

**WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) REQUEST FORM**Date: 9/21/16Weekly Agenda Date: 9/27/16**ELECTED OFFICIAL / DEPARTMENT HEAD / CITIZEN:** RED Dir., Judy Thompson (BCU)**WORDING FOR AGENDA ITEM:**

Consideration of Financial Support for Regional Entrepreneur Grant Competition "Swimming with the Sharks" at Briar Cliff University

**ACTION REQUIRED:**Approve Ordinance ☐Approve Resolution ☐Approve Motion ☒Give Direction ☐Other: Informational ☐Attachments ☒**EXECUTIVE SUMMARY:**

The Briar Cliff University Business Dept. and it's Enactus (Entrepreneurial Action in Us) student organization, requests Woodbury County to consider providing a \$1,000 contribution to support the regional entrepreneur grant competition "Swimming with the Sharks" at Briar Cliff University. This event is one of many held during "Entrepalooza" which is a 2-week long series of events within the Siouxland region devoted to providing students (Elementary through College), small business owners and the general public with resources and technical assistance related to entrepreneurship and small business development.

**BACKGROUND:**

The Rural Economic Development department has contributed \$1,000 to this annual event for the past 4 years with the RED Director serving as one of the judges for the competition. The City of Sioux City, The Siouxland Initiative, Siouxland Economic Development Corporation, and the City of South Sioux City are also financial supporters of this annual grant competition.

**FINANCIAL IMPACT:**

\$1,000 from the Rural Economic Development Dept. budget.

**IF THERE IS A CONTRACT INVOLVED IN THE AGENDA ITEM, HAS THE CONTRACT BEEN SUBMITTED AT LEAST ONE WEEK PRIOR AND ANSWERED WITH A REVIEW BY THE COUNTY ATTORNEY'S OFFICE?**

Yes ☐ No ☐

**RECOMMENDATION:**

Approve request of \$1,000 from the Rural Economic Development department budget to support the regional entrepreneur grant competition, "Swimming with the Sharks".

**ACTION REQUIRED / PROPOSED MOTION:**

Motion to approve request of \$1,000 from the Rural Economic Development department budget to support the regional entrepreneur grant competition, "Swimming with the Sharks".



FOR MORE INFORMATION ABOUT ENTREPALOOZA:  
Contact Judy Thompson at [judy.thompson@briarcliff.edu](mailto:judy.thompson@briarcliff.edu) or (712) 279-5549.



MONDAY, FEB. 15

## The Journey to Your Vision

8:30 am - 1:00 pm • ISU Design West  
1014 1/2 4th Street • Sioux City

"The Journey To Your Vision" is uniquely designed to help Iowa entrepreneurs uncover opportunities for improving their business by understanding the stages of business growth, their unique challenges, and methods to overcome them. Sponsored by Iowa's West Coast Initiative, Iowa Farm Bureau and CIRAS.

CONTACT: (800) 254-9670 with questions or to register for the event

## A Conversation with Ted Waitt

6:30 pm • Briar Cliff University  
St. Francis Center, Stark Student Center

Hear Ted talk about his path to entrepreneurship and the history of Gateway Computers and the audience will have the opportunity to ask questions at the end. Sponsored by the Siouxland Economic Development Corporation. Free and open to the public.

CONTACT: Judy Thompson, BCU  
(712) 279-5549 or [judy.thompson@briarcliff.edu](mailto:judy.thompson@briarcliff.edu)

TUESDAY, FEB. 16

## Consulting Fair

6:30 pm • Western Iowa Tech Community College  
Advanced Sciences Building L416-417 • Sioux City

Get free business consulting from area experts to help start or grow your business. Get plugged into the Siouxland entrepreneurship community.

CONTACT: Todd Rausch, SBDC Regional Director  
(712) 274-6564 or [todd.rausch@witcc.edu](mailto:todd.rausch@witcc.edu)

CONTACT: Tom Eakin, SCORE  
(712) 277-2324

WEDNESDAY, FEB. 17

## Speed Networking

5:30 pm • Springboard Coworking  
700 4th Street #210 • Sioux City

Speed dating isn't just for relationships... it's for networking! Maximize your opportunity to meet business leaders and students in the Siouxland area at our Speed Networking event. Hosted by Morningside College's Entrepreneurship Group.

