

Keynotes for Economic Opportunity January 2009



INITIATIVE
FOUNDATION

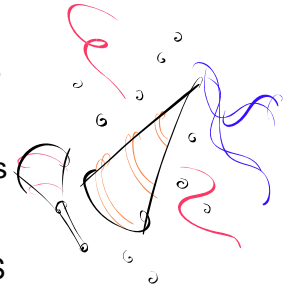
Special Announcement

Initiative Foundation Welcomes Randy Olson



The Initiative Foundation is pleased to announce and welcome Randy Olson to our staff as our new Vice President for Economic Opportunity.

Randy has an impressive background in both the private and public sectors which includes State Director for the Minnesota Small Business Development Centers, Executive Director of Minnesota Project Innovation and General Manager of the University Enterprise Laboratories. He has an MBA from the University of Minnesota, an MS in marketing and a BA in political science from the University of North Dakota.



Workshops & Conferences

Business and Workforce Development Conference

April 29 – SAVE THE DATE!

Grand Casino Hinckley, Hinkley, MN

Presented by Corporate Commission of the Mille Lacs Band of Ojibwe, Business Development Program, East Central Minnesota Shared Prosperity Alliance, East Central Minnesota Workforce Partnership, and Northern Technology Initiative. Keynote speakers include Mike Kiefer author of *The Powermind System: Twelve Lessons on the Psychology of Success*, and Ginger Glenn, from Glenn Metalcraft.

For more Information call Pam at (320)-384-4645.

CE-Marking and the EU Directives: What Applies to My Product?

Thursday, January 29

8:30AM – 12:00PM

Arrowwood Conference Center, 2100 Arrowwood Lane NW, Alexandria, Minnesota

Whether you're considering the European market for the first time or are an established exporter to one or more of the 27 EU countries, EU directives and regulations can be complex and confusing. For anyone wishing to sell a wide variety of manufactured goods in the EU, the CE-Marking is a "trade passport" that allows products to be sold freely throughout the EU. With a focus on machinery products' this session will look at a number of directives that affect your products in the EU and how they were developed, types of products covered, exemptions, implementation and compliance.

To register and for more information go to: <http://www.exportminnesota.com/PDFs/CEAlex2009.pdf>

When the Going Gets Tough, the Tough Get Going: Private Equity

Tuesday, February 3

7:15 – 10:45AM

Graves 601 Hotel, Minneapolis

Given today's economic climate, raising the capital necessary for growth continues to be challenging. Many companies are also opting to stay private through a variety of private equity options — and public companies are looking to private raises through vehicles such as PIPEs. At this event you will hear from entrepreneurs and investors who've been active in private equity as they delve into the challenges and opportunities of effectively raising private equity. We'll also compare and contrast the growth capital option, and consider the changes in the public markets and the added costs related to Sarbanes-Oxley.

Cost for members: \$45, non-members \$145, deadline: January 22, 2009

To register and for more information go to: <http://www.collaborative.net/>

Lunchtime Learning:

Cost Saving: Using Technology to Bring Your Employees Closer Without the Travel

Wednesday, February 4

12:00 – 1:00PM

Chamber office, 110 6th Ave. S., St. Cloud, MN

Lunchtime Learning is a monthly event that includes introductions, lunch, a presentation and plenty of time for questions and networking. Lunchtime Learning offers busy professionals a chance to stay on the cutting edge with an educational format and local speakers who specialize in the topic.

Technology offers many ways in which businesses can save money. Chief Information Officer Steve Knutson, Marco, will help business owners and managers discover ways to save money while improving communication among divisions, employees, partners and clients

All sessions cost \$15 for members, \$22 for non-members, and include lunch.

To register and for more information go to:

http://events.stcloudareachamber.com/sbaweb/events/events.asp?details=True&cale_id=1644

Business Basics

Tuesday, February 10, 6:00 - 9:00 PM

Cass County Land Department Building in Backus, MN

"Business Basics," is a three hour seminar on starting a business – from organizational structure, assuming a business name and basic cash flow analysis for a successful business plan.

To register or for more information Call Rachel at 218-947-7523. There is no charge, although registration is required.

