

**Small Business Strategies
Conference Call
May 2nd, 2017
3:30 p.m. – 4:30 p.m.**

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

Shawn started the conversation off about what we were going to talk about:

- Day of event logistics
- Final social media push
- Anna from Art Unlimited and Presenters
- Outcomes following the event

Sara gave a run through of the event from start to finish. She will also be creating an excel spreadsheet for the attendees. She will also be making nametags and bringing extras to the event.

Amanda let everyone know that she asked each of the presenters to create a PowerPoint and submit it to Amanda by the end of the day Friday.

We have 5 tables as of now in the social area for companies to display information:
Made on the Range – Hometown Focus
Art Unlimited
Iron Range Makerspace
UMD CED
Entrepreneur Fund

Shawn spoke about the actual event itself. He will be doing a welcome at the beginning, a bit about Recharge the Range and then introduction of Anna.

Anna will be sharing some small business data to start out. And then moving on to the speakers. Each speaker will have 10 minutes to speak. Each speaker will have 3-5 slides about how they used social media and the internet to further their business.

Karine Woodman – 24 Hour Bookkeeper
Mike Larson – Kondos Outdoors
RaeAnne Conat – Swanky Sweet Pea

Following the speakers there will be a time for questions.

At the end of the event we will ask each person to complete a card that will ask their opinions on the venue, speakers and also ask for 2 topic ideas for the next event. It will also ask for their

contact information. Even if they do not want to write topic ideas down we will still encourage them to complete the rest of the card.

IRRRB will be doing a press release in regards to the event. We all also have to push this event on social media.

Shawn will also be reaching out to ReGen about sharing the event. The Hibbing Chamber, IRRRB and Virginia Chamber have all shared the event.

The next conference call will be after the event takes place to recap on the event itself.