Persistence pays off for Iowa Company seeking Rock Island Arsenal business

When Digital Pathways of Bettendorf needed to diversify its target audience, owner Rose Ann Burgmeier pursued the multiple government organizations within the Rock Island Arsenal.

Throughout 2008 and 2009, Burgmeier met with ISU Extension’s Center for Industrial Research and Service (CIRAS) to build her network and guide her through the daunting solicitation process.

“I called CIRAS and they were able to break apart the huge solicitation and guide me through the process,” she said.

The result was a $93,000 contract with a scope of work utilizing different areas of the company’s expertise. Digital Pathways was awarded their first multi-year contract with the Public Affairs office, and has since been awarded additional contracts. This year, Burgmeier is continuing to work with CIRAS on new initiatives for Digital Pathways.

“Now I don’t panic when I get a lengthy solicitation from the government because I can rely on my trusted CIRAS resources to assist us in capturing new government business,” Burgmeier said.

*For more information, please contact Dave Bogaczyk at 515-422-6313; bogaczyk@iastate.edu*