

Targeted Small Business Program of Iowa

## PROFILES IN SUCCESS

Some people find that they're good at something and they start a business around it. For some, a small business started from a hobby they enjoyed. For Bruce Teague, owner of Caring Hands & More, it was a matter of the heart. He genuinely cares for people and their well-being, especially the elderly.

He explains it this way, "I saw a need in the homecare industry that wasn't being met. Elderly people who wanted to stay in their home, were capable of staying in their home [versus going into a nursing home], if they could just get a little help now and then." An Iowa TSB enjoys key benefits like access to low-interest loans and advantages in doing business with the State of Iowa.

Visit the link below to read more about Bruce's story and learn how the TSB program can help you start or expand your small business!

[iowaeconomicdevelopment.com/success/tsb](http://iowaeconomicdevelopment.com/success/tsb)

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## In the Business of Caring

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Everyone likes to be independent, to be autonomous and self-sufficient.

Opened in 2004, Caring Hands & More is a home health and family services company. They provide transportation services, parent-helper services, pet care, professional cleaning, and lawn care. They also have commercial lawn care clients.

The success of Caring Hands & More was instrumental in allowing Bruce to open a second company called CHARMS Homes, which provides quality homes for rent to low-income, elderly, and disabled. Once a rental lease is "locked in", this second business

provides a steady, fairly reliable stream of income, which helps Bruce manage cash flow of both businesses better.

With success comes growth and Bruce now employs 36 employees on his staff! He recently received some grant funding for his CHARMS Homes business, which is creating the need for him to hire even more people. Sometimes managing HR issues is tough for a small business, but not so for Bruce. He says they apply a proven, systematic approach in hiring, training, and professional development.

Being a TSB has been beneficial for his business, Bruce says. "I never knew that I could do business with the University of Iowa. However, I learned at a TSB workshop that the State universities spend millions with TSBs each year. I was able to leverage my TSB designation in pitching my business to the U of Iowa, while also explain my company's capabilities. I'm happy to say I've just landed my third annual contract with University of Iowa to provide back-up child-care for University Faculty and students, a very lucrative contract for us."

Being a TSB does not guarantee to you will win a bid opportunity with a State agency or university, but it can give you an edge. Like Caring Hands & More, you must deliver excellent service at a competitive price. As you can see, getting your business certified as a targeted small business makes good business sense.