CONTACT: Paige McKern, President of  
Entrepreneurship Group at Morningside College  
[pem003@morningside.com](mailto:pem003@morningside.com)

THURSDAY, FEB. 18

## Ice Cream Cocktails & Biz Tales

6:00-8:00 pm • P's Pizza House  
630 8th Ave SW • Le Mars, IA

A chance to network and brain-pick fellow entrepreneurs from Siouxland while treating yourself to ice cream cocktails in the Ice Cream Capital of the World®.

CONTACT: Neal Adler,  
Executive Director LACC  
(712) 546-8821 or  
[neal@lemarschamber.org](mailto:neal@lemarschamber.org)

FRIDAY, FEB. 19

## 5th Grade Jump Start Market

9:30 - 10:30 am • College Center, Room 126  
South Sioux City

The public can buy food products created by fifth graders from Cardinal School during South Sioux City Chamber of Commerce's Coffee Hour. Sponsored by Northeast Community College Enactus Team

CONTACT: Pam Miller, College Dean,  
Enactus Advisor  
(402) 241-6400 or [pmiller@collegecenter.org](mailto:pmiller@collegecenter.org)

# ENTREPALOOZA

CELEBRATING  
ENTREPRENEURIAL  
SPIRIT IN SIOUXLAND

MONDAY, FEB. 22

## The Recipe for a Small Business Community

Steve Records, VP of Field Operations, SCORE

6:30 pm • College Center, Room 126  
South Sioux City

Find out what it takes for Siouxland to support its small businesses from an expert from the national SCORE organization. SCORE provides free services to entrepreneurs and small businesses.

CONTACT: Tom Eakin, SCORE  
(712) 277-2324

TUESDAY, FEB. 23

## Innovation Grow

3:30 pm • Ho-Chunk Centre

Students from the three Sioux City Community schools taking an Entrepreneurship class will pitch the business ideas to Sioux City GO judges. The judges will make a decision and the winning business receives \$200 from Briar Cliff's Enactus team.

CONTACT: Judy Thompson  
(712) 279-5549 or [judy.thompson@briarcliff.edu](mailto:judy.thompson@briarcliff.edu)

## Sioux City Growth Organization's Innovation Market

5:00-8:30 pm • Ho-Chunk Centre

Browse and vote on business ideas and have an opportunity to network. Hear local and national entrepreneurs share their experiences. Competition finalists will be announced that night at 8:00 pm. Interested in getting a \$5,000 grant for your business? Entrepreneurs between the ages of 18 and 40 can submit their ideas until February 21. Go to [www.sioxcitygo.com/innovatesc](http://www.sioxcitygo.com/innovatesc)

CONTACT: Jennifer Bower  
[jen\\_bower03@yahoo.com](mailto:jen_bower03@yahoo.com)

WEDNESDAY, FEB. 24

## Education Summit

Creating Young Entrepreneurs and Innovators

4:30-5:30 pm • Iowa State Design West Center  
1014 1/2 Design Place • Sioux City

In order to encourage entrepreneurship education in the area school systems, an Education Summit: Creating Young Entrepreneurs and Innovators event will be held on Wednesday, February 24 from 4:30 to 5:30 pm at the Iowa State Design West Center in downtown Sioux City. A panel of educators will discuss their experiences with implementing entrepreneurship curriculum into their schools. A question and answer session will follow the panel discussion.

CONTACT: Judy Thompson  
(712) 279-5549 or [judy.thompson@briarcliff.edu](mailto:judy.thompson@briarcliff.edu)

THURSDAY, FEB. 25

## Swimming with the Sharks



6:30 pm • Briar Cliff  
University, St. Francis Center,  
Stark Student Center

Seven Finalists pitch their ideas for starting or growing a business in Siouxland.

