

A portrait of John Pappajohn, an older man with white hair and round glasses, wearing a dark suit, white shirt, and patterned tie. He is resting his chin on his right hand and has a gold watch and a ring on his left hand. The background is a plain, light gray.

# 25 YEARS

Annual Report | FY 2022

## IOWA

John Pappajohn  
Entrepreneurial Center



Iowa JPEC Executive Director David Hensley, University of Iowa President Barbara Wilson, and John Pappajohn at the 25 Year Celebration of the five John Pappajohn Centers in Des Moines, Iowa, in September 2021

**In 1996, John and Mary Pappajohn changed the future of the state of Iowa when they created five John Pappajohn Entrepreneurial Centers across the state, including one at the University of Iowa, John's alma mater. It was the first statewide network of entrepreneurial centers that included three public universities, a private university, and a community college.**

At the core of the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) is a focus on providing innovative entrepreneurial education and training to prepare the next generation of entrepreneurial leaders, innovators, and impact-makers. Iowa JPEC's lifelong learning programs include:

- K-12 programs delivered through our Jacobson Institute for Youth Entrepreneurship
- Numerous campus-wide undergraduate and graduate academic and co-curricular programs
- Undergraduate new venture programs delivered through the Bedell Entrepreneurship Learning Laboratory
- Graduate student and faculty and staff entrepreneurial training and support programs, including the NSF I-Corps Workshop
- Statewide entrepreneurial training through our acclaimed Venture School program
- International entrepreneurship education delivered through our collaboration with the Institute for International Business

None of this would have been possible without the generous support from John and Mary Pappajohn. In March, we were saddened by the death of Mary, but know that her legacy of support for entrepreneurship and her many other philanthropic interests will live on. University of Iowa students, alumni, and friends across the state, nation, and world will be forever grateful for the vision and unmatched generosity of both John and Mary.

#### David Hensley

Iowa JPEC Executive Director  
Clinical Professor in Management and Entrepreneurship in Tippie College of Business  
Co-Director, Enterprise Leadership in College of Liberal Arts and Sciences



## Pappajohn's Dream Leads to 25 Years of Iowa JPEC Success

In 1996, John and Mary Pappajohn had a vision to create entrepreneurial centers across Iowa to help train young people about entrepreneurship and transform the state of Iowa's economy in the process. Since their inception, the John Pappajohn Entrepreneurial Centers at the University of Iowa, University of Northern Iowa, Iowa State University, Drake University, and North Iowa Area Community College have helped launch thousands of new ventures and educated hundreds of thousands of students and community members. The Pappajohn's have provided approximately \$35 million to the five Pappajohn Centers over the past 25 years.

Born in Greece on July 31, 1928, Pappajohn immigrated to the United States with his mother at the age of nine months, and grew up in the Greek community in Mason City, Iowa. He graduated from the University of Iowa in 1952, earning a bachelor of science degree from the then-College of Business Administration, taking six years to do so because he alternated going to college with his two brothers — two would work while the other attended classes.

He soon decided to follow his dream and start his own insurance company. After traveling the state to recruit board members and investors, Pappajohn founded the Guardsman Life Insurance Company in Des Moines, and he served as its chairman for several years.

He sold the company in 1969 and used the proceeds to start his own venture capital firm, Equity Dynamics, Inc. Focusing on health care and advanced technology ventures, he has been involved in over 100 start-ups and 50 IPO's and has served as a Director in over 40 public companies. He is one of the state's most prominent business leaders and venture capitalists.

As his profile grew, Pappajohn decided one of his life's priorities was to give away much of his fortune to benefit the greater good and, ultimately, became one of Iowa's largest philanthropists.

In 1993, the John Pappajohn Business Building, home of the Tippie College of Business, opened its doors; two years later, the John Pappajohn Entrepreneurial Center (Iowa JPEC) was created. His goal was to revive the entrepreneurial spirit in Iowa, where the economy had been battered by the farm crisis. "I want to make Iowa the most entrepreneurial state in America," Pappajohn said at the time.

"As one of the state's leading business builders, John serves as a daily inspiration to Iowans who want to become entrepreneurs," said Amy Kristof-Brown, dean of the Tippie College of Business. "I see firsthand the passion he feels when he meets with our students, inspiring and guiding those who seek to follow his path."

It was a visionary investment that paid off. In the 25 years since, Iowa JPEC has been recognized as a leader in supporting student, faculty, and community entrepreneurs. Alumni, students, and other Iowans have used Iowa JPEC resources to start businesses and create jobs in Iowa and around the country. Iowa JPEC alumni have made breakthroughs in the health sciences, education technology, agricultural technology, and green manufacturing, as well as selling clothes, consulting services, coffee, and ice cream.

"John Pappajohn's unparalleled commitment to entrepreneurship education and support has transformed countless lives and sparked innovation and economic development across Iowa and the world," said David Hensley, executive director of Iowa JPEC. "He is an outstanding role model and lives his life with passion, empathy, and a positive mental attitude."

The Pappajohns understand the need to provide early-stage capital to Iowa entrepreneurs, so they sponsor two statewide new venture competitions. The Pappajohn Student Entrepreneurial Competition was launched in 2000 and has awarded \$455,000 to



more than 300 student teams. The Pappajohn Iowa Entrepreneurial Venture Competition started in 2006 and has awarded \$850,000 from the Pappajohns and \$250,000 from the Iowa Economic Development Authority to more than 50 Iowa companies. Of the top three placewinners in the annual Pappajohn Iowa Entrepreneurial Venture Competition, there is almost a 90% success rate of the businesses receiving funding.

Pappajohn has always encouraged Iowa JPEC to seek ways to train and support entrepreneurs beyond the University of Iowa campus. Iowa JPEC led a statewide entrepreneurial training consortium in the late 1990s and early 2000s; then in 2014, it launched a new entrepreneurial training program, Venture School, delivered in multiple locations across Iowa. This past year, Iowa JPEC and the other four Pappajohn Centers launched a statewide Venture Mentoring Service to support the creation and growth of Iowa-based companies.

In addition, since 2016 Iowa JPEC has partnered with the Institute for International Business in the Tippie College of Business to provide entrepreneurial education and training through the Mandela Washington Fellowship Program. One of the highlights of the annual program is when the Mandela Fellows trek to Des Moines to hear from Pappajohn. Iowa JPEC has delivered entrepreneurial training to entrepreneurs from over 40 countries.



Pappajohn has provided more than \$100 million in support to other University of Iowa charitable causes, including the Pappajohn Pavilion in the University of Iowa Hospitals and Clinics, the John and Mary Pappajohn Clinical Cancer Center, and the John and Mary Pappajohn Biomedical Research Building. He also supports the John and Mary Pappajohn Educational Center in downtown Des Moines. The center is adjacent to the Pappajohn Sculpture Park, a 4.4-acre park that has quickly become a landmark and destination in Des Moines, Iowa.

Pappajohn is an honorary lifetime director of the University of Iowa Center for Advancement Board of Directors and is an emeritus member of the Tippie Advisory Board. A 1995 recipient of the Horatio Alger Award, he received an honorary doctorate from the University of Iowa in 2010. He received the University of Iowa Distinguished Alumni Service Award in 1991 and the Hancher-Finkbine Alumni Medallion in 2004.

