

Keynotes for Economic Opportunity May 2009



**INITIATIVE
FOUNDATION**

Workshops & Conferences

After You, Then Who? The Benefits of Boards & Succession Planning

Friday, June 12, 2009

9:00AM-1:00PM

Initiative Foundation, Little Falls

Because of your partnership with the Initiative Foundation and Anderson Center, we are offering you complimentary seats at our fast-paced, interactive workshop that explores two of the most critical trends in Minnesota business.

- **Board Governance** - In this economic recession, many banks and investors are now requiring businesses to form advisory or governing boards that provide external advice on management decisions. Learn how to recruit a valuable board of directors and tap its power.
- **Succession Planning** - What if something happens to you? Today, less than 25% of businesses successfully transition ownership from one generation to the next. Learn the elements of a sound succession plan that ensures your business survival, preserves jobs, and preempts legal conflicts.

Deadline: June 4, 2009. Register today by contacting Sharon Gottwalt at 877-632-9255 or sgottwalt@ifound.org. Attendance is limited to 50. Includes a complimentary networking lunch.

Positively Minnesota's Economic Development Marketing and Business Attraction Efforts

Friday, May 29, 2009

7:45AM - 9:00AM

Location to be determined.

The Brainerd Lakes Area Development Corporation is holding a meeting to discuss Minnesota's economic development efforts. Kevin McKinnon, the Director of the Minnesota Department of Employment and Economic Development's Office of Business Development, will join us to discuss his office's efforts to attract industry to Minnesota. The focus of the presentation will be on the State's overall economic development approach and goals. In addition, examples of state and local economic development partnership will be covered.

RSVP's requested to jeannie@bladc.org

Lunchtime Learning:

Beyond YouTube: How to Effectively Use Video for Marketing and Sales

Wednesday, June 3, 2009

12:00PM – 1:00PM

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

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

At June's Lunchtime Learning you will learn how Video is one of the most powerful communication mediums we have. Each month over 60 million watch video on YouTube alone. However, the sales and marketing potential of video goes beyond YouTube, it even goes beyond the web. Speaker Kevin Ehlinger, owner of Th!nkCreative Advertising, Inc., will share four essentials to creating a video that works, five ways video is used to increase tradeshow marketing effectiveness, and much more!

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

2009 Tech Tune-Up: Technical Innovation to Ride Out the Economic Downturn

Friday, June 12, 2009

7:30AM – 4:30PM

EE/CSci Building, 200 Union St. SE, Minneapolis, MN 55455, MN

2009 Tech Tune-Up will expose professionals to breakthroughs and innovations coupled with insights and commentaries from internationally renowned researchers and practitioners. It will hone the competitive edge of participants and help them stay ahead of market and technology changes in today's competitive environment.

Keynote Speaker will be John A. Hoschette, Technical Director, Tactical Avionics, Lockheed Martin, Eagan, MN. Hoschette is the author of *Career Advancement and Survivor for Engineers* and the soon to be released *The Engineer's Career Guidebook*. His work encompasses developing the next generation mission computers for the F-15, F-16, and F-22 jet fighter aircraft – building super computers that fly. His area of technical expertise is optical data networking.

For further information visit: http://www.ece.umn.edu/events/workshops/tech_tune-up/2009/

Discussion Leadership Forum

June 15 - 17, 2009

Saint John's University, St. Cloud

The focus of the Discussion Leadership Forum is Case-Method teaching and Participant-Centered learning. The philosophy behind participant-centered learning as it relates to adult and professional education will be presented and discussed. Participants will gain practical tools and techniques to improve discussion leadership skills, as well as become part of a network of like-minded colleagues for future collaboration. This program aims to enhance the case teaching and learning capacity of individual participants, to increase the service capacity of the Anderson Center and to develop networking and collaboration opportunities with interested organizations and educational institutions in

Central and Greater Minnesota

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

BioBusiness Alliance of Minnesota – Destination 2025 Reports

June 23, 2009

Two Sessions (8AM-12PM & 1PM-5PM)

Location TBD

Presenters include: Dale Wahlstrom and Jeremy Lenz from the BioBusiness Alliance of MN (BBAM).

We plan to conduct two sessions - four hours each - to discuss results and details of BBAM Destination 2025 reports (www.biobusinessalliance.org). The location for the event has yet to be decided. The morning session (8 am to 12 noon) will cover Animal Health and Food. The afternoon session (1 to 5 pm) will cover Medical Devices and Biologics. People may attend either session or both. There will be a fee of \$15 for half day and \$25 for full day and that would include either morning or afternoon break and lunch. Summaries of the sessions can be found at www.cmbioscience.com.

For more information contact Kylie at k.wojahn@scapartnership, (320) 252-2177.

