

Entrepreneurs on Tap Planning Session
Tuesday, June 13

Agenda:

- Purpose of Entrepreneurs on Tap (5 min)
- Role of the Ent. Council (5 min)
- Ent Council Members: Present & Not Present (10 min)
- Action Items (10-30 min):
 - Select next 2 Entrepreneurs on Tap dates.
 - Select next location(s).
- Next Steps (5 min)

Topic and Panelist Suggestions from Surveys:

- Key(s) to successful downtown re-development on the Iron Range
 - Potential Panelists: Alley-A Realty (Ely), Inspire Virginia, Downtown Chisholm, or Lincoln Park (Duluth)
- Successful ownership transitions
 - Potential Panelists: small businesses who have made ownership transitions
- How to grow when you are so busy working
- Community politics – involvement
- Flexible schedules (HR)
- Kickstarter
- Leadership in a small business, especially with ownership transition
- Local manufacturing
 - Scott Kilen and Tim (Cast Foundry)
- Healthy growth
 - Hometown Focus
- Managing cash flow
- Hiring
 - Alieda Carey (Casey Drug)
- Marketing
 - Brooke Koop
- Networking
 - Betsy Olivanti
- Build your reputation
 - Joe Sertich

Small Business Strategies
Entrepreneurs on Tap Planning Meeting
June 13, 2017
IRRRB – Eveleth

In Attendance: Shawn Wellnitz, Amanda Rolfe, Sara Ferkul, Keny Adams, Julie George, Betsy Olivanti, Steve Peterson, Rachel Graf and Les Flemming

In Attendance via WebEx: Monica Hendrickson, Alida Casey, Anna Anderson and Karine Woodman

Shawn started the conversation about the original Recharge the Range events and how the small business group was formed. He then continued on to explain what Entrepreneurs on tap is.

We then went over the top ideas that came from the first Entrepreneurs on Tap event to discuss what our next two events should be about. The topic ideas were:

- Key(s) to successful downtown re-development on the Iron Range.
- Successful ownership transitions.
- How to grow when you are so busy working.
- Community politics – involvement.
- Flexible schedules (HR).
- Kickstarters.
- Leadership in a small business, especially with ownership transition.
- Local manufacturing.
- Healthy Growth.
- Managing cash flow.
- Hiring.
- Marketing.
- Networking.
- Build your reputation.

After discussion within the group four ideas came forward:

- 1. Growing an exceptional staff & culture.**
 - Identifying and hiring on core values.
 - Staff sourcing and selection: how-to.
 - Best practices: staff development and training.
 - Nurturing leadership from within.
- 2. Starting your business on the Iron Range.**
 - Effective tips and tools for bootstrapping.

- Crowdfunding how-to (kickstarter, Go Fund Me)
- Resources available for start-ups.

3. Building social good into your business model.

- Successful models of community engagement.
- Integration into small business marketing (tactical how-to).
- Determining a process for community giving.
- Creating effective networks.

4. Unmet market demand (businesses needed) on the Iron Range.

- What types of businesses are needed on the Iron Range?
- Demands in each community
- SWOT Analysis
- Lesson Learned – business.

Amanda from Entrepreneur Fund will be sending out a survey to group members to vote on what they would like to have as a topic for our next two events and to see who they believe would be good panelists for the event.

Next Meeting to discuss survey results:

June 21st, 2017

8:30 a.m. – 9:00 a.m.

Conference Call

218.749.6039

Pin: 1234#