

# Entrepreneur Field Day Guide

## OCTOBER-NOVEMBER 2023

Welcome to the Greater Des Moines Partnership's Entrepreneur Field Days series, sponsored by the Iowa Economic Development Authority. This inaugural 7-session series will take place at locations across Greater Des Moines (DSM). Drawing on Iowa's rich agriculture heritage, field days have been taking place since the turn of the 20th century. Now, this event series will expand the lessons learned from farming into all forms of entrepreneurship, spotlighting the brilliant business minds in our communities — both rural and urban, big and small — and all visionary leaders building businesses in DSM.

During the Entrepreneur Field Day series, tap into peer-to-peer knowledge and skillsets that will help you become a resilient entrepreneur. The series is also an opportunity to continue building a strong small business and startup community in Central Iowa.

Entrepreneurs learn best from entrepreneurs. Approach these field days with a spirit of curiosity, and shared respect, using these guides as a tool for your experience and notes.

## ENTREPRENEUR FIELD DAY SCHEDULE

<b>Session 1</b> Tuesday, Oct. 10	<b>PowerPollen</b> Seeding A New Innovation in Ag (Ames)	Page 2
<b>Session 2</b> Wednesday, Oct. 18	<b>Grade A Gardens</b> Creating A Sustainable Food Movement (Earlham)	Page 3
<b>Session 3</b> Wednesday, Oct. 25	<b>Wander Women</b> Building an Inclusive Community Through the Outdoors (Des Moines)	Page 4
<b>Session 4</b> Wednesday, Nov. 1	<b>xBk Live</b> Building the Business of Music in DSM + Live Show (Des Moines)	Page 5
<b>Session 5</b> Thursday, Nov. 2	<b>Lashier Graphics</b> Servicing Analog and Bringing Brands to Life (Grimes)	Page 6
<b>Session 6</b> Wednesday, Nov. 8	<b>Lola's Fine Hot Sauces</b> Creating A League of Their Own in Hot Sauces (Altoona)	Page 7
<b>Session 7</b> Thursday, Nov. 16	<b>VizyPay</b> Bootstrapping Pays Off at Scale (Waukee)	Page 8

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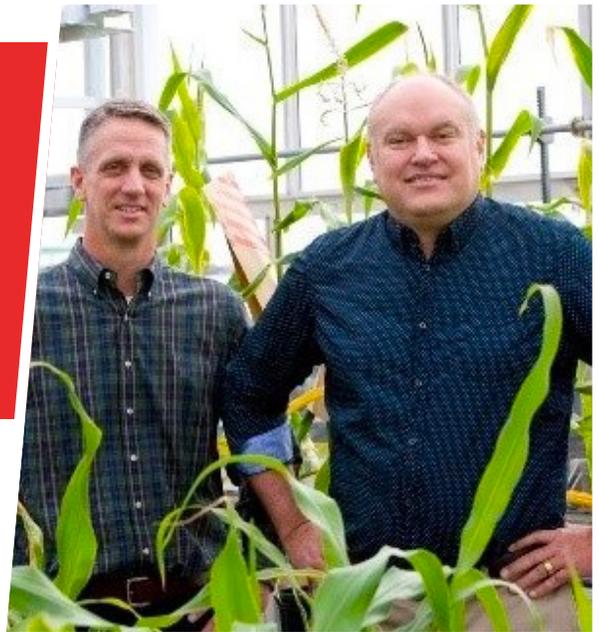


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# Session 1: Seeding A New Innovation In Ag

Tuesday, Oct. 10, 1-3 p.m.



## Host: Power Pollen

27253 US HWY 69, Ames, IA 50010

**Speakers: Jason Cope and Todd Krone, co-founders of PowerPollen**

**PowerPollen** has engineered new technologies that improve seed production and increase agricultural productivity by enabling more effective cross-pollination. The technology enables pollen to be preserved, stored, and then applied at the optimal time to increase yields and minimize risks associated with today's standard seed practices.

## Learn and Discuss:

- The journey to building a scalable business model
- Attracting global customers and partnerships
- Increasing ag productivity through point-source, cross-pollination techniques
- Proving a technology through field testing and pilots

## NOTES:

Learn more and register at  
[DSMpartnership.com/field-days](https://DSMpartnership.com/field-days)

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# Session 2: Creating a Sustainable Food Movement

Wednesday, Oct. 18, 11 a.m.-1 p.m.



**Host: Grade A Gardens**

34802 I Ave. Earlham, IA 50072

**Speaker: Jordan Clasen, owner of Grade A Gardens**

**Grade A Gardens** started with an interest in growing garlic, which led Jordan Clasen to want to grow all kinds of fruits and vegetables. Today, the farmers behind one of Central Iowa's growing organic farmers include Jordan, Whitney Clasen and Tate Carlson. What began as a gourmet garlic farm, Grade A Gardens now markets through a CSA, the Downtown Farmers' Market and at Des Moines' finest restaurants and specialty grocers.

## Learn and Discuss:

- Marketing work that matters through garlic and organics fruits and vegetables
- Building beautiful displays that sell
- Cultivating strategic partnerships in food and farming
- Organic farming methods and seed selection

Lunch will follow the field day.