Through it all, Pappajohn found his greatest joy investing in the future of young Iowans. Even at the age of 94, Pappajohn continues to add to his lasting legacy of good will. ■



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There are no words to express our gratitude for what John and Mary Pappajohn have done for making the world a better place for all of us. Their investment in science through the Pappajohn Biomedical Discovery Institute, and the creation of new enterprises through the John Pappajohn Entrepreneurial Center have transformed the lives of so many people and stimulated all of us to achieve levels of excellence that none of us could have imagined before. We are so deeply appreciative for their tremendous leadership, vision, and unmatched generosity.”

**Jean Robillard**  
Former Vice President for Medical Affairs at the University of Iowa and former Dean of the Roy J. and Lucille A. Carver College of Medicine

“John Pappajohn’s contributions to the development of entrepreneurship in Iowa are incalculable. Without his financial support and strategic inspiration, the current structure of the Pappajohn Entrepreneurial Centers of excellence at Iowa and across the state could not have happened. The force of John’s personality, his focus on business creation, and his sustained personal support are the defining factors of the Centers’ excellence.”

**Gary Fethke**  
Former Interim President at the University of Iowa  
Former Dean, Henry B. Tippie College of Business

“John Pappajohn, the father of Iowa’s entrepreneurial community, has helped launch countless careers, new companies, and an entrepreneurial spirit in Iowa that is getting national attention. John is a savvy businessman and a smart investor, but at his core, he is an Iowan with a humble heart and an inspiring personal story.”

**Debi Durham**  
Executive Director, Iowa Economic Development Authority

“I was proud to be with John Pappajohn when he created the centers. Now we can see what an outstanding difference they have made for young entrepreneurs and the Iowa economy.”

**Terry Branstad**  
Governor of Iowa (1983-99, 2011-17) and United States Ambassador to China (2017-2020)

1996

John and Mary Pappajohn establish five Pappajohn Entrepreneurial Centers across Iowa to address entrepreneurial education and economic development needs of the state.

1996

"I have a dream, and my dream is to make Iowa the most entrepreneurial state in America," Pappajohn said at the gift announcement. "I believe that the entrepreneurial center concept will help in this process. I am excited to see how the Centers build their programs."

1997

Iowa JPEC partners with the College of Engineering to create the Technological Entrepreneurship Certificate. This would be followed by the campus-wide Entrepreneurial Management Certificate in 1999. Students from nearly 100 different majors take entrepreneurship classes at Iowa.

1997

Iowa JPEC begins offering the FastTrac New Venture program, the first effort to provide statewide support to Iowa entrepreneurs through a network of partner organizations. The program blended online and in-person training options 20-plus years before hybrid meetings became the norm.

1998

Technological Entrepreneurship student Tony Mirchandani appears on the cover of Inc. Magazine, highlighting the growth of entrepreneurial programs in higher education.

1998

The first campus-wide Merle Volding Business Plan Competition is held. Iowa JPEC has continued to offer a variety of ideation and business competitions for students, faculty, and staff of all disciplines and experience levels.



## Iowa JPEC Begins with a Cup of Coffee

A communication studies major at the University of Iowa, Tara Cronbaugh was searching for a business class in the fall of 1993. She flipped through the course book and stumbled upon an offering that began with letters ENT.

"I was pretty sure entrepreneurship meant start a business," Cronbaugh said. "I was not a business student, so I showed up the first day of class and said, Hey, Mr. (John) Buchanan, would you let me in your class?"

Cronbaugh wasn't the only one in the class, but with 13 other students, there was no need for a large lecture hall. Essentially that was the birth of the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) and Cronbaugh became one of the first success stories with her business Java House, an experience-driven coffee shop.

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*I surrounded myself with the right people who had the right energy, and I found success within the program.*

—Tara Cronbaugh

Cronbaugh grew up in Cedar Rapids, Iowa, but the inspiration for Java House came from California, where her older brother was in college (Berkeley) and where her father lived (Santa Cruz).

"How could we bring another dynamic to a place to relax and hang out in the early 90s when there really wasn't that opportunity?" Cronbaugh said. "I decided to take it up a notch and try coffee."

Cronbaugh completed an executive summary and business plan in her entrepreneurial class. She did research (without the internet, she says with a laugh), relied on an accounting TA to help with financials, university professors for advice, and the Small Business Development Center for grants.

The first Java House opened in the spring of 1994, and it was an anxious time for Cronbaugh: would people embrace her concept? Would they like a darker, roasted cup of coffee that came from the Bay area?

She now oversees two 12,000-square foot facilities—a production facility in downtown Iowa City and the roastery division in North Liberty.

What began as a single cup of coffee has expanded into three entities for Cronbaugh. There are the retail Java House locations, a roastery division that has been developed the last five years, and Heirloom Salad Company, that began in 2012.

"I surrounded myself with the right people who had the right energy," Cronbaugh said, "and I found success within the program." ■



## Class Paper Leads Rypma to Real Estate Development

An overdue rent payment inspired Tim Rypma to go from a college student unsure of his next move to president of a thriving real estate development business.

One of Rypma's first assignments in a class through the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) was to write a one-page paper indicating where he saw himself in 10 years.

"At the time I was big into triathlons and didn't want an 8 to 5 job, but wanted to make some money," Rypma said.

Rypma realized that was fantasy, as his mind wandered to identify a more sustainable career—not to mention a topic for the paper. While walking home from class, he crossed paths with his landlord, who reminded Rypma that his rent was due. In the time it took Rypma to fetch his checkbook and return to pay, he thought of a question.

The answer would change his life.

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*At the time I was big into triathlons and didn't want an 8 to 5 job, but wanted to make some money.*

—Tim Rypma

"I asked [my landlord] what he did for a living," Rypma said. "I said, you sit around and collect checks in the ped mall."

He was a real estate developer and Rypma started doing research. He was fascinated with urban property redevelopment and urban infill development. A native of Des Moines, Iowa, Rypma had an ideal, real-life theme for the paper that was sparked by the redevelopment of the East Village in his hometown.

Rypma, who graduated from the University of Iowa in 2005 with a degree in economics and a certificate in entrepreneurship, is president of Rypma Properties that includes a portfolio of more than 250,000 square feet of historical, mixed-use real estate in Des Moines and West Des Moines.

Rypma Properties continues to acquire and reposition high quality assets as well as develop new architecturally distinctive buildings from the ground up.

Over the years, Rypma has learned that real estate development is more work than he originally thought, with projects often taking years to complete. But he admits now, that between family and work, his job is more than an 8 to 5 gig.

Rypma wouldn't want it any other way. ■

1999

Iowa JPEC starts its mentoring program. Over the last 23 years, mentorship and support for entrepreneurs and students has remained at the core of what Iowa JPEC does. In 2022, the five Pappajohn Centers launched a joint statewide mentoring program to provide support to entrepreneurs across Iowa utilizing the MIT Venture Mentoring Service model.



