



NEW HORIZONS DES MOINES RESALE MEMORADUM

Description Of New Horizons Des Moines

It's with great honor that we have been serving local businesses in Central Iowa since 1998, providing training for every member of an organization focusing on Leadership & Development, Information Technology, Project & Service Management, Cloud & Big Data as well as everyday Business Applications.

Des Moines' Local Training Partner

As a franchise of global franchised group, we have the reach and resources for any company's needs yet a local presence, ownership, and responsiveness of a local partner. A partner offering live instructor-led courses, in-person and online for an individual or an entire team. With options to customize content to meet organizational goals.

Given our local presence over the past 24 years, we have long standing relationships and ongoing sales with virtually every size of business as well as non-profits, federal, state and local governments in Central Iowa. As owners, we are looking forward to new challenges but hope to find someone who can continue to serve our customers at the highest levels.

Facility

New Horizons currently operates from a 3,239 square foot facility which is shared with a 3rd party. This shared space includes private offices, cubicle space, mini-kitchen, 3 small online classrooms, as well as two larger classrooms accommodating 12- 28 individuals. Over the past 2 years employees have transitioned to working from home and most students have transitioned to taking classes from their home or office. However, the larger classrooms are still utilized for in-person classroom training for groups of employees as well as room rentals. There are options to keep the same arrangement, rent classroom space when needed or terminate the arrangement all together.



Exterior of Building



Entry



Larger of 2 Classrooms



One of 3 Online Learning Rooms

Database

When New Horizons of Des Moines opened in 1998, there were 17 competitors in the Des Moines area. While others focused on larger IT sales and large organizations, New Horizons found success with business applications and small to medium sized businesses. Over the years we worked our way into larger organizations and into the IT training space. Given this transition our database is extensive covering every size of business and all industries.

Top 50 Accounts in 2021

PRINCIPAL FINANCIAL GROUP
MIDAMERICAN ENERGY COMPANY
DEPT OF JUDICIAL - IOWA COURTS
CASEYS GENERAL STORES INC
MULTI-STATE LOTTERY ASSOCIATION
IOWA DEPARTMENT OF HUMAN SERVICES
IOWA DOT
BRIDGESTONE / FIRESTONE AGRICULTURAL TIRE DEVISION
CITY OF DES MOINES
PELLA CORPORATION
CAMBRIDGE INVESTMENT RESEARCH, INC
COMMUNITY CHOICE CREDIT UNION
FARMERS MUTUAL HAIL INSURANCE
IOWA DEPARTMENT OF CORRECTIONS
STORY COUNTY
ICE TECHNOLOGIES
WEST DES MOINES CITY OF
AMERICAN EQUITY
DEE ZEE INC
IOWA HOSPITAL ASSOCIATION
IOWA COMMUNICATIONS NETWORK
VETERANS ADMINISTRATION
MIDWEST ONE
QUALITY MANUFACTURING CORP
EFCO CORP
PERFECTION LEARNING CORP
CFI TIRES
KEY COOPERATIVE
WEILER

FEDERAL HOME LOAN BANK OF DES MOINES
HUBBELL REALTY COMPANY
CORN BELT POWER COOPERATIVE
DES MOINES WATER WORKS
DIAL SENIOR LIVING
PRECISION PULLEY & IDLER
SPAL USA
BANK IOWA
HY-VEE
JOSEPHS JEWELERS
B & G FOODS
TMC TRANSPORTATION
COMMONSPIRIT HEALTH - MERCY
IOWA DEPARTMENT OF PUBLIC HEALTH
NATIONWIDE INSURANCE
IOWA WORKFORCE DEVELOPMENT
HOMESTEADERS LIFE COMPANY
VOCATIONAL REHAB
USDA
PELLA REGIONAL HEALTH CENTER
GRINNELL MUTUAL REINSURANCE
AUREON

Competition

Local competition is limited if not non-existent. There are a few individuals who provide limited Microsoft application courses. Local post-secondary schools provide some IT courses but are typically not structured to accommodate an employer sponsored enrollment. There are several small providers, locally that provide soft-skills training. However, their focus has been on the HR manager and have traditionally ignored the IT team. There is not an organization that offers it all. There is an opportunity to be the “sole” training provider to every organization in central Iowa as we do it all.

