



**FOR IMMEDIATE RELEASE**

February 2, 2022

**AMERICA'S SBDC IOWA NAMES JUSTIN FAIFERLICK FOR NORTH CENTRAL IOWA SBDC REGIONAL DIRECTOR POSITION**

AMES, Iowa – America's SBDC Iowa (SBDC) is pleased to announce that Justin Faiferlick is the new Regional Director for the North Central Iowa SBDC hosted at Iowa Central Community College in Fort Dodge. He started his new position in January 2022.

Faiferlick will advise and train entrepreneurs and existing business owners in Buena Vista, Pocahontas, Humboldt, Sac, Calhoun, Webster, Hamilton, Carroll, Greene, Audubon, and Guthrie counties.

"America's SBDC Iowa is pleased to add Justin Faiferlick to our team of knowledgeable, experienced, and professional business advisors," says SBDC State Director Lisa Shimkat. "He will bring wonderful experience to our organization as a business owner himself. He will build on the strong connection with area resource partners and encourage new business growth in his region."

Justin has nearly 30 years of health and fitness business experience. He has coached and competed in martial arts from local to international competitions. Faiferlick is the founder and owner of Next Edge Performance and Faiferlick Martial Arts in Fort Dodge. Justin is married to his wife, Deann. They have two adult children, Kelsey and Michael, and two granddaughters, Grace and Aria.

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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](http://www.iowasbdc.org), <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.



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