## Success as Students Leads to Success Beyond for X-Wires Team

Members of X-Wires, a startup founded by University of Iowa students, came together because of a project in a Strategic Innovation class in the early 2000s.

Their diligence, combined with resources from the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC), helped the students gain credibility as professional entrepreneurs while they pursued undergraduate degrees. Meanwhile, their business was based on a cutting-edge idea to provide internet access to colleges and universities and to those in rural or secluded locations.

“We built a company from scratch, dealt with challenges of finding product-market fit and did it in an environment where, if we didn’t find product-market fit, we weren’t getting paid,” said Ben Anderson (BA 03), one of the original founders of X-Wires. “Those skills have benefitted me in my career after JPEC and X-Wires, and even more so in my roles now. I feel I understand how all the moving parts of a business fit together.”

2000

University of Iowa MBA students Ken Klein, Jodi Eineicher, and Jason Happel win a \$5000 prize in the first statewide Pappajohn Student New Venture Competition. To date, 66 University of Iowa students have won \$150,000 in seed funding from the statewide competition supported by John Pappajohn.

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*We built a company from scratch, dealt with challenges of finding product-market fit and did it in an environment where, if we didn’t find product-market fit, we weren’t getting paid.*

—Ben Anderson

The classroom lesson that focused on disruptive technology led the X-Wires group to report on how wireless technology would disrupt traditional wire line technology for internet access. The group was confident it could buy equipment and create its own wireless network in downtown Iowa City and beyond. Soon, X-Wires had antennas on South Gilbert and Washington streets. One on top of the Summit bar made connectivity available throughout the ped mall. The X-Wires folks would insert a wireless card into a laptop, access the internet in public, and then wait for a common reaction: “You’re doing what?”

“It was fun to be part of a cutting-edge technology people didn’t totally understand yet,” Anderson said.

X-Wires was pulled together by Karsten Temme (BS 02, MS 03) and included Anderson, Erin (Wallerich) Wyffels (BS 2003), Andrew Ritter (BA 00), Kris Halter (BS 05), Paul Throgmorton (BA 08), and Matt Buchanan (BS 02).

Who knows what would have happened if the team was not allowed an extension to enter the Merle Volding Business Plan Competition (which it won).

“The fact the (Iowa JPEC) program has the ability to identify students with promise and helped them nurture their ideas in a way that allows them to be successful outside the classroom was huge,” Anderson said.

In 2007, X-Wires merged with Dynamic Broadband out of Cedar Rapids, Iowa. ■

2000

High school teachers participate in Iowa JPEC’s first teacher training. Since then, there have been more than 1,400 enrollments in teacher training opportunities supported by Iowa JPEC and the Jacobson Institute for Youth Entrepreneurship.



## Creating a Business Plan on a Sailboat is No (Red) Bull for Voss

Don’t underestimate the significance of work completed on a sailboat. The way Zac Voss remembers, an opportunity presented itself and he was ready to go — whether by land or by sea.

Voss is president of Voss Distributing, which has grown its territory for distributing Red Bull Energy Drink six times in the last 20 years. That includes the entire state of South Dakota, all of Iowa (except Council Bluffs), and 40 counties in Missouri.

And Voss wrote his original business plan as a student at the University of Iowa while sailing on a boat in Europe.

“I knew I wanted to have a business, I didn’t expect it to happen that quickly,” said Voss, who was 23 years old when he started in 2000. “Because I had so many classes at Iowa JPEC, I was able to write a business plan and knew how to benchmark expenses. I was able to secure a small loan to get the business started.”

2000

Iowa JPEC expands its student business consulting course to increase experimental learning opportunities for undergraduate students and assist state of Iowa entrepreneurial ventures. Over the last 25 years, Iowa JPEC students have supported more than 1,000 entrepreneurial ventures.

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*Because I had so many classes at Iowa JPEC, I was able to write a business plan and knew how to benchmark expenses. I was able to secure a small loan to get the business started.*

—Zac Voss

The Des Moines, Iowa, native graduated from the University of Iowa with a degree in finance in 2000. He also earned a certificate in entrepreneurship.

While in college, a friend returned from Spain and told Voss, who worked at a restaurant at the time, that Red Bull was the hottest trend in Europe. Voss bought the product over the internet and had FedEx ship it from California, where it was stocked in the restaurant where he worked. Because of the price, the restaurant didn’t continue selling.

That didn’t deter Voss, who called Red Bull and asked how he could get the product for less. The company said there was no distributor in Iowa, which really put Voss in persistent mode. He called the CEO of Red Bull North America and they eventually agreed to let Voss sell for one year as a seeding program.

“I would order a pallet at a time, I didn’t have a contract, and I would help get the market ready for a legitimate distributor,” Voss said.

That’s when Voss crafted a business plan on a sailboat. His father printed it and sent to Red Bull. Voss was called to meet with the company, and he officially began in the fall of 2000. ■

2003

The Wellmark Community Ventures Fund is announced. Wellmark committed \$5 million to establish a fund to support the launch and early growth of top Iowa entrepreneurial ventures.

2004

An endowment received from Tom Bedell creates the Bedell Entrepreneurship Learning Laboratory (BELL), a 10,000 square foot business incubator for students at the University of Iowa. The BELL provides students with all the resources they need to start a business.

2004

Iowa JPEC is named a National Model Undergraduate Entrepreneurship Program by the United States Association for Small Business and Entrepreneurship (USASBE).

2006

The Okoboji Entrepreneurial Institute, an annual week-long summer entrepreneurial immersion experience, launches in Okoboji, Iowa. The program is led by Iowa JPEC in collaboration with the Pappajohn Centers at the University of Northern Iowa and Iowa State University as well as Iowa Lakes Community College and Buena Vista University. The Iowa Lakes Corridor Development Corporation, along with many community entrepreneurs and business leaders, sponsor the program.

2007

A gift from Richard O. Jacobson was received to create and endow the Jacobson Institute for Youth Entrepreneurship to focus on K-12 initiatives.

The Institute has created innovative curriculum and teacher training and development programs to help educators incorporate entrepreneurship and innovation into K-12 classrooms. Teachers in more than 44 states have implemented one of the programs.



## Bedell Empowers Students Through BELL, OEI

The blueprint for Tom Bedell's success as an entrepreneur and community leader has been accomplished by empowering others.

He served as an inspirational leader at the guitar business he started in his parent's basement as a high school student. He did the same when he took control and significantly grew his father's fishing company in the Iowa Great Lakes from 1979-2007. That same approach currently works at Bedell Guitars based in Bend, Oregon.

Since 2004, Bedell has found more ways to impact and empower others. More specifically, students involved with the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) through the creation of the Bedell Entrepreneurial Learning Laboratory (BELL) in 2004 and helping to establish the Okoboji Entrepreneurial Institute (OEI) in 2006.

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*The number of entrepreneurial opportunities that exist today is incredible. Our job as motivators and teachers is helping students match themselves and values to life's opportunities.*

—Tom Bedell

“Most CEOs lead around what the company needs and what co-workers should be giving to the company,” Bedell said. “It is a little bit of a semantics game I’m playing, but our No. 1 objective is to treat other people — our team, partners, and customers — the way you would like to be treated.”

