businesses.

- Thursdays from January 20 - March 24 at the NIACC campus in Mason City. 6:00 - 9:30 p.m. Course BUS-143-N001.
- Mondays in Forest City (Thorson Hall at Waldorf) and Thursdays in Lake Mills (Lake Mills High School computer room) from April 7 through May 12. 6:00 - 9:30 p.m. Course BUS-143-N002.

Register for either FastTrac course by calling (641) 422-4208.

## Two North Iowa Businesses Receives NanoLoan Funds

Owners of two Forest City businesses, *Digitallic* and *City Cab*, recently received NanoLoans through the NIACC JPEC. NanoLoans, available in amounts up to \$2500, are designed for businesses in the “pre-bankable” phase and can be used for prototype development, patents, equipment, working capital and other start-up costs.

Digitallic, owned by Heather Clement, re-opened in September and was formerly known as “Picture This”. Clement has extensive experience in the film and visual printing field and six-years of experience in a one-hour photo lab. As well as offering retail printing, Clement is developing a website to be used to digitally send photos for processing. Visit [www.digitallicHC.com](http://www.digitallicHC.com) for details. Clement said, “The NanoLoan program was an empowering first step in financing my business and the money I spent on the NIACC FastTrac® course was the best investment in education that I ever made.”

City Cab owner Barry Carter has a goal of providing a quality taxi service to Mason City and the surrounding areas at a reasonable rate. Carter said, “Without this loan I would have been out of business.” Carter has over two years experience as a driver and previously owned Carter’s Taxi Service in Harrisonburg, Virginia. Contact City Cab at 641-423-5826 or by e-mail at [citycabmc@aol.com](mailto:citycabmc@aol.com).



*NIACC SBDC Director Ted Bair awards Heather Clement, Digitallic owner, a NanoLoan.*



*NIACC SBDC Director Ted Bair awards a NanoLoan to City Cab owner Barry Carter.*

“It has been very rewarding to help these individuals achieve their dream of owning and operating their own businesses and I look forward to being of service to them going forward,” said Ted Bair, NIACC SBDC Director.

NanoLoan applicants are required to successfully complete the FastTrac® New Venture™ course; a 10 week ‘business boot camp’ that exposes entrepreneurs to key aspects of being a small business owner and helps them put together a business plan. FastTrac® graduates from NIACC have enjoyed significantly better business survival rates with over 200 businesses founded since 1997 and 78% still in business today.



**John Pappajohn Entrepreneurial Center**  
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### NIACC JPEC Staff

<i>Jamie T. Zanios</i>	NIACC Vice President & JPEC Director
<i>Tim Putnam</i>	Associate Director
<i>Ted Bair</i>	Small Business Development Center Director
<i>Mark Olchefske</i>	Regional Business Development Services Director
<i>Terry Schumaker</i>	NIACC Cont. Ed Dean/ Director Econ. Dev.
<i>Kelley Crane</i>	School Partnership Entrepreneurial Coordinator
<i>Linda Rourick</i>	Administrative Assistant - Business Incubator
<i>Mary Spitz</i>	Administrative Assistant - NIACC JPEC
<i>Patti Tornquist</i>	Editor

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<i>Shannon Latham</i>	Latham Hi-Tech Seeds
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<i>Tom Lundeen</i>	Aspen Hills, Inc.
<i>Clark Marshall</i>	Iowa Lakes Community College
<i>Wendy Mihm-Herold</i>	Northeast Iowa Community College
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<i>Robert Perry</i>	Retired Educator
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<i>Jayson Ryner</i>	NIACC
<i>Ted Vosburg</i>	Midwest Meter
<i>Steve Weiss</i>	VAST
<i>Rick Whalen</i>	Butler/Grundy REC
<i>Terry Wisner</i>	TeamQuest Corporation

## *Youth Entrepreneurial Academy Held in June*

Sixteen high school students representing eight school districts participated in the 12th annual Youth Entrepreneurial Academy (YEA) offered by the NIACC JPEC in June.

The objectives of the academy were to expose students to entrepreneurship, provide students with an opportunity to apply their skills and creativity, help students understand critical thinking skills and give students another career option of being a “job creator” instead of a “job taker.” During the week, student teams developed business plans and gave group presentations to an audience of 60 individuals. Mark Stanton of Boxes Unlimited; Jean Schilling of Kaleidoscopes to You; and Neil Fell from Liberty Bank in Garner served on a panel that provided critique and encouragement for the students’ business plan presentations.

YEA instructors were Brad and Angie Barber, Cabin Coffee Company; Randy Smit, NIACC Marketing/Management instructor; and Tim Putnam, NIACC JPEC associate director. Tom Kirby, Mason City High School and Diana Wright, ISU student, were counselors; and three former YEA graduates, Val Burgardt, Spencer Stensrude and Kevin Breister, also assisted the during the week.

Funding for the 2010 Youth Entrepreneurial Academy was provided by the John K. and Luise V. Hanson Foundation and the NIACC JPEC.



John Pappajohn Entrepreneurial Center  
North Iowa Area Community College  
500 College Drive  
Mason City, IA 50401



### *2010 YEA participants:*

*Charles City: Sonny Diesburg and Rachel Smith  
Mason City: Blake Crow, April Jennings-Stoyles and Harley Nelson  
Newman: Kirstyn Kemna and Reid Platts  
Northwood-Kensett: Sarah Hovey and Jacob McGrane  
Osage: Carly Gast and Abbie Lang  
St. Ansgar: Bradford Bisbee and Emily Johnson  
West Fork: Faith Lau and Makenzii Rasmus  
West Hancock: Lindsey Burgardt*

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