

Economic Opportunity Keynotes September 2009



Workshops & Conferences

Get Lean and Green to Grow Your Business

September 23, 2009

8:00 am - 11:00 am

Elk River City Hall, Elk River ([map](#))

What to Expect?

Today's business requires foresight that includes Green (environmental sustainability) and Lean (reduced costs and increased efficiency) to create strategies that deliver clear, measurable, and rapid returns. Come learn how today's successful organizations are combining Lean and Green practices to improve productivity, competitiveness and opportunities for growth.

Who Should Attend?

CEOs, General Managers, CFOs, CIOs, VPs, Mid Level Managers, & Supervisors.

Speakers:

- Kerry Klum, manager of energy efficiency marketing, [Xcel Energy](#)
- Tom Bissonett, president & owner, Eden Engineering
- Paul Zeigle, outbound shipping manager, [Quality Bicycle Products](#)
Jack Mowry, founder, [Metal Craft Machine & Engineering](#)

Early bird rate: \$79 (before September 15) or regular \$110. Continental breakfast provided.

[Click Here to Register Online Today!](#) For questions or more information email events@enterpriseminnesota.org or call our events line at 612.455.4239.

The Impact of Identity Theft on Businesses

September 23, 2009 (during a Downtown Toastmasters)

1:00 - 2:00 pm

Wells Fargo Building, St. Cloud (400 1st Street S, Room 701)

The Impact of Identity Theft on Businesses, a 25 minute presentation, will be made by Angie Boecker of Elite Training & Consulting.

"Anyone interested in protecting their business and its bottom line should attend this session because they need to better understand identity theft and how it impacts their business," says Boecker.

During this presentation Boecker, a Certified Identity Theft Risk Management Specialist, will share:

- Why identity theft of businesses is growing

- Why businesses are being targeted by identity thieves
- The 10 reasons why business owners, company presidents, CEOs and other key company personnel of any size business need to understand identity theft and how it impacts their business
- Tips to reduce the risk and vulnerabilities of identity theft
- Information about the laws which allow for fines and class action lawsuits against businesses

Boecker says, "Identity Theft is a 'dual crime' against the individual whose identity has been stolen and businesses, financial institutions or credit companies. Identity theft hits victims hard, costing them about \$5 billion in out-of-pocket expenses; however, the FTC reports that identity theft costs businesses and financial institutions nearly \$48 billion."

There is no charge to attend this event. For more information contact Angie at 320-968-4591, www.EliteTrainingETC.com.

Wind Energy Forum

September 24, 2009

5:00 – 8:00 pm

Rice City Hall, Rice (205 Main St.)

Responding to an increasing number of wind development proposals to area landowners, the Initiative Foundation, Southwest Initiative Foundation and Benton County Economic Development will offer a Wind Development Forum on September 24.

The interactive forum is designed to help landowners carefully consider their options for land leases, self development, and other investments in large-scale wind turbine projects. Topics will include:

- Risks and rewards
- Considerations for land leases and agreements
- Best practices for wind energy development

Presenters include leaders from Windustry, Geronimo Wind Energy, Project Resources Corporation, WindLogics, and Pinnacle Engineering.

The Initiative Foundation and Southwest Initiative Foundation have hosted several wind forums as part of the [Rural Energy Development Initiative](#), a statewide rural wind energy program sponsored by the State of Minnesota and the Center for Rural Policy and Development.

The free event, no advance registration is required, and a light meal will be provided.

To learn more, contact Don Hickman: dhickman@ifound.org, (507) 455-3215 or Nancy Hoffman: nhoffman@co.benton.mn.us, (320) 968-5071. For more information, download the [flyer](#) and/or [agenda](#).

The Future of Healthcare Communications: Connecting With Patients & Physicians

September 24, 2009

7:00–10:00 am

McNamara Alumni Center, Ski-U-Mah Room

University of Minnesota - East Bank Campus [map](#)

This exciting and interactive presentation series will touch on various topics pertaining to the emerging trends in healthcare communications. “The Future of Healthcare Communications”, the first in the series will have experts in this field, including physicians, presenting actionable data and case studies. Breakfast and networking time will be part of the agenda.

