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Joan Severson, Member

**Iowa Small Business Development Center**  
Jim Heckmann, State Director

**Renew Rural Iowa/Iowa Farm Bureau Federation**  
Sandy Ehrig, Economic Development Administrator



## Leadership is making a difference...

Entrepreneurial development has been a priority of Governor Chet Culver and the Iowa Legislature with the passage of HF829 in 2007.

The program focuses on Iowa's targeted industry clusters: Information Technology, Biosciences and Advanced Manufacturing.

The newly-formed Innovation and Commercialization Division of the Iowa Department of Economic Development is the organizer of the IVCEC.

Iowa Department of Economic Development  
Innovation and Commercialization Division

- Mike Tramontina, Director
- Karen Merrick, Division Administrator

# 10<sup>th</sup> Iowa VENTURE Capital & Entrepreneur CONFERENCE

## ANNIVERSARY

## 2000 - 2009

Capitalizing on resources, inspiration and skill development, the Iowa Venture Capital & Entrepreneur Conference (IVCEC) brings together Iowa's entrepreneurial community. It offers entrepreneurs, investors, community leaders and economic developers a broad range of networking opportunities, workshops and presentations.

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*"This is a one of a kind opportunity to hear first hand from Iowa's most successful entrepreneurs as they describe the challenges they have faced and how they overcame them."*

Steve Carter,  
Director  
ISU Pappajohn Center



## Evolved over time...

The IVCEC made its debut in 2000. Since then it has attracted more than 300 persons annually. The John Pappajohn Entrepreneurial Centers (JPECs), Iowa Department of Economic Development (IDED) and businesses hosted the first conference. Now, entrepreneurs, trade associations and investors have joined the sponsorship list.

At the first conference, Mr. John Pappajohn, entrepreneur and philanthropist, announced that he would provide \$5,000 in seed money awards to students or student teams. This program continues through the JPECs.

In 2006, Mr. Pappajohn launched the Iowa Business Plan Competition, and for the past three years has donated \$50,000 each to the top three in the competition for start-up seed money. This competition is designed to stimulate business development and provide recognition to outstanding businesses. The competition winners are announced at the annual conference.

For more information on the competition visit:  
[www.iowabusinessplancompetition.com](http://www.iowabusinessplancompetition.com)

*"This conference has a valuable history of connecting entrepreneurs with technical and financial resources. The IVCEC brings statewide attention to the needs and opportunities to grow Iowa's entrepreneurial businesses."*

Sandy Ehrig,  
Economic Dev. Administrator  
Iowa Farm Bureau

## Unique blend...

Over the years, the IVCEC was held in conjunction with the Venture Network of Iowa Forum (VNI) where select companies present to leading investors. This has been a great venue for entrepreneurs seeking capital to showcase their business venture and for venture capital firms to gain access to potential investments.

Previous conference highlights include:

- National keynoters: Madolyn Johnson, Jerry Stead, Donald Keough, Mark Thompson
- Iowa natives' personal entrepreneurial stories: Tom Bedell, Dan Sabin, Roger Underwood, Tom Cardella
- Entrepreneurial panel discussions on growing your business, building a strong management team and marketing products
- Exhibits featuring many of Iowa's up and coming businesses

## Highlighting involvement...

Recognizing the significant contributions to entrepreneurial development in Iowa, Mr. Pappajohn has presented a Lifetime Achievement Award each year at the conference to the following individuals: Dick Jacobson, Don Keough, Jerry Stead, John Ruan, Tom Bedell, Russ Gerdin and Marvin Pomerantz.

## Comments from past attendees...

"Learned to focus on what we can control. Focus on the customer."

"Excellent speakers-very informative with good tips and advice on marketing and research."

"There was lots of great info packed into a short amount of time."

"As an economic developer it refreshed the importance of a business plan and the levels of complexity available."

"Feel privileged to be in the same room as so many successful people."

*"I attended the 2008 IVCEC conference and was very glad I did. The sessions were timely and featured business owners who were willing to share their stories. One of the most valuable offerings was the time to talk one-on-one with a business advisor about my business challenges. I will attend again in 2009."*

Lu Spaine  
Business Owner  
Zumi