CONTACT: Judy Thompson  
(712) 279-5549 or [judy.thompson@briarcliff.edu](mailto:judy.thompson@briarcliff.edu)

To the Woodbury County Board of Supervisors and Woodbury County Economic Development Director:

Jeremy Taylor  
Matthew Ung  
Larry Clausen  
Mark Monson  
Jaclyn Smith  
David Gleiser

Request for Economic Development funding from Woodbury County Economic Development for the 2017 Swimming with the Sharks competition.

On behalf of the Briar Cliff University business department and its Enactus organization, I am requesting a \$1,000 economic development grant for the February 23, 2017 Swimming with the Sharks program. Swimming with the Sharks is a competition where Siouxland entrepreneurs can pitch their businesses to a panel of judges for possible grant funding. Most of the judges come from the Economic Development entities that provide the grant money. David Gleiser has served as a judge in the past few years.

The objectives of the competition are to:

- Promote economic development in Siouxland
- Encourage young people to stay in Siouxland
- Encourage Siouxland entrepreneurs to grow in Siouxland

Woodbury County has supported this program in the past with a funding of \$1,000. Below are the 2016 winners.

1st place Geoff Arnold and Luis Trejo Lienwaivers.io \$2,500.

2nd place Jim Braunschweig Flickboards \$1,500.

3rd place Adam Gonshorowski Kesshi Studios \$500.

3rd place Lloyd Lee and Travis Hemmingson Qneo \$500

Last February, approximately 150 watched the pitches and the competition garnered publicity from both traditional media and websites.

Please let me know if you have questions. I may be reached at 712 279-5549 or [judy.thompson@briarcliff.edu](mailto:judy.thompson@briarcliff.edu).

Judy Thompson  
Professor of Business Administration  
Briar Cliff University

# State board awards funds to 2 Northwest Iowa industries, 1 startup

lienwaivers.io

2016 Winner

IAN RICHARDSON [irichardson@siouxcityjournal.com](mailto:irichardson@siouxcityjournal.com) Jun 17, 2016

DES MOINES | The Iowa Economic Development Authority Board on Friday awarded financial aid packages to two Northwest Iowa manufacturers and one Sioux City startup planning to expand and add or retain jobs.

Kooima Company, a laser-based fabrication job shop based in Rock Valley, was awarded \$121,000 in tax credits for a proposed \$12.1 million modernization project that will include the acquisition of fiber lasers, automated storage and retrieval equipment, press brakes and robotic welding systems over the next three years. The company currently employs 151 workers.

The state board also awarded the Sanborn-based Associated Milk Producers Inc., a dairy marketing cooperative owned by 2,200 Midwest dairy farm families, a \$37,500 forgivable loan and tax benefits via the High Quality Jobs Program. The funds will aid in expansion of its cheese plant and purchase of cheese-making equipment and whey processing equipment to increase capacity and efficiency of its facility.

The project is expected to result in a capital investment of \$16 million, and the funding will help the company retain nine jobs at a qualifying wage of \$19.44 per hour. The company currently has 92 full-time employees.

Sioux City startup [lienwaivers.io](http://lienwaivers.io), a software service that simplifies the lien waiver exchange process for builders, received \$25,000 from the Proof of Commercial Relevance program to build out and validate its platform.

The team is adding budgeting, invoicing, approval and payment functions to their lien waver exchange with the goal of creating an automated, cloud-based disbursement platform, according to the IEDA.

In total, the IEDA board awarded direct financial assistance and tax benefits to four companies for job creation and expansion projects on Friday.

The awards will help create 39 jobs, retain nine jobs and result in nearly \$44 million in new capital investment for the state.

The board also approved innovation funding for a total of four startups.

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## Siouxlander takes dive into local entrepreneur scene

Qneo

2016

Winner

ALLY KARSYN [akarsyn@siouxcityjournal.com](mailto:akarsyn@siouxcityjournal.com) Jun 27, 2016

SIOUX CITY | In nearly 30 years, a Sioux City native never sunk his teeth into one of the old-fashioned franks from George's Hot Dog Shop. Some locals might call it blasphemous. Or just plain unbelievable.

Lloyd Lee couldn't believe it himself. He had traveled the world eating pad Thai in Thailand, pig rectum and octopus in Korea and Nasi Goreng in Indonesia, following native customs by using his hands to scoop up the spiced fried rice and shredded meat.