Speakers include:

- Jisu Huh, Ph.D., University of Minnesota.
- Christopher A. Foley M.D., Minnesota Vascular Clinic
- Patrick Kullmann, MBA, CG3 Consulting

Sponsored by [University of Minnesota School of Journalism & Mass Communication](#) and [The Healthcare & Wellness Alliance](#).

The cost to attend is \$25. Sign up now because seating is limited! For speaker bios and registration visit: www.labreche.com/alliance/HCSeries1.html. For more information contact Laura Boyd, lboyd@labreche.com.

Charter School Forum for Bankers

September 24, 2009

7:30 – 9:30 am

[Open Book](#) (1011 Washington Ave. South, Minneapolis)

Please join Kate Barr, Phil Hatlie, and Minnesota Department of Education Deputy Commissioner Chas Anderson for the [Charter School Forum for Bankers](#).

This forum is intended to give bankers and other financial professionals an update on charter schools, including:

- The implications of the state budget, with guest Deputy Commissioner Chas Anderson
- A legislative update
- Authorizer's role and perspective

There will also be a discussion on charter school financial management and lending, led by Nonprofits Assistance Fund. This will focus on best practices and lessons learned on how charter schools can use credit for their cash flow and facilities, as well as other ways to help charter schools improve their finances.

[Please RSVP to participate in this event.](#) The forum is a complimentary event sponsored by [Nonprofits Assistance Fund](#) and includes a continental breakfast. We hope to see you there.

For more information call 612.278.7180 or visit: www.nonprofitsassistancefund.org.

Anderson Center's Management & Business Development Forums

Emerging Companies Forum

The Anderson Center is now accepting applications for the 2010 Emerging Companies Forum. This forum is designed to help emerging companies better position themselves for the future. The Emerging Companies Forum is targeted towards Entrepreneurs, Business Owners, General Managers, or Executive teams who are interested in surrounding themselves with an Advisory Board of experienced individuals. Program objectives include:

- Provide access to a group of experienced individuals who are interested and willing to share their advice and experiences in a formal setting.
- Provide candid feedback that challenges the business owner's assumptions, with a goal of helping the owner improve business planning and execution.
- Provide an informal mentoring relationship that extends beyond the Forum to help the business owner facilitate future growth.

For more information about the Emerging Companies Forum visit: www.acmbd.org or call 320-251-5420.

In Anderson Center's forums, skilled Discussion Leaders challenge experienced participants to teach and learn from each other through real-world case studies. *Other upcoming forums include:*

Succession Strategies Forum – Oct 5-7, 2009

The Succession Strategies Forum is a learning experience for stakeholder in private, closely-held and/or family businesses – including owners, board directors, managers, family members, and advisors – who are interested in the continuity of their organization.

Governance Forum – Oct 12-14, 2009

The Governance Forum equips Board Members and Business Advisors with the tools, concepts and strategies needed to become a more effective director or advisor.

Managers' Forum – Oct 19-23, 2009

The Managers' Forum is designed to equip managers and business professionals with enhanced decision-making and management skills by immersing them in essential management topics through the use of real-world case studies.

Executive Forum – Nov 15-20, 2009

The Executive Forum assists owners, presidents, and senior executives by providing them with new frameworks and tools to overcome organizational challenges and pursue future opportunities.

Foundations of Marketing Forum – Nov 30-Dec 2, 2009

This forum explores the interplay of key marketing tactics and the essential integration with overall corporate and organizational strategy. Today's most successful companies incorporate marketing into every aspect of their business as a means to remain competitive. ([Registration form](#))

For more information about these and other resources provided by the Anderson Center visit: www.acmbd.org or call 320-251-5420.

