



**FOR IMMEDIATE RELEASE**

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**America's SBDC Iowa's Jay Wickham Becomes Certified Business Advisor  
Regional Director of America's SBDC Iowa at Northeast Iowa Community College Becomes  
CBA®**

AMES, Iowa - America's SBDC Iowa (SBDC) is pleased to announce that Jay Wickham, Regional Director of America's SBDC Iowa at Northeast Iowa Community College, Dubuque, has achieved certification in the Certified Business Advisor® (CBA) program.

The CBA® program, developed by Kent State University and its professors, is designed for maximum on-the-job performance and provides assurance to clients that its graduates have the business skills, competency and knowledge to effectively counsel, guide and inform entrepreneurs. Certified Business Advisor® is a graduate-level program consisting of human resources, management, marketing, and accounting/financial analysis course work.

"Northeast Iowa Community College (NICC) is proud of Jay's accomplishment in earning his Certified Business Advisor certification. This will only enable Jay to enhance the services he provides to our entrepreneurs and small business owners through techniques and strategies that are key for success of our local businesses," said Dr. Wendy Mihm-Herold, Vice President of Business and Community Solutions at Northeast Iowa Community College.

Wickham has been counseling businesses in Allamakee, Clayton, Delaware, Dubuque and Winneshiek counties since 2014. His center advised more than 500 clients in the 2018 fiscal year, helping businesses begin, create new jobs, and prepare to grow.

Lisa Shimkat, State Director, America's SBDC Iowa, says, "Jay is a valuable member of our statewide team, as can be seen by the impact created at his center. He is dedicated to giving his SBDC clients sound business advice and connecting them with resources they need to succeed. I am proud of his hard work and dedication to achieving this certification."

America's SBDC Iowa is an outreach program of Iowa State University's Ivy 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, 3410 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, Hotline 515-294-1222, 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 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) or [www.facebook.com/AmericasSBDCIowa](https://www.facebook.com/AmericasSBDCIowa).

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Jay Wickham, CBA

America's SBDC Iowa at Northeast Iowa Community College Regional Director

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