

## **Recharge the Range**

*Small Business Strategies Group*

*Updated: February 6, 2017*

### **Goal:**

- 60 attendees - Predominantly small business owners
- Get some small business owners to be part of planning/putting on next event(s).

### **Event Topic:**

Entrepreneur Forum – Online strategies to grow your business

### **Event Format:**

- Led by entrepreneurs who have done it.
  - 1 Moderator (entrepreneur) & 3 panelists (entrepreneurs).
  - Panelists will be a variety – geography, type of business, how they used it.
- Casual panel – sitting on stools, no table. Informal
- Held at Discovery Center – Theater
- Time:
  - 5:30 to 6:00 Social
  - 6:00 to 7:00 Panel discussion
  - 7:00 to 8:00 Networking
- Cash Bar. hors d'oeuvres served.
- Date:
  - Thursday, May 11, 2017

### **Possible Panelists & Moderator:**

- Anna Anderson (Moderator) – Art Unlimited (Cook)
- Lillylane Embroidery (Online cozies / Hibbing)
- Dogbooties.com (Duluth)
- Christina Anderson (Grand Rapids)
- Swanky Sweatpeas (I-falls)
- Made on the Range
- ~~Jessica Norsdale, thunkinjings.com~~
- Kondos Outdoors
- Molly Solberg

## Roles & To-Do's:

- Sara Ferkul / (IRRB) –
  - Discovery Center Dates & Reservations
  - Food & beverage
- Jared Sabin – Create an event page that can be shared by all organizations and participants.
- Amanda Rolf (EF) – Event Planner

## To Do's

- **By February 24<sup>th</sup>**
  - Steve Peterson – Reach out to Kondo's Outdoors. Has he used tech/social media to grow his business? Would he be a good panelist? Interested?
  - Shawn Wellnitz / EF – Engage creatives about a name and logo. Find someone to do or refer to someone who can.
    - Jessalyn Sabin – Who did the ReGen?
    - Giant Voices
    - Megan Kellin / Lake Time Magazine.

Back-up Plan: Entrepreneurs on Tap.

- Shawn Wellnitz – Ask Anna Anderson to switch date to moderate event.
  - John A – Ask Karin Woodman if she would be part of panel (medium-size business)
  - Betsy Olivanti – Engage or find potential creatives about a name and logo.
    - Jamie from the Laurentian Chamber.
- **By March 4<sup>th</sup>**
    - Amanda Rolf - Eventbrite page done.
    - Logo & Name done & decided.
    - Jared – Event page created and shared by all organizations & participants.
    - Marketing info goes out to partners & organizations.
    - Marketing To-Do's
      - Jared will have event page & links.
      - All distribute.

**Small Business Strategies**  
**Conference Call**  
**February 28<sup>th</sup>, 2017**  
**2:00 p.m. – 3:30 p.m.**

**On the Phone:** Shawn Wellnitz, Betsy Olivanti, Steve Peterson, Amanda Rolfe and Sara Ferkul

Discussion about the online business conference that will take place on May 11<sup>th</sup> at the MN Discovery Center.

The first discussion was about the name of the event. There were about 8 options that we discussed and decided on Entrepreneurs on Tap, An initiative of Recharge the Range. Amanda will be working on creating an Eventbrite page. A logo will be created along with the Recharge the Range logo. Anna from Art Unlimited will be the moderator for the event.

Participants will be able to register on the Eventbrite page for the event. There will be a short bio of each panelist. And possibly having a section that participants can submit questions and then they can be used during the event.

Discussion about bringing Hometown Focus to the event, possibly having a table, and doing a short presentation about what they offer for advertisements. Also speaking with W.A. Fisher.

**Following the Event:**

Sending out a survey to the participants. Asking what they would like to hear about next? Would they be willing until be a volunteer at the next event? Was there value in it? Would they like to create a group, Entrepreneur meet up (Creating vibrant culture and building networks)? And then any additional comments?

They are hoping to hold three more events similar to this one throughout the coming months, spring, Mid-Summer and Fall.

The next conference call will be on March 23<sup>rd</sup>, 2017 at 11:00 a.m.  
Conference Call Number: (218) 623-5757  
Conference PIN: 3486#