

ENTREPRENEUR FIELD DAYS



Welcome to the Greater Des Moines Partnership's Entrepreneur Field Days series

This 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 DSM.

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

SESSION	HOST	DETAILS
1 September 9	Bud & Mary's	Growing the People's Plant: Science, Passion and Family Roots
2 September 18	BLK & Bold Specialty Beverages	Brewed to Give Back: Coffee, Community and the Future for Youth
3 September 24	Cyclone Fanatic	Building a Sports Media Empire
4 September 30	Olson-Larsen Galleries	An Art Legacy: Staying Current, Staying True
5 October 2	Repinned Upholstery	Creating Beauty and the Craft of Second Chances
6 October 14	Musa's Lemonade	The Future of Youth Entrepreneurship
7 October 17	Infinite Resources & Amplified DSM	One Mic, Many Voices: Elevating Iowa's Next Generation of Talent

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Session 1 | Tuesday, September 9, 4 – 6 p.m.

Host: Bud & Mary's Manufacturing Facility
1953 E Market St., Des Moines, IA

Speaker: Lucas Nelson
President



Growing the People's Plant: Science, Passion and Family Roots

Bud & Mary's is a multi-generational family-owned company named after the first generation of the family, Bud and Mary Nelson, who founded Kemin Industries in 1961. With decades of plant science behind the team, 3rd generation Lucas Nelson proudly prioritizes customers' wants and needs and is pushing the boundaries of innovation through cannabis research to improve lives. The company manufactures its line of cannabis products and can be found in over 700 dispensaries in Colorado, Iowa, Michigan, Missouri and Illinois.

Capacity is limited to the first 40 to register. A photo ID is required for check - in and close-toed shoes are recommended. Learn more and register at DSMpartnership.com/field-days.

LEARN AND DISCUSS:

- Creating a vertically integrated model—spanning cultivation, extraction, formation, packaging, distribution and retail to ensure product quality, supply chain and customer experience
- Brand diversification in a regulated market
- Integrating plant science with product innovation
- Navigating clinical trials and regulatory milestones to legitimize and advance medical cannabis

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Session 2 | Thursday, September 18, 11 – 1 p.m.

Host: **BLK & Bold Specialty Beverages**
5016 Park Ave, Des Moines, IA

Speaker: **Rod Johnson**, Co-Founder & Chief Values Officer
Pernell Cezar, Co-Founder & CEO



Brewed to Give Back: Coffee, Community and the Future for Youth

BLK & Bold Specialty Beverages was founded in 2018 by lifelong friends Pernell and Rod, driven by their shared passion for coffee, tea and community. Their mission: unite beverage lovers while investing in youth. A proud certified B Corporation, the company pledges 5% of gross profits to nonprofits that empower children through education, confidence and opportunity to be the best version of themselves.

BLK & Bold is the first Black-owned, nationally distributed coffee brand in the US and can be found in major retailers, including Costco, Target, Walmart, Whole Foods, Amazon and online through their website, blkandbold.com.

Capacity is limited to the first 30 people to register. Lunch and special coffee tasting will be available to experience. Learn more and register at DSMpartnership.com/field-days.

LEARN AND DISCUSS:

- Sourcing, harvesting and roasting techniques in the world of premium coffee
- Building key partnerships with cultural icons, brands and markets for growth
- Learn how aligning brand values with meaningful actions can turn everyday products—like coffee—into tools for positive community impact

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Session 3 | September 24, Noon – 2 p.m.

Host: Gravitare Coworking
500 Locust St., Des Moines, Iowa

Speaker: Chris Williams
Publisher and Founder



Building a Sports Media Empire

Chris Williams is the Publisher of **Cyclone Fanatic**, one of the most trusted independent Iowa State sports media outlets in the state. He is also the Founder of Iowa Everywhere and 712 Media.

At this Field Day, Williams will talk about what it actually takes to build a brand — the good, the bad and the ugly. From growing a business rooted in content and community to juggling podcasts, radio and live events in an ever-changing landscape, he'll share what he's learned (and what he's still figuring out) after nearly two decades in Iowa sports media.

If you're into entrepreneurship, content creation or just want to hear stories from someone who's been in the trenches, come hang out. It'll be casual, honest and hopefully a little entertaining.

Lunch will be provided. Learn more and register at DSMpartnership.com/field-days.

LEARN AND DISCUSS:

- Growing a business rooted in content, community, and consistency
- The hustle of good storytelling and fast-paced deadlines
- Building trust with your audience and die-hard fans
- Trends in sports media, publishing and sustainable business models

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Session 4 | Tuesday, September 30, 4 – 6 p.m.