The BELL, formerly a fraternity and sorority house located on Clinton Street in Iowa City, is home of Iowa JPEC's Startup Incubator program. More than 700 student ventures have been launched and more than 1,500 students impacted at the BELL where Bedell has been a frequent speaker for entrepreneurial classes and events in the 10,000-square foot business incubator for students.

Iowa JPEC leads the OEI program in collaboration with four other higher education institutions in Iowa; to date more than 500 students have attended OEI. At OEI, aspiring student entrepreneurs receive training and business coaching from successful entrepreneurs, business leaders, and OEI alumni. They also compete in a pitch competition to help fund their ventures. The secret sauce of OEI is the amazing connections students make during the week.

Providing students innovative real-world experiences has been a cornerstone of Iowa JPEC programming. ■



## Iowa JPEC Offers Support, Regardless of Idea Size

This JPEC thing is speaking my language.

That's how Brad Phillips remembers his introduction to the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) as a junior in 2002. When he transferred from community college, he knew he wanted to study business. From there, he felt aimless...until he discovered Iowa JPEC.

“This is something I could do,” Phillips said. “(Iowa JPEC) gave me a ton of support, not only the emotional support — the ‘you can do this’ support — but financial support, offices, help, and guidance. It showed me what I should be doing.”

An avid and well-known motocross competitor since he was 14 years old, Phillips started producing motocross videos in 2003 for his company, Premis. He fondly reminisces about the backing he received from Iowa JPEC, even though his was somewhat of an obscure niche business.

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*“I praise JPEC every day. It is one of the best programs out there.”*

—Brad Phillips

“I was friends with the Bio::Neos guys and we were totally opposite,” Phillips said. “I’m filming people who are doing stupid stuff and they are curing cancer. But my idea was just as well received. JPEC didn’t care what your idea was, they wanted to work through this and try to figure it out.”

Phillips also published a magazine called Campus Access when he was at Iowa, something he referred to as a five-month “fun side project.”

“We had funny stories, inciteful articles, and the middle folded out with bar specials that the university didn’t like very much,” Phillips said.

Phillips exited Premis in 2009, but he wasn’t through being an entrepreneur. His father persuaded him to look into the insurance industry and Phillips was contacted by a recruiter for Farm Bureau. Looking for more entrepreneurial freedom, he went independent and owns Phillips Stafford Insurance Group that is based in Des Moines, Iowa, with eight offices across the state.

“I praise JPEC every day,” Phillips said. “It is one of the best programs out there. It shaped my life and future and that’s why I like to give back to it because I think it is so important. I have a 3-year-old and a 1-year-old and if they go to college, I’m going to tell them they have to take classes in JPEC.” ■

2009

The Princeton review ranks Iowa JPEC among the top 25 undergraduate entrepreneurship programs in the nation. The Pappajohn Center continues to be recognized for its campus-wide academic programs and innovative co-curricular opportunities.

2010

Iowa JPEC and the Department of Management and Organizations create a management major with an entrepreneurial management track and takes the curriculum online the following year. The major track is one of the first programs to require students to complete a real-world project as part of graduation requirements.

2012

Joshua Krakauer (12BBA) co-founds social media marketing agency Sculpt after taking one of the first social media marketing courses offered by the Tippie College of Business.

2013

Iowa JPEC launches Venture School, aimed at teaching Iowa community businesses how to accelerate the startup process. Based on the National Science Foundation's Innovation Corps (I-Corps) program, Venture School is held in varying locations across the state with the help of partner organizations. To date, 948 Iowans have completed the program.



## Jacobson Institute for Youth Entrepreneurship Created in 2007

At the time of Iowa JPEC's founding in 1996, much of the state was still recovering from the 1980s farm crisis. Building Iowa's entrepreneurial economy meant building a pipeline that started with the youngest Iowans. Iowa JPEC did that with youth entrepreneurship summer camps and expanded to include teacher training and curriculum development.

In 2007, that commitment to teaching children entrepreneurship skills was taken to a new level. Richard O. "Dick" Jacobson, founder and chairman of the Jacobson Companies, gave \$3 million to endow Iowa JPEC's youth programs and give them a name — The Jacobson Institute for Youth Entrepreneurship. Over the past 15 years, the Jacobson Institute has become a nationally recognized program built around teacher professional development, innovative curricula, and outreach that enriches the lives of K-12 students.

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*With the creation of the Jacobson Institute, Iowa JPEC is able to foster the innovative and entrepreneurial spirit in youth.*

—Dawn Bowlus

Dawn Bowlus, director of the Jacobson Institute, joined Iowa JPEC in 2000. She has been instrumental in building the youth initiatives every step of the way. In the early days, she and Iowa JPEC Executive Director David Hensley drove to the four corners of the state to train teachers. An initial gift from Jacobson in 2004 allowed Iowa JPEC to expand its summer camp programs from eastern Iowa into Des Moines. Bowlus believes that Jacobson, who grew up poor in Belmond, Iowa, and founded his expansive business with a single warehouse, was inspired by his own childhood and entrepreneurial journey.

“He was the child that needed the opportunities we now provide through the Jacobson Institute,” Bowlus said. “He was extremely entrepreneurial, and he wanted that same opportunity for kids all over the state and across the country.”

The gift also gave the Jacobson Institute resources to develop its innovation and entrepreneurship initiatives and scale to a national level, with the BizInnovator Startup, STEM Innovator®, and KidInnovator programs. Jacobson Institute programs are currently used by teachers in 44 states and nine countries, and more than 300,000 students have been impacted since 1996.

“With the creation of the Jacobson Institute, Iowa JPEC is able to foster the innovative and entrepreneurial spirit in youth,” Bowlus said. “The gift allowed us to become the go-to, one-stop shop for youth entrepreneurship resources.” ■



## Overworked Tutor Dreams Up Business Idea

When Hung Tran's workload as a math and computer science tutor for University of Iowa students became overwhelming, it spawned an idea for Tutor Universe, an online program that redefined how information passed from instructor to pupil.

Tran and fellow Ph.D. student Thomas Hornbeck came to the University of Iowa from Vietnam. Together, their goal was to create an eBay-type business model for online education. They had friends at other universities who were adept in science and engineering, but unlike Tran, they had spare time to tutor students. The first ideation of Tutor Universe consisted of sessions on Skype with payments through PayPal.

“It was different from the (old) perspective on tutoring,” Tran said. “In the old way, you had to meet in person, go to a coffee shop, library, or classroom and pay by cash. I thought it could be done online and I had proof. Thomas and I made a place where tutors made a profile — including what they could teach, their rate, and their availability.”

Students searched for a suitable instructor and were connected right away.

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*Our mission is to make quality education accessible at a low cost for everyone, including underprivileged students.*

—Hung Tran

At first, things felt like a class project for Tran. Then Tutor Universe moved to an office at the Bedell Entrepreneurship Learning Laboratory (BELL) and it quickly became real.

“It was a good boost,” Tran said. “I was just a student back then, so how did I know about business? We had a good service, we turned it into a business, and brought it to market.”

