



FOR IMMEDIATE RELEASE

December 10, 2018

Free Start Smart Workshop to be offered in Mason City

The NIACC Pappajohn Center and the Small Business Development Center (SBDC) is offering a **free** two-hour workshop designed for anyone who is considering starting a business. At *Start Smart*, participants will learn how to create a business plan, do market research, consider different types of business ownership, and learn how to register a business.

Start Smart will be offered on Wednesday, December 19 from 6-8 pm at the Pappajohn Center room #117 on the west side of the NIACC campus.

The activities involved in starting a business fall under two broad categories—feasibility (the business plan) and administrative tasks. While we like to focus on the feasibility issue, *Start Smart* provides information and the chance to ask questions on numerous other topics including:

- Business registration
- Doing customer research
- How bankers evaluate business concepts and loans
- Start-up costs
- Business plan tips
- And more

After attending *Start Smart*, Small Business Development Center staff will be available to assist you in reviewing your business plan, or to provide guidance with other issues. To register, contact Mary Spitz-SBDC office at NIACC: 641.422.4342 or mary.spitz@niacc.edu.

The NIACC John Pappajohn Entrepreneurial Center is the expert in rural business innovation and success. In partnership with North Iowa's Small Business Development Center, together we provide tools, support, and resources to Iowa's entrepreneurs. We counsel both new and existing local businesses, from Main Street to industry leaders. We're growing Iowa's entrepreneurial culture through grade school initiatives, college and community programs, and business training and development. Contact the NIACC Pappajohn Center at **641-422-4111** or pappajohn@niacc.edu.

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