



Building Business in Iowa — Iowa Self-Employment Program



Holly Miles came to the IVRS Mason City Area Office in 2012. With a learning disability first noticed in high school, and now married with two active daughters ages 13 and 9, Holly's vision was to graduate from La James cosmetology school and start her own salon.

IVRS counselors Norma Skogen and rehabilitation assistant Dee Schweizer began the process with an assessment to determine appropriate learning strategies/accommodations for Holly's condition so that she could be more successful in classroom training, then moved on to counseling and guidance, and tuition assistance for cosmetology training. Holly graduated from La James in January 2014.

Then, one month after graduation, Holly and Norma began working with Dennis Bogenrief, Business Development Specialist, with IVRS's Iowa Self-Employment (ISE) program. After Skogen's retirement, Sue Faber took over as counselor.

Holly desired a flexible schedule that would allow her to work around her demands as a mother. Holly's market research demonstrated that there was an unmet need/market in Manly (she already had a list of customers), and that she would be the only salon in

town. So, Holly decided to plan to open a full-service salon in her home in Manly, IA, ten miles north of Mason City.

Holly worked with Dennis to create a comprehensive, feasible business plan. Start-up costs included some home remodeling for the business that Holly and her husband would pay for, along with some essential equipment and supplies that ISE financial assistance would pay for. After several iterations, the final financial projections and narrative were completed just one month later.

Once the business plan was approved, the home remodeling began, and the equipment and supplies were ordered. On June 1, 2014, Holly officially opened her business, Edge Salon, offering haircuts, perms, pedicures, manicures, updos, sets/styles, waxing, facials, and product sales.

Over the next eight months, Holly continued to meet regularly with Dennis for business advice, technical assistance, and to review her monthly financial information comparing actual numbers to projections. From the very first month in business, Holly's sales were strong, and Net Earnings from Self-employment (NESE) first exceeded 80% of SGA (\$872) just four months later, in October, 2014.

In February 2015, Holly's IVRS case was closed successfully, having achieved her vision of becoming a cosmetologist and running her own successful home-based salon with more than 100 customers! Holly continues to take advantage of follow up help from Dennis and Sue to maintain the success of her business.

The IVRS Iowa Self-Employment Program (ISE) helped 50 Iowans achieve their business goals during FFY 2015 and was the third largest category for successful employment.



To Learn more about our Iowa Self-Employment Program (ISE), visit our website at: www.ivrs.iowa.gov/IowaSelfEmploymentProgram/SelfEmploymentMainIndex.htm.

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