



FOR IMMEDIATE RELEASE

02/22/17

KIRKWOOD STAFF MEMBER SELECTED FOR PRESTIGIOUS AMERICA'S SBDC IOWA AWARD
Samantha Ferm honored as Support Person of the Year

AMES, Iowa – America's SBDC Iowa is pleased to announce that Samantha Ferm, Business Counselor for the Kirkwood Community College SBDC, has been chosen as Small Business Development Center Support Person of the Year.

Scott Swenson, Regional Director of the Kirkwood Community College SBDC nominated Samantha for the award. Scott gives Samantha much of the credit for the success of the Kirkwood SBDC, "Samantha is always networking on behalf of the SBDC. I give Samantha a great deal of credit in helping us establish a strong center. She has a well-developed network and skill set that perfectly complement what we are trying to build to help entrepreneurs succeed."

Ms. Ferm came to Kirkwood SBDC with experience as Marketing Director for EntreFest and additional experience at SeedHere. Given this experience, Samantha frequently works with clients on marketing strategy, networking, and developing the business plan document. "Her ability to brainstorm and craft marketing strategy, content agenda, and digital authenticity is amazing," shared Regional Director Scott Swenson. "Samantha jumped right in and has already had a tremendous effect on so many businesses. We are honored to have her."

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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 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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