Host: **Olson-Larsen Galleries**
542 5th St., West Des Moines, IA

Speaker: **Susan Watts**, Gallery Owner
Alyss Vernon, Gallery Director



An Art Legacy: Staying Current, Staying True

Established in 1979, **Olson-Larsen Galleries** is a contemporary gallery representing over 60 professional Midwestern artists. The business has evolved throughout the gallery's 46-year history, as the art market, economy, artists and clientele have changed. The gallery has weathered a variety of storms and adapted to keep growing. One of the ways their team has stayed current is to form strong community partnerships, including the one forged with Aronson Woodworks to offer custom frames in beautiful wood finishes.

Capacity is limited to the first 60 people to register. Appetizers and beverages will be provided. Learn more and register at DSMpartnership.com/field-days.

LEARN AND DISCUSS:

- Keeping up with the times while maintaining a legacy brand
- Investing in local talent to build a distinctive and resilient gallery
- Collaborating with clients and creatives—meeting people where they're at
- Being a free resource vs. a paid consultant

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Session 5 | Thursday, October 2, Noon – 2 p.m

Host: Repinned Upholstery
3811 56th St. Des Moines, IA

Speaker: Riana LeJeune
Owner & Luxury Artisan



Creating Beauty and the Craft of Second Chances

Repinned is a custom upholstery studio in Des Moines' Merle Hay neighborhood, owned and led by Riana LeJeune-Copeland, a creative force with a passion for craftsmanship and restoration. Raised in historic homes, Riana developed a love for antiques early on and later turned that passion into a profession—learning upholstery through hands-on experience and global mentorship.

Most recently, Riana launched a new technology platform called Renewable Furniture Inc to help consumers visualize both existing and new furniture, encouraging them to redesign items they already own while also making sustainable choices when buying new.

Lunch will be provided. Learn more and register at DSMpartnership.com/field-days.

LEARN AND DISCUSS:

- The art of craftsmanship and furniture restoration techniques
- Using neurodiversity as a secret weapon in business
- Creating learning spaces and apprenticeships in artisan trades
- Building a tech companion platform using today's AI toolkits

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Session 6 | Tuesday, October 14, 10 a.m. – Noon

Host: Gravitare Downtown
500 Locust St., Des Moines, Iowa

Speaker: Rita Musa
Ahmed Musa, Co-Founder and CEO



The Future of Youth Entrepreneurship

Musa's Lemonade is a family-run beverage brand led by 8-year-old CEO Rita Musa, serving fresh, all-natural lemonade with a mission. Rooted in the Musa family's South Sudanese heritage, the company brings joy to local farmers markets and major events like the Drake Relays and Black Art Mecca. Through its Sip to Save initiative, 7% of profits support refugee assistance efforts—honoring the family's journey and giving back to those in need. More than just a refreshing drink, Musa's Lemonade is a feel-good movement built on flavor, community, and purpose.

*Lunch and Musa Lemonade will be provided.
Learn more and register at DSMpartnership.com/field-days.*

LEARN AND DISCUSS:

- Starting a business at any age to make a difference
- Navigating the highs and lows of a family-run business
- Staying rooted in community values to create impact after profits
- Building a brand with purpose

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Session 7 | Friday, October 17, Noon – 2 p.m.

Host: Infinite Resources & Amplified DSM
500 SW 7th St. Suite 202, Des Moines, IA

Speaker: Amner Martinez, CEO & Owner of Infinite Resources
Laura Rodriguez, Creative Director of Amplified DSM



One Mic, Many Voices: Elevating Iowa's Next Generation of Talent

Founded by Amner Martinez & Laura Rodriguez, **Infinite Resources** and **Amplified DSM** combine over 20 years of staffing expertise with a passion for community and storytelling. Infinite Resources offers a culturally informed, adaptable recruiting model that connects companies with diverse, high-quality talent. Amplified DSM is a media platform that gives voice to underrepresented communities, using podcasting to spark meaningful conversations and drive social impact. Together, the two ventures bridge gaps in both the workforce and society.

Lunch will be provided. Learn more and register at DSMpartnership.com/field-days.

LEARN AND DISCUSS:

- Using diversity as a strength to build inclusive & resilient workplaces
- Blending multiple passions to create innovative, purpose-driven ventures
- The art of podcasting and creative techniques to tell impactful stories
- Creating a blend of business and life with partners and family owners

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