Upper Midwest BASIC Economic Development Course

July 20 - 24, 2009

Labovitz School of Business and Economics, University of Minnesota Duluth, Duluth, MN

The Upper Midwest Economic Development Course is a comprehensive educational experience on the theory and practice of economic development fundamentals and is accredited by the International Economic Development Council (IEDC). The Basic Economic Development Course is designed for persons in positions related to economic development, including: economic development professionals, public officials or staff engaged in economic development and members of local development organizations

The Basic Economic Development Course covers:

- Business Retention and Expansion
- Strategic Planning
- Marketing/Attraction
- Economic Development Finance
- Small Business and Entrepreneurship Development
- Community/Neighborhood Development
- Real Estate Development and Reuse
- Workforce Development
- Managing Economic Development Organizations

Cost of the Course is \$600 per participant, scholarships are available.

For more information visit: <http://www.umdced.com/bedc/>

Things to Know

“Dance with the Businesses that Brought You”

In this economy, perhaps it's human nature to look over our partner's shoulder to find someone new on the ballroom floor. You know, someone a little more stylish. More flashy. More dreamy.

And they're always out there, those new businesses and industries. If we could only catch their eye, they might whirl us around the dance floor, ushering in hundreds of quality jobs and millions in tax-base.

Pure magic, to be sure, but that's seldom the way good economic development works. It's actually a marriage, an ever-deepening relationship based on commitment, compromise and communication.

In other words, we need to dance with the ones who brought us—those businesses that are the cornerstones of our current economy. Although the high-tech and green sectors show the promise of future growth (and federal stimulus), we also need to focus on keeping and strengthening what we have.

After all, business people know it's easier and less expensive to retain a customer than to find a new one.

As you may have heard, your Initiative Foundation is focusing on economic growth and recovery. We're working with our existing loan clients to make sure they have the best opportunity for success. We're allowing extended grace periods for repayment. We're providing planning and consulting services. And sure, we want to create new jobs, but not at the expense of the ones that are already here.

So, here's the million-dollar question: When was the last time our communities asked local businesses what we could do to help them survive and grow? And when was the last time we shopped locally, even though the experience wasn't quite as dreamy?

As the economic clock nears midnight, our collective answers to those questions may be the best indicator of when this recession will finally end.

-Kathy Gaalswyk
Initiative Foundation President

Summer Opportunity for Minnesota High School Students

BestPrep's Minnesota Business Venture (MBV) is looking for high school students interested in attending their one week summer program.

MBV is a FUN, week-long residential program designed to introduce high school students to the business world through first-hand experiences. The students live on the college campus, meet numerous business leaders, and listen to knowledgeable speakers from various companies. MBV shows students how to apply knowledge of marketing, entrepreneurship, investing, leadership skills and much more to life, school and future careers.

Offered this summer at St. Cloud State University (July 12-17) or St. John's University (July 26-31), the fee to attend is only \$125, which includes room and board (\$175 after April 24th).

You can also nominate a high school student to attend BestPrep's Minnesota Business Venture 2009 today, or direct them to our website for more information. The 2009 MBV application and brochure, and a short video are available at www.bestprep.org/mbv.html.

Questions can be directed to Andrea Hanson, MBV Director at ahanson@bestprep.org or 763-398-0090 ext. 226

Grants Available for Rural Economic Development Feasibility Studies

AgStar Fund for Rural America is now offering grants up to \$5,000 for feasibility studies resulting in economic development for rural areas. These funds are designed to provide funding to determine the feasibility of a project or to plan for a project located in rural areas of AgStar's service area. Projects eligible for funding will need to meet an economic development or sustainability objective and, if implemented, will create new permanent jobs that result in the economic development of a rural area.

The AgStar Fund for Rural America was created to demonstrate our support for agriculture and the rural communities within our service area. The trustees established the fund's mission as "Committed to enhancing the quality of life and future opportunities for rural residents and their communities." Applications may be submitted at any time. Applications will be considered at the next Fund Review Committee until all funds are awarded.

For more information visit: <http://www.agstar.com/uploads/FeasibilityStudyProgram.pdf> or contact Jody Bloemke, at jody.bloemke@agstar.com or call 507-345-5656.

Resources

Small Towns, Big Ideas

The School of Government at the University of North Carolina at Chapel Hill has just released a new publication, "Small Towns, Big Ideas: Case Studies in Small Town Community Economic Development" online at <http://www.sog.unc.edu/programs/cednc/stbi/>. The website includes a searchable database of case studies on small town community and economic development. This is a valuable resource for small town leaders across the country.

Further Resources

Further resources can be found at the Initiative Foundation Website (<https://www.ifound.org>) by clicking on "Businesses" and then clicking on the tab under this category called "Additional Resources." Or By following this link: http://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 page 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.