

Keynotes for Economic Opportunity Late March 2009



INITIATIVE
FOUNDATION

Workshops & Conferences

Five-Week FastTrac® I NewVenture Entrepreneurship Program

April 2nd - May 11th, 2009

616 Roosevelt Road, Suite 100, St. Cloud, MN

The course is offered by the Center for Continuing Studies in collaboration with the Central Minnesota Small Business Development Center and area Minnesota Workforce Center and is geared towards dislocated workers who are considering self-employment and entrepreneurs whose businesses are struggling. These individuals are invited to register for the five-week FastTrac® NewVenture program. This program is designed to help aspiring entrepreneurs develop their skills and learn how to start and grow a new business. Participants will develop a business concept and take it through each step of the business planning process. The 30-hour course will close with completion of a business plan. This opportunity was made possible by a ProjectGATE (Growing America Through Entrepreneurship) Phase II grant awarded by the Minnesota Department of Employment and Economic Development Dislocated Worker Program. The FastTrac business development program was created by the Kauffman Foundation, Kansas City, to help people who have lost their jobs or entrepreneurs whose businesses are struggling.

Fee for entire course is \$495. To register, contact the Small Business Development Center at St. Cloud State, 320-308-4842, or klross@stcloudstate.edu.

FastTrac® I NewVenture Entrepreneurship Program

Starting April 2009

616 Roosevelt Road, Suite 100, St. Cloud, MN

This ten-module program will help participants develop their entrepreneurial skills and build their business on a strong foundation through concept analysis and the business planning process. In this program participants can develop a business concept and take it through each step of the business planning process. Through readings and research, activities and action steps, participants can plan and analyze their entrepreneurial vision by creating a thoroughly researched and tested business plan.

Session Topics are:

1. Exploring Entrepreneurship
2. Identifying and Meeting Market Needs
3. Setting Financial Goals
4. Planning the Product/Service
5. Researching and Analyzing the Market
6. Reaching the Market
7. Building the Organization and Team
8. Planning for a Profitable Business
9. Monitoring Cash Flow and Seeking Funds
10. Implementing Next Steps

Fee for entire course is \$495. For more information and to register, contact Barry or LaRae at the Small Business Development Center (320)-308-4842 or klross@stcloudstate.edu.

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

Wednesday, April 8, 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: Risk Management
- Presenter: Bob Mahowald Sr., Mahowald Insurance Agency

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.

Managers' Forum

April 13-17, 2009

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.

This forum is presented by Anderson Center, providing management and business development services that facilitate economic progress in Greater Minnesota. Scholarships are available, through the Initiative Foundations, for programs at the Anderson Center.

For more information please visit: http://www.acmbd.org/managers_forum.htm

2009 Business and Community Conference:
Coping with Change in Turbulent Times

April 14, 2009, Various Times

Central Lakes College, Brainerd, MN

The ever-changing dynamics of our global economy are forcing dramatic changes in the lifestyles of everyone. With change comes stress, yet there are ways to keep your head above water and swim safely to shore. In economic times such as these where change is ever present in the global culture, balance is necessary to stay grounded, centered, and connected. Dr. Brian Luke Seaward will highlight the nature of stress, the stress emotions (anger and fear), creative anger management skills, effective tips for insomnia, and several practical, effective and empowering coping and relaxation techniques to incorporate into your life so that you may achieve and maintain a sense of balance becoming the victor (not the victim) on your life journey.

Daytime sessions:

8:00 – 11:30AM Chalberg Theatre
12:30 – 4:00PM Chalberg Theatre
Evening session:
6:00 – 9:00PM Dryden Theatre

For more information, please contact: Cindy Brey 218-825-6783 cindy.brey@state.mn.us or Jean Mershon 218-855-8236 jmershon@clcmn.edu

**MHTA Spring Conference:
The Changing Face of Business & Technology: Leadership Strategies for Today's Uncertain Economy**

April 15, 2009

7:00AM – 4:30PM

Minneapolis Convention Center, Minneapolis, MN

At this year's Minnesota High Tech Association Spring Conference the focus will be on critical technology and infrastructure that can not only spur economic growth and activity in the short term, but over the long term lead to more sustainable solutions for our broader society. ***The Changing Face of Business and Technology*** will examine what these changes mean to participants personally, how participants can manage their business, how participants hire, train and develop their employees, and what strategies others are discovering that can help participants not just survive – but thrive – in today's uncertain economy.

For further information and registration visit: http://www.mhta.org/events.php?event_date=2009-4-15

Initiative Awards: Join 500 VIPs for a Starry Night

Friday, April 17

5:00 – 9:00PM

St. Cloud Civic Center

Let the foundation be your celestial guide as we unlock the mystery of the stars at our 2009 Initiative Awards: *A Constellation of Community Service*. Join us as we honor six of central Minnesota's most brilliant leaders and organizations. (HINT: One of those is an "Outstanding Enterprise" from Baxter!) Who is it? [Click here](#) to find out and sign up.

Finance for Non-Financial Managers

April 20–23

Carlson School of Management, Minneapolis, MN

The goal of the Finance for Non-Financial Managers program is to provide managers and decision-makers who do not possess a strong grounding in finance an understanding of their firm's financial paradigm. Participants will gain a detailed understanding of critical financial fundamentals and will, as a result, be able to communicate with financial practitioners with more confidence.

