



Northwest Iowa  
Community College

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## **NEWS RELEASE**

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when received.*

### **Northwest Iowa Small Business Development Center Donation to Northwest Iowa Community College**

Northwest Iowa Small Business Development Center has donated a library of over thirty-five books to Northwest Iowa Community College. They are about how to run specific businesses which includes everything from lawn care to beauty shops and over thirty other businesses.

These books cover all of the details necessary to understand how to start, run, and be successful in each business. Tips are provided by people already successful in this business and coming from Entrepreneur Magazine you know that only the best is included in each volume. This tool can be a great help to any current or future business owners in the area.

Kelly McCarty, Northwest Iowa Small Business Development Regional Director, stated, "The books offer a wealth of information from best practices among craft stores to restaurant management. I reference them a lot to help new business owners. NCC is a great partner with NW Iowa Small Business Development because of their mission to train and retrain people within their communities."

Todd Rausch, NCC Adjunct Instructor, said, "The books provide a great resource for our area. This library is important because our economy will only come out of this recession through small businesses. Ten percent of Americans want to own or already do own their own business (about half and half of each category), this would equate to another 3,000 plus people in our area wanting to start their own business. Many people are on the sidelines wanting to start a business, but are afraid to take the risk. These books provide a step by step approach for a multitude of businesses that can be found in smaller rural communities. They are perfect for someone to hear what people who are successful in these businesses are doing and have done to succeed. Also, the books provide critical information on how to plan, manage, market, and succeed in each business.

These references combined with the help available from local economic developers, the Northwest Iowa Small Business Development Center, and Northwest Iowa Community College are part of a new program designed to help those who are seeking to start a specific business or simply make their current business better. For more information contact your local Economic Developer or NCC at 324-5061 or 800-352-4907.