Tran enrolled in finance classes taught by David Hensley and learned from mentoring sessions with Lynn Allendorf. He was connected to experts outside the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC). Tutor Universe entered and won business plan competitions and received a demonstration fund grant. It moved to a coLab collaborative office space, then it was off to Silicon Valley.

In 2014, Hornbeck left the company and has since been involved in multiple new ventures and supports startups through mentoring and investing. Tran pivoted and renamed the company Got It, which was more of an on-demand, one-on-one chat tutoring service anytime and anywhere. The company has raised nearly \$40 million in venture capital and serves a million users and more than 250 universities with more than 100 workers in the United States and Vietnam.

“We are passionate about education,” Tran said. “Our mission is to make quality education accessible at a low cost for everyone, including underprivileged students.” ■

2014

The BA in Enterprise Leadership is created in partnership with the College of Liberal Arts and Sciences. The curriculum combines business and liberal arts approaches, allowing students to enhance their skills in communication, leadership, innovation, and critical thinking. The major is one of the most popular in the college.

2014

The first Iowa Startup Games is held, encouraging students from across campus to team up to learn how to build a business in a weekend. Through Spring 2022, 686 undergraduates have participated in this competition.

2015

Iowa JPEC offers its first entrepreneurial study abroad experience in India. Programs in Belize and Italy are added the following year. In addition, Iowa JPEC students complete business consulting projects for African entrepreneurs who participate in the Mandela Washington Fellows program.

2015

Sydney Kurtz (17BBA), Madeline Guyette Rozeboom (17BBA), Mackenzie Phillips (17BBA), and Dylan Jones (17BBA) help establish Sigma Nu Tau, a selective entrepreneurial honor society, at the University of Iowa, the first chapter in the Big Ten.

2015

The National Science Foundation names Iowa JPEC as an I-Corps Site and awards a \$300,000 grant to further efforts to help students, faculty, and staff commercialize their research and discoveries.

2015

Iowa JPEC alum John Mickelson (03BBA, 07JD, 07MBA) — along with Mike Taylor (11MBA) and Dustin Thomas (13MBA) — raise \$41 million to establish Midwest Growth Partners, aimed at investing in companies and industries based in the upper Midwest.



## Standing Out With an Enterprise Leadership Degree

Kenadee Dekko (BA21) knew what she wanted from a college education. She was looking to learn critical thinking, problem solving, and communication skills.

At the University of Iowa, Dekko pursued a degree in enterprise leadership, a major created in 2014 in partnership with the College of Liberal Arts and Sciences. The major combines advanced coursework in entrepreneurship, leadership, and professional communications.

“I wanted to learn from people who had previous ‘real life’ experience,” Dekko said. “Many of our classes were led by entrepreneurs and business owners — people we could look up to and learn lessons from that were outside the textbook.”

The benefits of the degree are many: leadership, team management, strategic business planning, professional networking, and negotiation skills, to name a few.

“Being part of the enterprise leadership major was like being part of a network of people who are willing and waiting to lift others up with them,” Dekko said.

“

*Being part of the enterprise leadership major was like being part of a network of people who are willing and waiting to lift others up with them.*

—Kenadee Dekko

The Enterprise Leadership major is designed to help students develop the entrepreneurial mindset to prepare them to launch a new venture one day or become an intrapreneur inside an existing organization. The interdisciplinary major also provides multiple co-curricular opportunities to fine tune their skills, including Startup Games, IdeaStorm, and Game Changer.

Also beginning in 2014, Startup Games encourages students of all areas of study to team up and learn how to launch a business in a weekend. IdeaStorm is an entry level pitch competition across campus that supports students to share innovative ideas while familiarizing themselves with the pitching process. Understanding the design thinking process is key for Game Changer: being presented a set of tools that allows students to engage with a problem and people that have the problem. Understanding who, what, and the impact of the problem leads to solutions that become a “game changer.”

The distinctiveness of an enterprise leadership major — and the attributes that come with it — sticks out when entering the business world. As Dekko interviewed for jobs, company leaders were impressed and intrigued by the major, admitting they would have traveled the same route in college.

“It gave me a sense of uniqueness and I was able to translate my experiences — working on hypothetical business proposals and having several internships — to fit the exact job I was pursuing,” Dekko said. ■



## Thanks to Iowa JPEC’s Innovators Workshop, Viewpoint ‘Gets its Legs’

The scene has played out many times. Frances Johnson turns toward her husband Michael Schultz, raises her hand, and smiles before they share a celebratory high-five.

For Johnson and Schultz, things are looking up for their company Viewpoint Molecular Targeting located in Iowa City, Iowa.

In February of 2021, Viewpoint Molecular Targeting announced that it had secured its own long-term supply of radioisotopes through the National Isotope Development Center. These unstable atoms are a necessary component in Viewpoint Molecular Targeting’s products, which use radioactivity to help physicians see and treat cancer cells.

“When you work for a long time to get something done, you are recognized more from afar than you are at home where they have seen you blocking, tackling, and slogging your way toward the goal,” said Johnson, Viewpoint Molecular Targeting’s CEO.

“

*We have found Iowa City and the University of Iowa community to be a great place to start a business, to grow and build, and we have gotten a lot of support along the way.*

—Frances Johnson

“We have found Iowa City and the University of Iowa community to be a great place to start a business, to grow and build, and we have gotten a lot of support along the way.”

Viewpoint Molecular Targeting is an Iowa JPEC Faculty Innovators alumni company. The University of Iowa Innovators Workshop is an NSF I-Corps Site program that provides University of Iowa faculty, staff, and students an opportunity to develop marketable ideas and accelerate the startup process through a three-week curriculum. Viewpoint Molecular Targeting then participated in the National Cancer Institute’s three-month I-Corps program in Boston in 2016.

The company formally began in 2008 but “didn’t get the kind of legs” needed until 2015 when it participated in Iowa JPEC’s Innovators Workshop. Since then, Johnson and Schultz have transitioned from their faculty roles to focus on growing the company.

Viewpoint Molecular Targeting is going from being a preclinical research and development company to a true pharmaceutical company that develops drugs. Viewpoint Molecular Targeting has built collaborations all over the world to prepare for expanding its footprint, but remains committed to building the foundation of the company in the Iowa City area. Many of the company’s full-time employees started as interns while studying at the University of Iowa.

And that’s worthy of a celebratory high-five. ■

2016

Roby Miller (10BA) sells his company, Telepharm, to Cardinal Health. A retail pharmacy software application, Telepharm allows pharmacists to work at the top of their license across multiple pharmacies, providing much-needed pharmacy care to millions of patients in underserved and rural areas.

2017

John Mickelson and former Hawkeye football teammate Lance "Cy" Phillips (06BA) partner with their families to found the Iowa Wave shirt, raising \$1.7 million for the University of Iowa Stead Family Children's Hospital in five years.

2020

In face of COVID-19, Iowa JPEC significantly increased its support to community-based startups by providing targeted financial grants, offering webinars and consulting on financial management, and launching paid virtual student internships.