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# Session 3: Building An Inclusive Movement Through The Outdoors

Wednesday, Oct. 25, 4-6 p.m.



## Host: Wander Women

2830 Easter Lake Drive, Shelter 4, Des Moines, IA 50320

**Speakers:** Kerri Sorrell and Jenn Riggs, co-founders of Wander Women

**Wander Women** empowers, guides and connects women through camping and hiking trips throughout the Midwest. It was evident to Jenn Riggs, co-owner of Wander Women, that all-inclusive restorative outdoor experiences for women were needed in Iowa. More than 20 people showed up to the first Wander Women Iowa meetup, and Riggs was convinced she was on to something. After meeting co-owner Kerri Sorrell on a hike in the fall of 2018, the two made it their mission to connect and bring even more people together in the outdoors to address the inequity surrounding access to the outdoors for women.

## Learn and Discuss:

- Building an event-based business model for life in the outdoors
- Scaling from one state to the next across the Midwest
- Marketing and creating demand that sells trips out in minutes
- Community building through the art of experiences

**Bonus!** Experience a Pike (short hike around Easter Lake, followed by pie and cider from Pie Bird Pies) with Wander Women after the presentation on this Field Day!

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# Session 4: The Business of Music In DSM

Wednesday, Nov. 1, 5:30-7:30 p.m., with a live show to follow starting at 8 p.m.



**Host: xBk Live**

1159 24th St., Des Moines, IA 50311

**Speaker: Tobi Parks, owner of xBk Live**

**Tobi Parks** is an entertainment and intellectual property attorney and the majority owner and CEO of xBk, a 250-capacity live music venue in Dogtown. She also serves as Board Vice President for the National Independent Venue Foundation, the 501(c)(3) arm of the National Independent Venue Association (NIVA) and is a founding member and current CEO of D Tour, a national booking collective of independent concert promoters. She has worked in the Business and Legal Affairs division of Sony Music for a number of years as an attorney and Director of Copyright for Sony's Columbia Records, Epic Records and RCA Records.

## Learn and Discuss:

- How to make it and build a sustaining music business that supports artists
- Independent music venues and booking talented musicians and performers
- Becoming an expert in sound quality and production
- Marketing shows and the business of promotion

The first 25 people to register and arrive will get a complimentary ticket to the evening show, featuring Minneapolis-based acoustic rooted group, Barbaro.

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# Session 5: Servicing Analog and Bringing Brands to Life

Thursday, Nov. 2, 11 a.m.-1 p.m.

## Host: Lashier Graphics & Signs

1601 SE Gateway Dr., Suite #130, Grimes, IA 50111

## Speakers: Bob, Andy, Pete and Thomas Lashier, owners of Lashier Graphics & Signs



**Lashier Graphics & Signs** is a locally-owned Iowa business helping tell stories through large-format graphics: vehicle wraps, wall murals, interior and exterior signage and window graphics. Beyond print, the team behind Lashier Graphics & Signs provides full service graphic design and installation.

### Learn and Discuss:

- Building a service-based business through small and large print products
- Growing a family business and succession planning
- Relationship selling and how to find key partnerships
- Behind the scenes of large-scale printing projects

Lunch will follow the field day.

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# Session 6: Creating A League of Their Own in Hot Sauces

Wednesday, Nov. 8, 10 a.m.-Noon

## Host: Lola's Fine Hot Sauces

Lola's Fine Hot Sauces Warehouse at JT Logistics, 2550 NW 21st St., Altoona, IA 50009

## Speaker: Tafeek Shah, owner of Lola's Fine Hot Sauces



Founded by CEO Tafeek Shah in 2016, **Lola's Fine Hot Sauce** brings his family's generational sauce recipe to the United States, Canada, Philippines and the Virgin Island markets for all to enjoy. Lola's Fine Hot Sauces takes a blend of fresh ingredients and combines them with unique peppers from across the world to create bold flavors. The result is a sauce that delivers an incredible taste that anyone can enjoy. Lola's Fine Hot Sauces, salsas, bloody-mary mix, seasoning mix and biscuits are available at over 14,000 retailers and restaurants.

### Learn and Discuss:

- Becoming an expert in flavors, sauces and peppers profiles
- Wholesale fulfillment and national distribution
- Branding and packaging for multiple channels
- Partnership selling into local and national retailers

Lunch will follow the field day.

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# Session 7: Bootstrapping Pays Off at Scale

Thursday, Nov. 16, 4-6 p.m.



**Host: ViziPay**

2565 SE Encompass Dr., Suite #210, Waukee, IA 50263

**Speakers: Frank Pagano, Managing Partner, and Jesse James, Director of Strategic Partnership at ViziPay**

**ViziPay**, headquartered in Waukee, is building a payments system created with small businesses in mind. Austin Mac Nab, CEO and founder, and Frank Pagano, managing partner, launched the company in 2017 with the goal of disrupting the status quo of the payments space to help rural small businesses level up their operations and save money on processing fees. ViziPay holds a three-time Inc. 5000 honoree, ranking in the fastest growing privately owned companies in America.

**Learn and Discuss:**

- How to bootstrap a scaling technology company
- Company culture and creating a top workforce community
- Building a national marketing campaign to reach your customers
- Understanding payments and point-of-sale operations

Appetizers and beverages will be provided.

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