He went to open air markets where fish flopped around on the table until their heads were chopped off and, against better judgment, he bit into a durian, a spiky foul-smelling fruit found all over southeast Asia.

Yet somehow, he spent part of his childhood living on Sioux City's west side without stepping into the locally-famed hot dog shop.

Not too long ago, he finally went in to tell the owners about Qneo, a mobile app he developed with business partner Travis Hemmingson. It's like a hyper-local version of Groupon, which offers a limited number of discount deals in Sioux City.

Pursuing this entrepreneurial endeavor, the budget backpacker has wandered far off the path he thought he was supposed to follow.

At one time, Lee had dreams of getting a big, flashy job in corporate finance that would take him overseas. After spending a semester in Italy and afterwards backpacking through Europe, he fell head over heels in love with travel, especially meeting new people and hearing their stories, which he gets to do now when he meets with small business owners to tell them about his coupon app.

"I knew I didn't want to go into finance," he said. "I just kind of made it through because I thought that I had to get my degree, get a job, work, then retire and die. I thought that was how life went."

Instead of taking a traditional trajectory, hurtling toward death, he found a way to get paid to live abroad and went to teach English to elementary school kids in Korea.

Upon his arrival in Tongyeong, Lee thought he knew how to travel since he'd been all over Europe, but his survival skills put to the test as he stepped out onto the streets lined with signs and lettering in indecipherable symbols. He had no phone, no directions back to his apartment written down and no grasp of the Korean language.

Eventually, he found his way around. During down time, he taught himself how to use Photoshop and Illustrator by watching YouTube videos. That led to learning coding and web development.

After three years in Korea, his whims took him deep sea diving around the Philippines, Thailand, China, Laos, Vietnam and Malaysia. He couchsurfed for about six months. Not knowing what he was going to eat or where he was going to sleep was thrilling.

He settled in East Timor, one of the youngest countries in the world, north of Australia, ringed by coral reefs. He worked at a scuba shop and went diving in the pristine waters three times a day.

Eventually, reality sunk in. He had student loans to pay. He made enough money to buy a ticket back to the United States by way of England, where he went to visit his British girlfriend one more time.

Lee returned to Sioux City in November 2014, entering a new kind of unknown. Unemployment.

He ended up in the marketing department of a tech company. That didn't last long. The structured corporate setting didn't agree with his freewheeling nature. So, when he was laid off two months ago, he didn't seek another 9-5. Instead, he's fully committed to Qneo, a side project he started last year.

Travel prepared him to take the leap. For Lee, being an entrepreneur is just as unpredictably exciting as gallivanting across the globe.

He pinched every penny to be able to buy plane tickets, prioritizing experiences over material possessions. Now, running a cash-strapped startup, his go-to outfit is a Qneo T-shirt; he's 30 and lives with roommates and never goes out to eat.

"It's hard work for no pay," he said. "It's a gamble. It's a risk. But I've always taken gambles and risks, calculated, I think, but maybe it's a little bit crazy."

After spending several years chasing the highs of new experiences abroad, by maintaining a traveler's mindset, he's discovered a different side of his hometown that he never knew.

# SCORE!

Flickboards  
2016 winner

## Sioux City dad designs board game for his soccer-loving son

ALLY KARSYN akarsyn@siouxcityjournal.com Jun 21, 2016

SIOUX CITY | When a father couldn't find the perfect gift for his soccer-loving son, he made one, using gutter guard and golf tees pegged into a painted piece of wood.

The rough-hewn board game scored big points with 4-year-old Brady, and the adults played it as much as the kids over the holidays. Someone asked Jim Braunschweig if he'd make and sell more. He doubted it.

That was the beginning of Flickboards, a patent-pending product inspired by his son and handcrafted by his father.

Almost a year after giving his son the game, Braunschweig participated in the first-ever University of Iowa Venture School program presented in Sioux City in partnership with Western Iowa Tech Community College.

Through the intensive six-week program, he conducted over 60 customer discovery interviews and used the feedback to fine-tune the product and its marketing strategy.

"We wouldn't be where we are right now without doing that," he said. "I had completely different ideas about how I would sell or market Flickboards.