2021

The Entrepreneurial Leadership Academy is launched. The two-course sequence provides a select group of students an opportunity to hone advanced leadership, project management, and professional communication skills prior to entering the workplace.

2021

The network of five John Pappajohn Entrepreneurial Centers in Iowa has receives a \$200,000 grant from the Ewing Marion Kauffman Foundation to establish a statewide mentoring program for Iowa entrepreneurs.

2021

Iowa JPEC and the Management and Entrepreneurship Department in the Tippie College of Business launch an online Graduate Certificate in Innovation.



## Thriving Through International Outreach

For the past six years, the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) has been opening minds and opening doors home and abroad.

An open mind is Lucy Msukwa's most significant takeaway from a recent Mandela Washington Fellows cohort hosted by the University of Iowa.

"Being at Iowa has been very impactful for me as a leader," said Msukwa, executive manager of a motherhood clinic in her native Malawi. "In every project I'm going to do back home, I will use the skills, experiences, and knowledge I have learned here."

Iowa JPEC is proud of its international reach. In 2016, it formed a partnership with the Tippie College of Business Institute for International Business (IIB) to expand its entrepreneurial programs internationally while providing unique and meaningful opportunities for Iowa students. This suite of programs began by offering the Venture School program to participants from Sub-Saharan Africa that came to Iowa each summer as part of the Mandela Washington Fellowship Program, and has

“

*"The Institute of International Business values its strong partnership with Iowa JPEC as it trains the next leaders in Africa and empowers marginalized people in developing countries with the tools of entrepreneurship."*

—**Dimy Doresca, IIB Director**

grown to include women entrepreneurs in Western Saudi Arabia, entrepreneurs in Haiti, university faculty in Kazakhstan, and musicians and cultural leaders in San Andrés archipelago in Colombia.

The Mandela Washington Fellowship Program has hosted six cohorts and 149 Fellows from 39 countries. In 2019, Venture School International was created with programs in Kazakhstan, Ethiopia, Kenya, Saudi Arabia, and Colombia. More than 360 people have been trained since.

In 2020 — and in response for Tippie students losing internships because of COVID-19 — the African Business Innovators Internship Program began. The program matches University of Iowa students with Mandela Washington Fellowship alumni companies for an 8-10-week virtual internship.

The Iowa International Business Summer Internships began in 2021 with 13 students participating. Eight Iowa companies hired interns for international business-focused internships.

Iowa JPEC will continue its partnership with the IIB to provide a consistent pipeline of opportunities for faculty and students to engage with innovators around the world.

"I'm proud I'm making an impact in my community," said Msukwa.

So, too, is Iowa JPEC. ■



## Iowa JPEC Creates Shark Tank Memories

In a world full of fish, be the shark.

On April 23, 2015, Daymond John, CEO and founder of the lifestyle brand FUBU and an original investor on Shark Tank, spoke at the Memorial Union Main Lounge. John told the full house he was there to brag, not about successes, but about failures. He encouraged potential entrepreneurs to set goals, do homework, adore what they do, remember that they are the brand, and, like any good shark, keep swimming.

"Success is not money," John said. "Success is doing something you want to do every day and contributing to the community. The strategic partners you have in life start at home."

Iowa JPEC's connection with the sharks went from learning from a founder to seven years later, celebrating one of the Center's star student ventures.

On April 1, 2022, Erica Cole, University of Iowa alumna and founder of No Limbits, was featured on season 13, episode 18 of Shark Tank. No Limbits is an adaptive clothing line with a mission to increase comfort for those struggling with a disability.

“

*I feel so recharged after (the Shark Tank episode aired) because thousands of people said they need this product or know someone who needs that product.*

—**Erica Cole**

It was a life-changing day for Cole after Mark Cuban and Emma Grede invested \$100,000 for 10% ownership in No Limbits. Cuban is owner of the Dallas Mavericks of the National Basketball Association and Grede is CEO and co-founder of Good American, a fashion line for women of all sizes.

"I feel so recharged after (the Shark Tank episode aired) because thousands of people said they need this product or know someone who needs that product," Cole said. "My story resonated with people. Now is a good opportunity to bring members of this adaptive community into the development process. We're building with people instead of building for people, and I didn't think about Shark Tank being the door to making that happen."

In 2018, Cole, a chemistry major, was interning in Colorado and had just received her dream job offer of becoming a plutonium chemist at Los Alamos National Lab in New Mexico. While in Colorado, she was involved in a car accident that required the amputation of her left leg below her knee. Shortly thereafter, Cole was inspired to develop innovative covers for prosthetic devices and took part in the Iowa JPEC Idea Storm and Startup Games programs. She went on to win seed funding in several campus, statewide and national competitions. ■

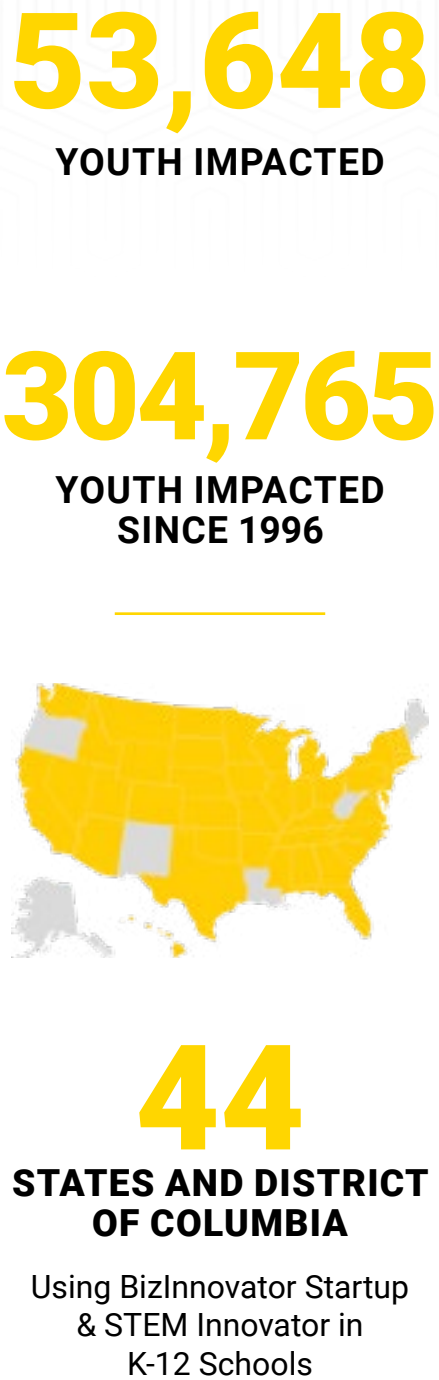
IOWA JPEC  
**FY22 IMPACT**

On the previous 12 pages you have read a historical sample of Iowa JPEC success stories. Since then, we tackled the COVID-19 pandemic head on and are excited about what we accomplished during the most recent fiscal year. Take a peek for yourself:

**ECONOMIC DEVELOPMENT**



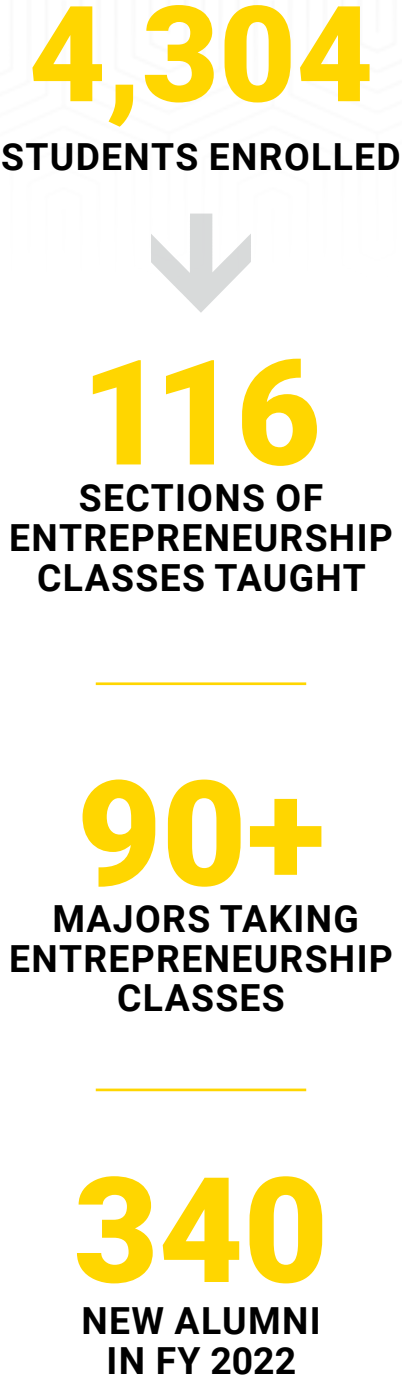
**YOUTH PROGRAMS**



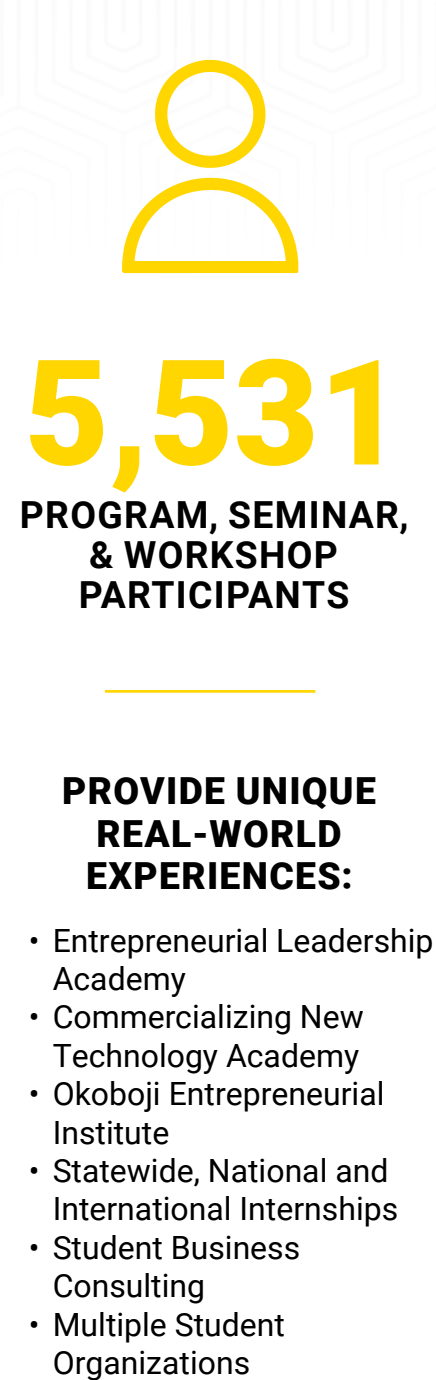
**STARTUP INCUBATION**



**IN THE CLASSROOM**



**REAL-WORLD EXPERIENCE**



**STUDENT ENTREPRENEURS**



# 2022 Iowa JPEC Innovation and Entrepreneurship Honors

In 2020, Iowa JPEC began recognizing entrepreneurs and innovators from the myriad of academic and entrepreneurial training and support programs offered by the Center. The awards honor University of Iowa students, faculty, staff, and alumni as well as entrepreneurs from across the state of Iowa. In this third year of the Iowa JPEC Innovation and Entrepreneurship Honors, the following individuals were recognized at an event at the Old Capitol Museum on Sept. 9, 2022.



Cardella started on the phones and worked his way up in the Business Process Outsourcing industry until founding Access Direct in 1995 and then TLC Associates in 2007. TLC Associates, a 100% employee-owned company, has nine locations in the United States, as well as the Dominican Republic, India, and Philippines.

**Thomas L. Cardella (95MBA) | Founder and CEO, TLC Associates  
Alumni Entrepreneur of the Year**



Inspired by his father’s dedication to medicine, Lensing not only earned a doctorate of medicine degree, but he founded OpenLoop. OpenLoop is a healthcare company that functions like a telehealth company and bridges the care gap to bring healthcare into homes. The network has 8,100 clinicians, 115 employees, and 75 telehealth clients serving 42,000 zip codes.

**Jon Lensing (20MD) | Co-Founder and CEO, OpenLoop  
Young Alumni Entrepreneur of the Year**



Wilson’s voice-over and media services have been used by the likes of Disney and McDonalds. He is a leader in nonprofits, startups, and youth initiatives. The passion for youth started when he was counselor at an Iowa JPEC summer camp. That motivated Wilson to write Jackie and the Dreamstalk, an entrepreneurship book targeted for 9–14-year-olds.

**Duane Wilson (08BA) | Media Consultant and Strategic Executive  
Alumni Entrepreneurial Leadership Award**



Instead of being a writer after college, Williams landed an internship at VolunteerLocal, a streamlined scheduling, registration, and communication web app for managing volunteers. That evolved into a part-time, then full-time position. She stepped down as CEO in 2021 and is now investment director of a \$30 million venture capital fund. She oversees investments to early-stage startups in Iowa.

**Kaylee Williams (11BA) | Shareholder and Strategic Advisor, VolunteerLocal  
Young Alumni Entrepreneurial Leadership Award**



Firefly Photonics specializes in research and development of semiconductor mid- and long-wavelength LEDs and lasers for use in industrial and environmental monitoring of greenhouse gases, medical sensing, and defense test and evaluation technologies. The University of Iowa startup has operated with seven employees the last five years. It continues to grow and seek investors.

**John Prineas, President, and Fatima Toor, Vice-President, Firefly Photonics  
Iowa Innovator of the Year Award**



After having a positive Venture School experience with a business called TreePans.com in 2015, Brown returned two years later with Insulights.com, a high intensity LED that flashes with the pulse of an electric fence to know it is working. In four years since its inception, Insulights.com has had more than \$450,000 in revenue and sold more than 50,000 units.

**Bill Brown | President, Insulights.com and TreePans.com  
Venture School Business of the Year**



By using epigenetics, Dawes learns what a patient’s cellular needs are so a custom-made vitamin will catch diseases before they set in. The saliva test will bring preventive medical care to areas that need it most. With Relevant Methylomics, true prevention can be done at home.

