

<b>Wednesday</b>	<b>November 1</b>	<b>Space</b>	<b>About the Session</b>
3:30 p.m.	<b>OWN It! Coaching Group for Entrepreneurs</b>  <b>Facilitated by Sarah VenderMeiden</b>	Bears Den – Upper Level of Hotel	Entrepreneurs are creative, resilient and tough-as-nails. But we can still use a little help from our friends from time to time. Join Board Certified Coach Sarah VanderMeiden, M.S., BCC as she facilitates a coaching group for six entrepreneurs attending the Small Business Conference. The group, through mutual support, encouragement and coaching, will focus on clarifying steps members can take to help their businesses thrive.
5:00 p.m.	Conference Registration Opens	Hotel Lobby	
5:00 p.m.	Happy Hour and Tastings Begin	Hotel Lobby and Ridgeview Conference Center	We heard you loud and clear last year – you wanted more time to network - so we are ditching the traditional conference dinner. Enjoy plenty of hors d'oeuvres as well as samplings from a few local restaurants. Don't worry – you won't go hungry—and you can enjoy extra networking time!
6:00 p.m.	Welcome	Ridgeview Conference Center	
6:15 p.m.	<b>Keynote Presentation: Jim Bensen</b>	Ridgeview Conference Center	Bensen's leadership and inspirational message will emphasize the importance of small business owners and their impact on their community. You'll walk away from this keynote energized and thinking about changes you may want to make to your business model in an effort to support your community.
7:30 p.m.	Networking Continues and Registration Closes	Hotel Lobby and Hotel Bar	

Thursday	November 2	Space	About the Session
7:30 a.m.	<b>Registration Opens</b>	Hotel Lobby	
7:30 – 8:45 a.m.	<b>Breakfast Buffet and Networking</b>	Ridgeview Conference Center	
9:00 a.m.	<b>Welcome and Introductions</b>	Ridgeview Conference Center	
9:15 – 10:15 a.m.	<p><b>Marketing Keynote:</b> Telling your story for real engagement – create “Likeable” content and land juicy news stories!</p> <p><b>Lucie B. Amundsen</b> – Locally Laid Egg Company. Writer, marketer and reluctant farmer</p>	Ridgeview Conference Center	It’s all about keeping your audience and their needs front and center, as you tailor your messages for specific peeps and their mediums. Learn a few simple formulas to bring back to the office and start using tomorrow. And it’s more fun than you think.
10:15 – 10:45 a.m.	<b>Resource Room</b>	Hotel Restaurant (go through Lobby)	Visit our resource room to find out more about regional resources to help you grow or start your business!
10:15 – 10:45 a.m.	<b>Ask the Experts</b> – Get your business and legal questions answered in a private setting. By Appointment Only.	Hotel Suites room 320 & 322, above lobby level	Get your legal and business questions answered! You must pre-register for the 15-minute sessions at the Registration Table in the Hotel Lobby. Slots are filled in a first-come-first-serve basis.
10:45 – 11:45 a.m.	<p><b>Marketing Breakout:</b> Facebook and Instagram – Tips &amp; Tricks</p> <p><b>Jane Pederson</b>, Glensheen Historic Estate</p>	Bears Den – Upper Level of Hotel	Do you ever attend a conference session or seminar and are just waiting for the new concrete actionable tactics? If so, this session is for you. You will learn concrete tips/tricks that you can start using today on Facebook and Instagram. These are proven tricks she has used for Glensheen and will provide examples. Up to date with the latest trends from the rapidly growing platform, Instagram.
10:45-11:45 a.m.	<p><b>HR Breakout:</b> Hiring and Retaining the RIGHT Employee</p> <p><b>Stacey Johnston</b>, Audacity LLC and HR Learning Lab</p>	Ridgeview Conference Center	This session is relevant to every business person. We will cover best practices on how to hire, why it’s important to network in an effort to build your talent pool and leadership development.