2009 CERT's Conference: Saving Energy is Smart Business

Tuesday, February 10, 12:00 - 5:00 PM

St. Cloud Civic Center: 10 4th Avenue S., St. Cloud, MN

CERTs 2009: Harnessing Resources & Teamwork for Minnesota's Energy Future will bring together over 500 Minnesotans who are working on energy efficiency and clean energy projects in their communities.

At this in-depth energy workshop learn how your business can save money by taking advantage of existing Conservation Improvement Programs (CIP) offered by Minnesota's energy utilities. Business executives will also share their stories of implementing energy efficiency upgrades, receiving rebates through the CIP process and realizing substantial dollar savings on monthly electric bills.

Registration fee is \$30. To register visit: <http://www.cleanenergyresourceteams.org/events/conference>
Questions: call Jill Curran at (651) 292-4653 or email at jcurran@mnchamber.com

2009 CERT's Conference: Harnessing Resources & Teamwork for Minnesota's Energy Future

Wednesday, February 11, 9:00 AM - 5:30 PM

St. Cloud Civic Center, 10 4th Avenue S., St. Cloud, MN

CERTs 2009: Harnessing Resources & Teamwork for Minnesota's Energy Future will bring together over 500 Minnesotans who are working on energy efficiency and clean energy projects in their communities.

Learn about energy efficiency strategies, financial incentives and conservation improvement programs for business.

Registration fee is \$50. To register visit: <http://www.cleanenergyresourceteams.org/events/conference>
Questions: call Luke Ekelund at (651) 789-3321 or email at lekelund@mnproject.org.

Building Excellence through Strategic Thinking

Breakfast With the B.E.S.T.

Wednesday, February 11

Registration 7:00 - 7:30 AM and Breakfast 7:30 - 8:30 AM

Minnesota WorkForce Center: St. Cloud Technical College, St. Cloud

Breakfast With the B.E.S.T. is a monthly training series presented by Stearns-Benton Employment & Training Council In partnership with Stearns-Benton Workforce Council

- Topic: Tools to Use in Your Business
- Presenter: Shelly Bauerly Kopel, Managing Partner, Venture Allies

Cost is \$25 per session. Register by calling Rosie Beager at 320.308.5701 or email at admissions@workforceu.com. Further Information can be found at: http://www.workforceu.com/pdfs/breakfast_with_the_best.pdf

Going Into Business For Yourself Class

Thursday, February 12, 6:00 – 9:00 PM

Central Lakes College, Brainerd

This class covers all areas of business start-up, helpful advice on how to get a dream off the ground, how to become and stay profitable, including financing a new venture.

Follow-up counseling is available to qualified individuals from the Small Business Development Center's team of consultants free of charge. Tuition is \$49 per person plus \$29 for each additional business partner. Instructor is Jay Bock.

The class meets in the Business and Industry Center on the Brainerd campus. Registration deadline is February 5. For more information, call (800) 933-0346 ext.8142 or (218) 855-8142.

Succession Strategies Forum from Anderson Center

February 23-25

Grand Rapids

The Succession Strategies Forum addresses key succession strategies and presents leading-edge solutions and processes for implementation in both family-owned and non-family-owned businesses preparing for succession. The Succession Strategies Forum is targeted to business owners and executives in both family and non-family owned businesses facing succession challenges.

For further information and program cost please visit: http://www.acmbd.org/succession_strategies.htm

The 47th Annual Economic Education Winter Institute

February 26-27

St. Cloud, MN

This year's conference focuses on Sino-American economic relations, with an emphasis on the impact of the growing and changing Chinese economy on the U.S. economy. A few of the questions that will be focused on are: how does the Chinese economy affect the cost of living, job security and quality of life in the U.S.? What sorts of opportunities are available in China to U.S. businesses? What are the best policies for ensuring healthy U.S.-China trade relations and exchange rates?. The Winter Institute is coordinated by the St. Cloud State University Center for Economic Education and presented in partnership with the St. Cloud Area Chamber of Commerce.

For further information and event cost please visit: <http://www.stcloudstate.edu/winterinstitute/>.

