



**FOR IMMEDIATE RELEASE**

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**SBDC's Christina Moffatt Becomes Certified Business Advisor  
*Regional Director of Mid Iowa Center Becomes CBA***

AMES, Iowa - America's SBDC Iowa (SBDC) is pleased to announce that Christina Moffatt, regional director of the Mid Iowa SBDC, Des Moines, has achieved certification in the Certified Business Advisor® (CBA) program. The CBA program is developed exclusively for SBDC-employed professionals who counsel, guide, and inform potential and existing entrepreneurs.

The CBA program, developed by the University of Toledo Graduate School of Business and its professors, offers a concise and comprehensive curriculum designed for maximum on-the-job performance. Certified Business Advisor® is a graduate level program consisting of human resources, marketing, and financial analysis with integrated case study work over the course of a year.

Moffatt has been counseling businesses in Dallas, Jasper, Marion, Polk and Warren counties since January 2015.

Lisa Shimkat, State Director, America's SBDC Iowa, says, "Christina has really raised the bar for the Des Moines metro area. She has taken entrepreneurship and new business development to the next level. We're honored to have her as part of our team."

America's SBDC Iowa is an outreach program of Iowa State University's College of Business and the Office of Economic Development and Industry Relations. Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 3350 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, email [eooffice@iastate.edu](mailto:eooffice@iastate.edu).

Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped hundreds of thousands of Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit [www.iowasbdc.org](http://www.iowasbdc.org), <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

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