



News Release

Contact: Tamara Kenworthy
515-314-6568

NAWBO Iowa Launches New Business Institute for Women Business Owners ~ Applications now being taken – due June 30, 2020 ~

Des Moines, Iowa (May 29, 2020) NAWBO Iowa is launching its NEW Business Institute this summer, uniquely designed for women business owners who own an established business that has not yet reached \$1 million in revenue, but who fall into what's considered the 'missing middle.'

"Existing programs tend to focus on start-ups or businesses over \$1 million in revenue, but there is limited support specifically for businesses that are ready for the next level of growth — the 'missing middle'," says Tamara Kenworthy, co-Director of the Business Institute and member of the NAWBO Iowa Board of Directors.

The NAWBO Iowa Business Institute is focused on the ultimate goal of business growth by enhancing business skills, building like-minded connections, and receiving education through engagement. The seven-month program will create a safe and confidential environment for open discussion and relationship building, and provide the opportunity to incorporate business planning and goal-setting.

*"We know these are challenging times as we navigate COVID-19 — especially for solopreneurs and small businesses. As we launch this program, **NAWBO Iowa is committed to subsidizing partial tuition costs this first year**, which has greatly reduced the cost per person,"* says Donna Miller, co-Director of the Business Institute and member of the NAWBO Iowa Board of Directors.

Interested women business owners can learn more about the program schedule, facilitators, tuition costs, and more, as well as submit their online application at:
www.nawboiowa.org/businessinstitute.

Online applications are due Tuesday, June 30, 2020.

Questions regarding the program can be sent to Tamara Kenworthy, tamara@on-pointstrategies.com.

Promotional flyer attached.