**Kelsey Dawes (22PHD, 18BA) | CEO and Founder, Relevant Methylomics  
Student Startup of the Year**



Hatfield, who will graduate in May with a degree in enterprise leadership, is reeling in the business side of fishing. His first big catch is called ChordaStick, a reinforced plastic worm that lasts up to 30 fish catches, or up to 15 times longer than his competitors. A second product design could be unveiled as early as the fall.

**John Hatfield | Founder and Operator, ChordaWorm Lures®  
Student Startup of the Year**



A native of Bettendorf, Iowa, Poole graduated in May 2022 with BBA degrees in entrepreneurial management and marketing analytics with a sustainability certificate. He is registrar at Bodensee Bible School located on Germany’s southern border, where Poole relies on lessons learned from Iowa JPEC like customer discovery, networking, and a holistic approach to thinking through ideas.

**Kristoff Poole (22BBA)  
Entrepreneurial Leadership Student of the Year**



A member of the University of Iowa’s 2019 Mandela Washington Fellowship cohort, Redi’s innovative ideas began when she earned a biomedical technology degree in Ethiopia. A dedicated researcher, innovator, and successful businesswoman, Redi strives to improve healthcare technology, especially to reduce infant mortality, and to make healthcare more accessible.

**Mihiret Yilma Redi | CEO of MYBM Solutions and Co-Founder of Dynamo Robotics  
Institute for International Business International Entrepreneurship Impact Award**



Miltner was in the inaugural 2013 class of STEM Innovator teachers with a goal to infuse innovation and entrepreneurial thinking into classrooms. She also worked with the Jacobson Institute to secure a partnership with UnityPoint Health System in Cedar Rapids. The UnityPoint Foundation funded teacher training and created a MakerHealth Incubator at the hospital.

**Barb Miltner | Cedar Rapids Xavier High School  
Jacobson Institute K-12 Innovator**



# 2023 and Beyond

As we look to the future, the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) is doubling down on its support of entrepreneurs, including those on campus, across the state, and in the Iowa JPEC alumni network.

We aspire to be recognized as one of the Midwest leaders for launching high potential university-affiliated entrepreneurial ventures with goals of:

- **10+** Iowa JPEC-affiliated high potential startups supported annually
- **150+** alumni mentors providing strategic business coaching to select Iowa JPEC-affiliated startups
- Iowa JPEC Alumni Entrepreneur Network with **200+** active members

## SCALE ACCELERATOR

This comprehensive training and support program is for high potential ventures.

- Entrepreneur-in-Residence for concierge-level venture acceleration
- Venture Mentoring Service
- CEO training
- Pitch Deck development
- Fundraising assistance
- Technical assistance/consulting

## NSF I-CORPS

- With a two-year, \$350,000 grant, the University of Iowa will become a Partner Program in the Great Lakes NSF I-Corps Hub in 2023
- This technology entrepreneurship training program developed by the National Science Foundation is for graduate students, faculty, and staff, enabling them to take the first steps toward commercializing their innovations
- This is a continuation of the program launched at the University of Iowa in 2015, with additional support for team recruitment and advanced training

## IOWA VENTURE MENTORING SERVICE

Iowa JPEC is implementing the MIT Venturing Service Model across campus and the state of Iowa in partnership with the other John Pappajohn Entrepreneurial Centers. This team-based mentoring approach has already helped several businesses raise capital and expand operations.

- Develop business acumen to scale their venture
- Connect entrepreneurs to a team of entrepreneurial and business experts
- Create additional opportunities for student engagement with high potential companies

We will also provide leadership to the four other John Pappajohn Centers and execute a statewide growth plan.

## GET INVOLVED

If you would like to engage with Iowa JPEC to help launch and grow successful entrepreneurial ventures, please contact us at [iowajpec@uiowa.edu](mailto:iowajpec@uiowa.edu) or **319-335-1022**.



## IN MEMORIAM MARY LOUISE PAPPAJOHN

*Mary Louise Pappajohn, 88, passed away March 17, 2022, in Naples, Florida, with her family by her side.*

Mary was born Oct. 6, 1933, in Minneapolis, to Michael and Mariana (Bougris) Limberis. She attended the University of Minnesota obtaining a B.S. in home economics in 1955 and after graduation she worked for Northern States Power in Minneapolis as a kitchen design expert. Mary relocated to Iowa upon her marriage to John George Pappajohn on Sept. 10, 1961, and became an active member of the Des Moines community. She served as president of the Junior League of Des Moines, president of Goodwill of Central Iowa, and president of the Des Moines chapter of the Daughters of Penelope. Mary’s true passion was the visual arts, and she used her extensive knowledge to qualify the Pappajohn’s personal collection on Art News Magazine’s Top 200 Art Collectors in the world for 15 consecutive years.

In addition to her comprehensive collecting, Mary served on the Board of Trustees of the Des Moines Arts Center, as well as Chair of the Acquisitions Committee. She also served as a trustee of the Walker Art Center in Minneapolis, on the Advisory Board and National Committee of the Kennedy Center for the Performing Arts, the National Committee of the Whitney Museum, and the Collectors Committee of the National Gallery of Art in Washington, D.C.

When they ran out of space to display their sculpture, Mary and her husband established the John and Mary Pappajohn sculptures Park in Des Moines through the donation of their entire outdoor sculpture collection, which included more than 20 world renowned works relocated from their home to the Western Gateway Park. A true philanthropist in every sense of the word, Mary truly lived to serve others. She was recognized with numerous awards and honors, including the Meredith Wilson Heritage Award, the Des Moines Bravo Award, the Des Moines Art Center Gala Honoree, the Hellenic Times Humanitarian Leadership Award, the State of Iowa Philanthropist of the Year, and the National Philanthropist of the Year for the Arts.

Among her many other philanthropies, Mary helped create an endowment at the University of Iowa Hospitals and Clinics to establish the John and Mary Pappajohn Clinical Cancer Center. She helped finance scholarships for ethnic, disadvantaged, and minority students. She helped fund the five John Pappajohn Entrepreneurial Centers in Iowa, and contributed to the John and Mary Pappajohn Higher Education Center in Des Moines.

Mary was a parishioner of the Saint George Orthodox Church in Des Moines, and a supporter of the Holy Transfiguration Greek Orthodox Church in Mason City and her hometown parish of Saint Mary’s Greek Orthodox Church in Minneapolis. She was a member of the Archbishop Iakovos Leadership 100 endowment, and a major supporter of the Saint Nicholas National Shrine at the World Trade Center.

A phenomenal cook, Mary enjoyed entertaining friends and family and possessed a great collection of recipes, including many Greek specialties. Among the favorites was her Waldorf Astoria red velvet birthday cake.

Mary’s generous heart and passion for life will live forever. She was preceded in death by her parents and brother, Tom Limberis. Mary will be deeply missed by her husband, John, daughter, Ann (RJ), grandchildren, Nicholas and Alexandra, and many friends. ■

October 6 *A heart and passion for life.* March 17

# 1933–2022

# IOWA

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## John Pappajohn Entrepreneurial Center

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