

## Small Business Strategies

September 21, 2017

Conference Call

8:30 a.m. – 9:30 a.m.

**On the Phone:** Anne Varda, Mary Finnegan, Amanda Rolfe, Shawn Wellnitz, Keny Adams, Betsy Olivanti, Julie George, Steve Peterson and Sara Ferkul

### Objectives:

- Share feedback from last event (**additions from call**):
  - Presenters need to keep on topic
  - Have a backup presenter/plan if someone cancels at the last minute
  - **Should keep in the same room instead of moving everyone to the theater like the first event.**
  - **Unsure if we met the target audience.**
  - **Microphone issues (MN Discovery Center was made aware, should be resolved by next event)**
  - **Keep the message from the presenters authentic.**
  
- Determine panelists for next event and get confirmation by **September 27** (**additions from call**)
  - Bonnie Hendrickson, Coach
  - Matt Zupancich, Zup's in Cook
  - Don Negley, Rural Living Environments (80 employees)
  - Jake Mutchler, Mutch's Forestry
  - Eric Lietz, Boomtown Eveleth and Hibbing, Whistling Bird, 50+ employees
  - Donna Richards, Northland IGA in Ely, Rockwood Bar and Grill
  - Anja Parenteau, Natural Harvest Foods
  - Anna Anderson, Art Unlimited
  - Brian or Andrea Strom, Crapola
  - Minnesota Twist Drill, Chisholm
  - **Shelly Robinson, The Range Center (Based on hiring and recruiting practices)\*\***
  - **Ken Waschke's (Based on culture)\*\***
  - **Cold Snap**
  - **Jane Sorrento, Holiday Inn**
  - **Frank Malich, Frank's Tire**
  - **Lori Fitzgerald, Wondering Pines**
  - **Trison Electronic Design**
  - **Vertex Roofing\*\***

**\*\* Proposed panelists, goal will be to confirm yes or no by Monday, September 25**

### Next Steps

- Shawn to reach out to Anna to confirm that she will moderate
- Betsy to reach out to Vertex Roofing for panelist
- Keny to reach out to Ken Waschke's for panelist
- Anne to reach out to Range Center for panelist
- E Fund to send out email template with information for panelists
- Amanda will send the group an email confirming panelists and alternative options if originally suggested panelists can't make it
- Amanda to send out meeting invite for next meeting

### **Next Event: Thursday, November 9**

Topic: Growing an exceptional staff and culture for your small business.

*The keys to success for many growing small businesses is cultivating and building an exceptional culture and developing a strong workforce. This forum will highlight experiences, lessons learned, and practical how-tos from real experiences. Come hear their stories, learn new tools, and network afterwards.*

Panelists will cover:

- Identifying and Hiring on Core Values
- Effectively Source and Select the Right Staff
- Develop and Train Staff
- Nurturing Leadership from Within

**Moderator:** Anna Anderson, Art Unlimited

**Panelists:** TBD

- All Panelists should:
  - Be at the event from 4:30 to end
  - Phone call or connect with moderator prior to event (ideally 2-3 weeks)
  - Prepare a 5 minute presentation (3-5 slide deck)
  - Be available for Q&A at session

### **Resources (to give elevator pitch):**

- UMD Center for Economic Development
- Entrepreneur Fund
- Additional Resources TBD

**Location:** MN Discovery Center. Networking and forum will happen in the main room.

**Date:** Thursday, November 9th

### **Format:**

5:00 Doors Open

5:30 – 6:30 Forum

6:30 – 7:30 Networking

Art Unlimited will record the event and to save for later and livestream on Facebook

### **Next Meeting:**

October 4, 2017

8:30 a.m. – 9:00 a.m.

Conference Number (218) 735-6039

Conference PIN 1234#