

## Neal Smith Entrepreneur of the Year Award

This award honors an Iowa entrepreneur(s) who has been in business a minimum of three years and has been significantly assisted by an Iowa Small Business Development Center. The award was established with a dual purpose—to honor long-time Iowa Congressman Neal Smith for being instrumental in establishing the Small Business Development Center program, and to recognize Iowa’s entrepreneurs, who are the driving force behind Iowa’s economic growth.

## America’s SBDC Iowa

America’s SBDC Iowa is a nationally-accredited outreach program of Iowa State University’s College of Business. We have 15 regional business assistance centers located strategically across the state, to better serve Iowa’s business community. Since program inception in 1981, America’s SBDC Iowa has helped Iowa businesses and entrepreneurs through no-fee, confidential, customized, professional counseling and practical, affordable training workshops.

For more information on this award program or America’s SBDC Iowa programs and services, call (515) 294-2030 or visit [www.iowasbdc.org](http://www.iowasbdc.org).



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and Industry Relations



# 2021 NEAL SMITH ENTREPRENEUR OF THE YEAR

## Bruce Teague



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America’s SBDC Iowa

[www.iowasbdc.org](http://www.iowasbdc.org)

# Bruce Teague

with the help of the SBDC...

Bruce Teague started Caring Hands & More in 2004 after having worked in the industry at the young age of 19. He realized he had a passion for working with end of life patients and with their families. He felt strongly that he should be able to help people stay at home during their final days and not go to an institution if they did not need or want to.

Bruce started Caring Hands & More in a mobile home with only 2 employees and has now grown to 10 group living locations and 90 employees while also serving clients on an individual basis as well. He shows every day that he has the passion and drive to make his business grow and succeed while also caring strongly about the work he is doing and the people he is helping. He is also extremely active in his community by being recently elected as Mayor of Iowa City and serving on City Council since 2018. He advocates regularly for minority owned businesses and has maintained a positive attitude during the pandemic even though his business has been struggling. "I am hopeful that I step out of this year having learned a lot. COVID has really made us bond together as a community," Bruce said.

Bruce also wanted to stress the importance of supporting your local minority owned businesses, "Minority businesses – equal opportunity – being a little intentional and researching what minority owned businesses are in your community and giving them support. If you're used to going to Walmart for your hair products maybe go to a minority owned business and purchase from them. A smaller grocery store that may have some ethnic foods, go to your small local ethnic store," he said.

- Grown to 10 locations and 90 employees
- Has been aware of programs that would be valuable to him
- Has been provided technical assistance



**"Paul provides technical assistance, will walk you through and give you whatever support you need in whatever stage of your business. Paul has knowledge at some level. That's what I really appreciate about Paul, his wealth of knowledge and he's very patient."**

**-Bruce Teague, Caring Hands & More**