

Small Business Strategies

September 21, 2017

Conference Call

8:30 a.m. – 9:30 a.m.

Objectives:

- Determine panelists for next event and get confirmation:
 - 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)** – Confirmed
 - Kerry Waschke Collie, Ken Waschke's (Based on culture)** – Confirmed
 - Cold Snap
 - Jane Sorrento, Holiday Inn
 - Frank Malich, Frank's Tire
 - Lori Fitzgerald, Wondering Pines
 - Trison Electronic Design

** Proposed panelists, goal will be to confirm yes or no

Next Steps

- Keny to reach out to Kerry Waschke Collie to confirm for panelist
- Steve Peterson to reach out to Eric and/or Jessica Lietz and Don Negley for panelists, also ask for headshot and bio from Lietzs
- Amanda to reach out to Shelly and Kerry for bio and headshot
- Amanda will send the group an email confirming panelists and alternative options if originally suggested panelists can't make it
- Once flyer is completed, event will be created on Facebook
- Everyone – Reach out to at least 5 small business owners to invite them to event (this can include in person or inviting to Facebook event)

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 19, 2017

8:30 a.m. – 9:00 a.m.

Conference Line: 218-735-6039

Conference PIN: 1234#