Upon completion of this program, participants will understand how finance professionals analyze and evaluate financial decisions, and will possess a real understanding of how they can contribute to the creation of significant shareholder value. This program serves as an introduction for those managers and executives who have had little or no education or work experience in the field of finance. It has also been designed for those who need to understand the pivotal role finance plays within their organization.

For more information visit: www.carlsonschool.umn.edu.

Leadership Through Quality: Strategy and Execution

April 21-23

May 12-14

June 16-18

Carlson School of Management, Minneapolis, MN

This program helps leaders develop the deep, integrated, strategic knowledge needed to build and sustain a quality advantage. Participants will be encouraged to act at the outer edge of their responsibilities in order to maximize progress within their organizations.

At the end of the course, participants will have developed an improvement plan that is informed by leading-edge knowledge taught by top instructors, best practices shared by guest speakers from leading quality organizations, site visits at local companies, and interactions with attendees from a variety of industries.

For more information visit: www.carlsonschool.umn.edu.

Business and Workforce Development Conference

April 29, 2009

Grand Casino Hinckley, Hinckley, 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*, presenting “*Managing Your Time in Lean Times*”, a session to help individuals learn how to save time on the telephone and in meetings, and how to make sound decisions. Michael Kiefer will also be the lunch keynote speaker presenting “*Leading the Inspired Life, How to Start and Succeed with your Own Small Business*”.
- Ginger Glenn, from Glenn Metalcraft, Princeton, MN. Presenting “*Living with Gratitude*”, a seminar that talks about ways to view the past and the future with a grateful attitude that reminds us that we still have ‘enough’ and more!
- A special seminar on “*The Stimulus Package - “Who is getting the money and how do I get some?”*”

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

The Impact of Fiscal Hardships on Local Governments

Thursday, April 30, 2009

5:30 – 8:30PM

The Lodge, Baxter, MN

Meet with peers and statewide experts and join in a regional dialogue to discuss the impact of fiscal hardships and talk about ways to deal with the growing economic woes communities in Minnesota are facing. Panelists include the Coalition of Greater MN Cities, the Association of MN Townships and the Association of MN Counties.

Requested donation at the door is \$10 per LUG,
RSVP by April 24, 2009 by calling Ann at (218)-894-3233 or at ahanson@regionfive.org.

Lunchtime Learning:

I Love My Job! How to motivate your team for profit and fun

Wednesday, May 6, 2009

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 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 May's Lunchtime Learning on motivation strategies is designed to give you some practical applications that a business can implement immediately. At the Lunchtime Learning you will learn a few techniques can help create a more positive atmosphere and add to productivity while improving your bottom line. Speaker Bob Trewartha has 20 years of management and sales experience, 10 years of experience in higher education, and was Minnesota Career College Association Teacher of the Year in 2003.

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

Succession Strategies Forum from Anderson Center

September 14-16

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.

This forum is presented by Anderson Center, providing management and business development services that facilitate economic progress in Greater Minnesota. Scholarships are available, through the Initiative Foundations, for programs at the Anderson Center.

For more information please visit: http://www.acmbd.org/succession_strategies.htm.

Things to Know

Business Succession Planning

Should Business Succession Planning be an important component of a community's strategic economic development plan? After all, succession planning only affects business owners, their families, and their advisors, right? Consider a few eye-opening facts about locally-owned

manufacturing businesses - arguably the backbone of living wage central Minnesota jobs - that are located right here within the Initiative Foundation's 14-county region:

- There are more than 600 private and independent manufacturing companies in central Minnesota that are currently, or will soon be, facing succession issues.
- These companies represent 19 broad industry groups.
- The combined annual sales from these businesses are nearly \$2 billion.
- Collectively, they employ over 11,500 people.

Are the "hard" numbers thought-provoking? Think about what lies beyond the obvious:

- In addition to providing jobs, the local manufacturers often supply leaders and volunteers for social and civic organizations.
- Success begets success—local manufacturing operations enhance efforts to recruit professionals to the community (for our schools, clinics, financial institutions, and other important services). They also help attract other businesses.
- Local manufacturers provide significant tax revenue, impacting community infrastructure and improvements.
- Locally owned businesses are often among a community's best philanthropists, supporting organizations, projects, and causes that benefit the less fortunate and enhance the quality of life for all of us.

The Initiative Foundation wants to shine a beacon on Business Succession Planning, helping as best we can to keep great companies and great jobs HERE, so our families can remain here as well.

For more information and resources on business succession planning visit:

www.ifound.org/donorcenter.

Resources

Minnesota Home Ownership Center

The Minnesota Home Ownership Center is an independent, non-profit provider of information and resources aimed at helping Minnesotans begin, and maintain, home ownership. While their services are open to anyone, the Center places an emphasis on supporting low- and moderate-income Minnesotans and those who often face barriers to home ownership.

Since 1993 the Minnesota Home Ownership Center has worked to achieve their mission by empowering a network of more than 50 non-profit, public and tribal organizations to provide education and counseling services to potential home buyer and home owners working to sustain their mortgage. Through their efforts and partnerships, the Center has helped over 100,000 Minnesotans begin and sustain successful home ownership.

For more information visit their website at: <http://www.hocmn.org>.

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.

Featured Program

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

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.