"Even the shape of the board and the overall product and how it's made was influenced by what I learned in Venture School. I wouldn't have taken the steps to do it on my own. You need that encouragement. You need a coach or a mentor or somebody to really push you and guide you."

Established in 2013, the Venture School program is built from a streamlined curriculum developed by the National Science Foundation at Stanford University and the University of California, Berkeley. It has helped guide over 170 entrepreneur teams and awarded over \$120,000 in cash prizes.

Six award-winning teams in Sioux City received \$500-\$1,000 following a pitch competition.

Braunschweig, who works full-time at J.D. Gordon Creative Labs, used his \$500 award to obtain a license to use the Iowa Hawkeyes logo on the board game. He also made a pitch for Flickboards at Swimming with the Sharks, a grant competition at Briar Cliff University, and put the second place prize of \$1,500 toward the rights to use logos from Iowa State University, the University of Northern Iowa and North Dakota State University.

Flickboards can be customized for football or soccer and hung on the wall when not in use. Prices range from \$85-\$135, depending on the team, photos or graphics selected.

Since the game was made for a preschooler, it has a simple concept.

Two players take turns flicking a wooden checker across the board until one scores. Like soccer or football, the chip returns to center field after a goal. The non-scoring player gets to "kick off." The first to five, wins.

Braunschweig's son, who just graduated from kindergarten and still loves soccer, helped him come up with the rules of the game. For example, players can't score off the initial flick, and if the chip goes out of bounds, the other player receives two shots in a row.



While Braunschweig handles all of the marketing and design aspects of Flickboards, his dad, an art teacher, does the finishing work on each board, adding the trim and pegs.

Three generations of Braunschweig boys, working on Flickboards, that's a winning combination.

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## Seasonal suds: Winslow pushes envelope with revolving menu of beers

EARL HORLYK ehorlyk@siouxcityjournal.com Sep 21, 2016

SIOUX CITY | A former middle school science teacher, Jackson Street Brewing Co.'s Dave Winslow considers himself a student when it comes to beer.

"You'll never know everything there is to know about beer," he said inside his 607 Fifth St. tasting room. "That's what makes experimenting and pushing the envelope so much fun."

Winslow has been busily brewing brand new beers bearing provocative names like Rod the Well Man IPA, Little Wood Stout, Matt's Fat Baby Irish Red and a Woodbury Merlot Infusion, which boasts an alcohol-by-volume rating of more than 11 percent.

"(The Merlot-infused beer) is surprisingly smooth and very tasty," he said, pouring the deep-violet, barrel-aged beer into a snifter. "People seem to like it a lot."

Another fan favorite has been Jackson Street Brewing's Oktoberfest beer.

"Who wouldn't enjoy a malty, full-bodied, German style of lager?" Winslow asked. "This will be perfect for fall."

A home winemaker before he turned to beer, Winslow opened his downtown tap room more than a year ago.

"Personally, I like a variety of beer and I love exploring the flavor of something you make yourself," he said. "While beer-making is a creative process, there's still a lot of grunt work involved."

And until recently, this "grunt work" required Winslow to be on site all the time. This became a hardship since he and his wife Tia have a 19-month-old son, Jackson, and a 2-week-old son, Pierce, at home.

"I just came to the realization that I needed to be home with my family," he said. "I've have some great knowledgeable employees and that means I can get the occasional day off."

Which isn't to say that Winslow is resting on his laurels. He's already conjuring up ideas for new brews.

"I enjoy having a beer selection that's constantly changing," he said. "I don't like drinking the same beer over and over again, and neither do my customers."

Ordinarily a fan of a hoppy India Pale ale (IPA) and a nice dark stout, Winslow is acquiring a taste for sour beers.

"We had a raspberry sour that was pretty popular," he said. "We're considering a cranberry sour but may end up pairing it with a sweeter fruit. You may think you like sour beers but some fruits may be just too sour."

This may be where Winslow's background in science comes into play.

"There are certain classic styles of beers," he said. "What we're just trying to bring is a new perspective to many of those classic styles."

Jackson Street  
Brewing Co.  
2015  
Winner