Effective Project Leaders = Successful Projects

Presented by LifeScience Alley and Project Leadership Services

October 8, 2009

Registration: 7:30 am - 8:00 am, Program: 8:00 am - 4:30 pm

Doubletree Hotel, Minneapolis (394 and Park Place)

There are many challenges to leading a successful project. The overarching issue, however, comes down to your ability to lead others. It's more critical to learn how to manage upward, downward and side to side than ever before. That's exactly what you'll learn in this training workshop. It's not about working harder. Instead it's about honing your ability to learn and lead. Then it's about creating the conditions so that others enjoy success all around you.

Project leadership skills and tools are the focus of the class rather than pure project management or administration tools. The class is highly interactive, providing everyone the opportunity to both learn from and share their experiences and knowledge. At the end of each topic, the class identifies key points that can be taken away from the class and productively used tomorrow!

Focus Areas:

- Define the project
- Create the Credible Schedule
- Manage Scope Creep
- Communications is the Currency of Leadership
- Build and Manage Team
- Anticipate and Manage - Risk and Opportunity
- Execute to Plan
- Close the Project

The target participant for this workshop include moderate to experienced project leaders and managers from manufacturing, logistics, marketing, product development, quality assurance, IT, finance, and other domains. This is a great chance for project leaders to interact with peers from other domains and better understand shared issues and challenges.

The seminar is taught by Toni Grabinger, Nick Lanners and Pete Pfeiffer – partners in Project Leadership Services, Inc. who each have more than 20 years experience in project leadership and a passion for teaching.

Fees: member participants - \$700, non-member participants - \$800. Fees will be waived for the 4th participant from the same company. For those participants that are PMI certified, this course is accepted for 8 hrs of PDU credit.

For more information visit: https://www.lifesciencealley.org/programs_events/detail.aspx?id=409 or contact Lauren Steffel, lsteffel@lifesciencealley.org.

Building Excellence through Strategic Thinking **Breakfast With the B.E.S.T.**

Wednesday, October 14th, 2009

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

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: Human Resources Practices Update – Recent Court Decisions
- Presenter: *Sharon Hobbs, Rinke Noonan Attorneys At Law*

Cost is \$25 per session

Register by calling Rosie Beager at 320.308.5701 or email at admissions@workforceu.com

More information can be found at: http://www.workforceu.com/pdfs/breakfast_with_the_best.pdf

Open House Reception at African Development Center's New Home

October 15, 2009

5:00 – 8:00 p.m.

1931 5th Street South, Minneapolis

We are delighted to share that ADC's new headquarters in the heart of the Cedar-Riverside neighborhood will be completed soon. This is an exciting opportunity for the African immigrant and refugee community and the state of Minnesota, as this is the first project of its kind from the new African American community.

Please join us at our upcoming Open House to celebrate this signature space and the opportunities ahead. We are also pleased to share that ADC staff members Hussein Samatar and Nimo Farah, along with Ward 6 Councilman Robert Lilligren, were invited to travel to Sweden again to talk about community economic development. They will be traveling through several communities to highlight the successes of African immigrant and refugee community in Minnesota.

We hope to see you at the open house! To RSVP call 612-333-4772 or email asaid@adcmnnesota.org.

Resources

Business Owners Toolkit

The Business Owner's Toolkit™ (www.toolkit.com) 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.

Over 70 other great business-related resources can be found on the Initiative Foundation's website by visiting: http://www.ifound.org/business_resources.php.

Is a Revolving Loan Fund For You?

Should your community (or region) create its own Revolving Loan Fund... a place where local people can make tax-friendly investments or leave gifts from their estate to "do good" right at home? The Initiative Foundation can help! You start a fund with us and we'll handle the administration and paperwork while helping you make loans to grow local jobs and strengthen the local economy. [Learn more on the foundation's website](#) or contact [Curt Hanson](#), Initiative Foundation's VP for Donor Services to talk about the possibilities.

Remember—the best time to plant an oak tree was twenty years ago. The second best time to plant it is **today**.

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.