Managers' Forum

April 13-17

St. Cloud

The Managers' Forum is designed to equip management and business professionals with enhanced decision-making and management skills by exposing them to essential management topics that serve them in their daily work challenges. The one-week forum is targeted towards companies with a multi-member "middle management" team and middle- to high-level managers including: vice presidents, directors, and managers.

For further information and program cost please visit: http://www.acmbd.org/managers_forum.htm.

Owner-President Forum – Cohort 3, Week 1

November 15-20

St. Cloud, Hutchinson and Rochester

Presented by Anderson Center, providing management and business development services that facilitate economic progress in Greater Minnesota, the Owner-President Forum's primary goal is to increase the effectiveness of business leaders. The Forum is designed for a diverse group of business leaders within organizations. The ideal participant is the business owner, entrepreneur and founder, president or executive vice president of the organization. The Owner-President Forum is an eighteen-month education process that will change the way you think. The program is fast paced, highly interactive and concentrated. Within the eighteen months there are three one-week educational sessions. Each one-week session is a full-time commitment and will concentrate on specific business topics related to the Survival, Growth and Expansion stages of business.

For further information and program cost please visit: http://www.acmbd.org/president_forum.htm

Things to Know

Day at the Capitol

Minnesota Business Day at the Capitol provides all sizes and types of Minnesota companies with the opportunity to see the Legislature in action and to influence public policy decisions. Over 800 business leaders gather for a day of education and lobbying at the Capitol.

March 18, 2009

Crowne Plaza St. Paul Riverfront, 11 East Kellogg Boulevard, St. Paul, MN

More Information is available at: <http://www.mnchamber.com/news/listofevents.cfm>

Resources

Business Owner's ToolKit: Total Know-How for Small Business

With an emphasis on problem-solving dating back to 1995, *Business Owner's Toolkit*[™] offers more than 5,000 pages of FREE cost-cutting tips, step-by-step checklists, real-life case studies, startup advice, and business templates to small business owners and entrepreneurs. The site also offers a monthly newsletter, up-to-date news topics, and Ask Alice!, a column that closely follows industry trends and provides trusted advice to inquiring site visitors.

Toolkit's small business Total Know-How is based on the publishing assets of CCH, Incorporated, a Wolters Kluwer business. Since 1913, America's lawyers, accountants, business consultants and regulatory advisors have relied upon the research libraries and software solutions of the country's #1 legal, tax and business publisher to run their professional practices. Now, Toolkit has taken these powerful CCH resources and produced a web site of useful advice and tools geared specifically to the small business owner. To the small business owner who would use this site, there is absolutely no cost for accessing the information or other member services.

More information on the Business Owner's ToolKit can be found at: <http://www.toolkit.com/>

DEED's Shared Work Program

Your Company's Most Valuable Assets are Your Employees!

The Shared Work Program is an option for employers faced with a layoff. It allows an employer to divide available hours of work among a group of employees instead of a full layoff. Affected employees may then receive partial unemployment insurance benefits while working reduced hours. By participating in the Shared Work Program, an employer can maintain morale, productivity and flexibility in the work place.

The Shared Work Program is intended as an alternative to full layoffs. It cannot be used by employers facing seasonal layoffs and is not an effective tool for employers faced with permanent downsizing. Employers who have used the program successfully in Minnesota have a number of things in common:

- They have a recovery plan to meet the conditions that led to possible layoffs.
- They have a skilled workforce that is important to their future growth.
- They are committed to maintaining a permanent workforce.

For more information on the Shared Work Program visit: <http://www.deed.state.mn.us/sharedwork/>

Further Resources

Check out the Initiative Foundation's list of business resources - it's chalk full of great information and sources for helpful hints and tips as you create and maintain a successful business. Find the list at: www.ifound.org/business_resources.php

A Small Business Resource Guide

This guide is available in the Spring 2007 issue of IQ magazine. This can be found at <http://www.iqmag.org>. From the drop down menu "browse an issue" select the "You, Incorporated" issue. The Resource Guide is on pages 32-34.

This newsletter is designed to share resources and conferences or training events of common interest for program participants and supporters of the Initiative Foundation. For more information about these and other economic development opportunities, contact [Randy Olson](#), Vice President for Economic Opportunity.

If you wish to be removed, update your email address or change your subscription preferences please contact Sharon at sgottwalt@ifound.org.