

SMART START WORKSHOP

**Saturday, October 18
9 AM - 4 PM**

**Iowa State Research
Park Core Facility
1805 Collaboration Pl.
Ames, IA 50010**



The Iowa State University Pappajohn Center for Entrepreneurship, Ames Alliance, and the Small Business Development Center (SBDC) will be hosting a "crash course" workshop for anyone who has ever considered starting a business. During this workshop, attendees will learn various topics such as insurance, intellectual property, business organization, registration, and operations. Topics will be presented by local business professionals.

This is a free workshop that is open to the public; however, registration is required. Half-day registration is also available.

Learn about topics such as:

- Banking basics
- Intellectual property
- Insurance
- Legal
- Accounting
- Marketing
- Business organization
- Registration
- Operations

FREE TO ATTEND!

www.isupjcenter.org/event/smart-start-workshop/

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SMART START
Small Business Workshop
October 18, 2025

Economic Development Core Facility, Room 1200, 1805 Collaboration Pl. Ames

SESSION 1 (9:00 AM to 12:15 PM)

8:40 am	Registration/Doors Open – Training Room, Main Floor
9:00	WELCOME – Jim Patton, America's SBDC
9:15	INTELLECTUAL PROPERTY – Todd Van Thomme, <i>Nyemaster Goode P.C.</i>
10:00	INSURANCE FOR SMALL BUSINESS – Andrew Ricklefs, <i>Knapp Tedesco Insurance</i>
10:45	Break
11:00	BANKING BASICS – Doug Ragaller, <i>Northwest Bank</i>
11:45	OPERATING A SUCCESSFUL BUSINESS – Zackry Brannen, <i>Perfect Plantista</i>
12:15	Break for Lunch

SESSION 2 (12:45 PM-4:00 PM)

12:45	INGREDIENTS FOR SUCCESS – Jim Patton, America's SBDC
1:00	LEGAL ASPECTS OF RUNNING A BUSINESS – Tim Gartin, <i>Hastings & Gartin</i>
1:45	ACCOUNTING FOR SMALL BUSINESS – Chris Moon, <i>ISU Professor</i>
2:30	Break
2:45	MARKETING YOUR BUSINESS – Susan Fleming, <i>ISU Professor</i>
3:30	OPERATING A SUCCESSFUL BUSINESS – Paula Feltner, <i>Bricktown Bakery</i>
4:00	Adjourn/Q&A (optional)

PRESENTER CONTACT INFORMATION

Smart Start Workshop

October 18, 2025

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