12:00 p.m.	<p><b>Lunch and Entrepreneurial Panel Discussion (Panel begins at 12:45)</b></p> <p><b>Moderator:</b> Elaine Hansen, Director UMD Center for Economic Development</p> <p><b>Panelists will include:</b></p> <ul style="list-style-type: none"> <li>•Michael Larson, Kondos Outdoors</li> <li>•Andrew Hanegmon, Iron Range Makerspace</li> <li>•Paula Fink, Ohana Therapeutic Massage.</li> </ul>	Ridgeview Conference Center	Hear from a diverse group of panelists in how they got to where they are today and how they are planning for the future.
1:30 – 2:00 p.m.	<b>Resource Room</b>	Hotel Restaurant (go through Lobby)	Visit our resource room to find out more about regional resources to help you grow or start your business!
1:30 – 2:00 p.m.	<b>Ask the Experts</b> – Get your business and legal questions answered in a private setting. By Appointment Only.	Hotel Suites room 320 & 322, above lobby level	Get your legal and business questions answered! You must pre-register for the 15-minute sessions at the Registration Table in the Hotel Lobby. Slots are filled in a first-come-first-serve basis.
2:00 – 3:00 p.m.	<p><b>Marketing Breakout:</b> Mobile Search: Why and how to rank high in mobile search results</p> <p><b>Curt Walczak</b>, UMD CED</p>	Sunrise Room (Half of Ridgeview Conference Center)	Mobile enabled websites have become more relevant in today's world - consumers expect immediate results that are relevant to them. “more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan.” according to Google. Learn what the differences are and why it pays to invest in this customer-centric approach.

2:00 – 3:00 p.m.	<p><b>Finance Breakout:</b> Financing for Growth; Non-traditional lending forum</p> <p><b>Facilitator:</b> <b>Steve Peterson</b>, Entrepreneur Fund</p> <p><b>Panelists Will Include:</b> Bob Palmquist, Northspan Group Jeff Borling, Great River Energy Michael Colclough, Northland Foundation Brad Brzezinski, DEED</p>	Bears Den-Upper Level of the Hotel	This panel of experts will share with you lending alternatives when you are looking for financing your business growth.
2:00 – 3:00 p.m.	<p><b>Business/Marketing Breakout:</b> Growing Your Business: Resources &amp; tools to make the process a whole lot easier!</p> <p><b>Julie George</b>, Entrepreneur Fund</p> <p><b>Special Guest:</b> <b>Anna Anderson</b>, Art Unlimited</p>	Sunset Room (Half of Ridgeview Conference Center)	Being an entrepreneur can feel intimidating and isolating, especially in the beginning. But thanks to the internet, you don't have to go it alone. There are a ton of free tools online that can help you grow your business, as well as free trials available for online products that will simplify many aspects of your business.
3:00 – 3:30 p.m.	<b>Resource Room and Break</b>	Hotel Restaurant and Lobby (go through Lobby)	Visit our resource room to find out more about regional resources to help you grow or start your business!
3:00 – 3:30 p.m.	Ask the Experts – Get your business and legal questions answered in a private setting. By Appointment Only.	Hotel Suites room 320 & 322, above lobby level	Get your legal and business questions answered! You must pre-register for the 15-minute sessions at the Registration Table in the Hotel Lobby. Slots are filled in a first-come-first-serve basis.
3:30 p.m.	<p><b>HR Breakout 1:</b> J1 &amp; H2B Visa Panel - How Foreign Worker Programs Can Help Solve Your Employment Needs</p> <p><b>Facilitated by Tamara Lowney</b>, APEX</p> <p><b>Panelists will include:</b> <b>Stacie Tollaksen</b>, Intrax <b>Paul Ivancich</b>, President, Dairy Queen</p>	Sunset Room (Half of Ridgeview Conference Center)	Ever wonder how a Foreign Worker program actually worked? Learn more about the different VISAs, where legislation is currently at and where it is headed, as well as how to make this program a success for your business.

	<b>Bettina Millosz</b> , Student Worker, Poland		
3:30 p.m.	<b>HR Breakout:</b> How to Create and Maintain a High-Performing Team.  <b>Sarah VanderMeiden</b> , M.S., BCC, Board- Certified Coach	Bears Den	Is “team” the last word you would use to describe your work group or organization? Come to this session to learn the characteristics of strong teams as well as strategies for transforming your group into a high-performing team.
3:30 p.m.	<b>Finance Breakout:</b> Starting a Business in Minnesota  <b>Betsy Olivanti</b> , UMD CED	Sunrise Room (Half of Ridgeview Conference Center)	Are you thinking of starting a new business? Do you have what it takes to be an entrepreneur? This session will provide valuable information about developing your plan and the steps you need to take to start a new business in Minnesota.
4:30p.m.	Conference Concludes		