Our main competition would be online self-paced content providers. However, they do not have the options for instructor-led, dedicated group training or one-on-one coaching that we can offer. They are also poorly suited for an older employee.

We do have self-paced offerings to compete, but the real opportunity is something in between the instructor-led and self-paced options, a potential combination of both and offered in a shorter duration. Daily we are customizing delivery for our clients into shorter blocks of time and laser focused content. Locally we have just released short, topic focused courses for both business applications and soft skills. New Horizons corporate is currently in the process of doing the same for technical courses.

There is not an organization that can compete with New Horizons, that has the depth of offerings, the multiple delivery methods, that is global with a local presence.

Opportunities

- Shorter – Laser focused courses appealing to the younger workforce and organizations limiting time away from daily duties.
- The development of learning journeys that have a pre-defined path of learning for a specific job-role, combining both technical and soft-skills. No longer a one and done for an employee but a truly prescribed plan for learning that keeps them with New Horizons for some time to come.
- Development of subscription models for the shorter – laser focused series of courses.
- Greater use of consultants and specialists for development and delivery of courses.
- Newly adopted CRM - Salesforce and tools for sales and marketing automatization.
- Increased use of tools for sales analytics.
- Soft-skill offerings for IT teams that have been overlooked especially with a younger workforce that lack many of the skills needed to work on a team.

Staff

Mike Anderson, Senior Account Executive

Mike is currently a Senior Account Executive and has been with New Horizons of Des Moines for over 10 years. A native of Kansas City, MO he moved to Iowa to attend Drake University where he majored in Biology.

At New Horizons, Mike has attained various certifications related to technology sales and training (Microsoft, VMware, and Cisco). He loves to learn and is passionate about helping individuals and organizations achieve their goals.

Prior to New Horizons, Mike had various sales roles at Mediacom and worked on non-profit fundraising teams. Mike brings a blend of customer service, product knowledge, and the ability to apply course content and objectives to his role on the sales team. He loves data analytics and is passionate about tracking sales numbers.

He is your go to for technical sales. The 3 years prior to Covid he averaged over \$650,000 a year in sales. He sold \$567,000 last year.

Mike has a base salary of \$40,000 with a monthly commission on collections, as well as health and dental coverage.

Stephanie Gureno, Account Executive

Stephanie is the newest member of our sales team – just over a year. She works remotely from the Cedar Rapids area. She is a strategic sales leader with more than 20 years of progressive experience in start-up and Fortune 500 environments. She has extensive HR experience and training. She has continued this training at New Horizons with many Soft-skills related courses.

Her sales focus is on cultivating strong business relationships to grow the bottom line and is well positioned to sale soft-skills training. Her first year of sales - \$141,000.

Has a degree in Education, completed Executive Leadership Training as well as Sales Training with Dale Carnegie and Amyk.

Stephanie has a base salary of \$46,080 with a monthly commission on collections, she has opted out of health and dental coverage for a higher salary.

Dan Geers, Instructor

Dan has been teaching at New Horizons since 2003 and has taught a wide range of courses including graphic design, web design, databases and more. His current focus is primarily on the Microsoft Office Suite and the Adobe Creative Suite. He is a passionate and enthusiastic instructor who loves to share tips and tricks to help you work smarter, faster, and easier.

Prior to New Horizons, Dan taught junior high and high school English. He is also a former trainer for Xerox and worked onsite at more than 100 corporations around the US. He brings lots of real-life experience to the classroom.

Dan is loved by our customers and one of the top end-user instructors in the New Horizons network.

Dan Geers has a base salary of \$44,100, as well as health and dental coverage.

Deborah Farver Plumb, General Manager

Deb is the General Manager and part owner of New Horizons Des Moines for over 24 years. Deb attended Iowa State University majoring in Accounting and Management Information Systems. After graduating Iowa State Deb passed the CPA exam and was a financial auditor for Deloitte and Touche. Her combination of IT and accounting skills lead her to New Horizons where she enjoys working with others to realize their full potential both in life and within their profession.

Deb has a base salary of \$70,000, as well as health and dental coverage. Deb would be happy to stay on for a transitional period.

3 Years of Sales and EBITDA

Year	Revenue	EBITDA
2021	641,201	66,846
2020	471,614	-49,388
2019	654,954	33,385

