



FOR IMMEDIATE RELEASE

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SBDC's Brandi Shay Becomes Certified Business Advisor
Regional Director of South Central Iowa Center Becomes CBA

AMES, Iowa - America's SBDC Iowa (SBDC) is pleased to announce that Brandi Shay, regional director of the South Central Iowa SBDC, Creston, 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.

"Brandi has done an excellent job in expanding our community colleges outreach and services to small businesses as well as looking for opportunities to expand her knowledge base and skill set to assist those businesses," said Tom Lesan, Vice President of Economic Development for Southwestern Community College.

Shay has been counseling businesses in Adair, Adams, Clarke, Decatur, Madison, Montgomery, Ringgold, Taylor, and Union counties since June 2015.

Lisa Shimkat, State Director, America's SBDC Iowa, says, "Brandi is a valuable member of our statewide team. She has an innovative way of thinking and finding solutions for her SBDC clients."

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,

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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, <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

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