BEMIDJI STATE UNIVERSITY NORTHWEST TECHNICAL COLLEGE

CRI CENTER FOR RESEARCH & INNOVATION Custom College

HEADWATERS BUSINESS SUCCESS SEMINAR

Resources for Facing the New Realities of Business

What is Headwaters Business Success Seminar?

The Center for Research and Innovation's **1st Annual Headwaters Business Success Seminar** connects small and mid-sized business owners and managers to practical resources and ideas to develop and grow local business.

This one-day seminar will cover marketing, finance, and human resource issues relevant to all small and mid-sized businesses. Additionally, successful local entrepreneurs will offer ideas on how to compete effectively and grow business in today's economic climate. Presentations include:

Small Business Finance and Grant Options, Panel Discussion, including representatives from local private and public lenders

Selling to the Government: Basics of Government Procurement, Arlette Abrahamson, Procurement Technical Assistance Center

Facing the New Realities, Keith Johanneson, Johanneson's Inc.

Gut Check Marketing 101, Dave Heilig, Marketing Professor, BSU

Internships Through BSU, Margie Giauque, Director of Career Services, BSU

Competing Against "Lowest Price", Mike Smith, MJB Home Appliance Center

Trends in Employment and Wages, Nate Dorr, MN Dept. of Employment and Economic Development

Networking Opportunity

The seminar includes many networking opportunities for attendees to meet with presenters and other attendees. Lunch is included in the registration, as well as refreshments during a networking period immediately following the conclusion of the presentations.

MINNESOTA STATE COLLEGES AND UNIVERSITIES

For more information visit
www.cri-bsu.org
or call 218-755-4900

Seminar Details

- **Date:** Tuesday, September 29, 8:15 am to 4:30 pm.
- **Location**: New City Ballroom, 2300 24th St NW, Bemidji. (South of Home Depot, adjoined to the former Hungry Bear Buffet)

Registration

- **Cost:** $49, includes lunch and refreshments during the day and during the networking following the presentations.
- **To Register:** Complete attached registration form, or email your RSVP to **www.cri-bsu.org**. Send no money, we will bill you.
- For more information, call CRI at 755-4900.

Sponsors:

NORTHWEST TECHNICAL COLLEGE BEMIDJI, MINNESOTA

FIRST NATIONAL BANK BEMIDJI A Partnership for Generations

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JOHANNESON'S INC.

HEADWATERS BUSINESS SUCCESS SEMINAR

Resources for Facing the New Realities of Business

7:30 am – 8:15 am	Registration
8:15 am – 9:15 am	Facing the New Realities of Business, Keith Johanneson, President, Johanneson Inc.
9:15 am – 9:30 am	Break
9:30 am – 10:30 am	Gut Check Marketing 101, Dave Heilig, Professor, Marketing, Bemidji State University
10:30 am – 11:00 am	Setting Up Internships Through BSU, Margie Thomas Giauque, Director of Career Services, Bemidji State University
11:00 am – 11:15 am	Break
11:15 am to 12:00 pm	Selling to the Government: Basics of Government Procurement, Arlette Abrahamson, Procurement Technical Assistance Center, Northern MN Area Manager
12:00 pm – 12:45 pm	Lunch Break *(lunch provided!)*
12:45 pm – 2:00 pm	Panel Discussion on Small Business Finance, Jodi Schroeder 1st National, Terry Matson, Security Bank, Scott Kurtzweg, TruStar Federal, Dave West, Northwest Minnesota Foundation
2:00 pm – 2:45 pm	Competing Against "Lowest Price", Mike Smith, MJB Home Appliance
2:45 pm – 3:00 pm	Break
3:00 pm to 3:45 pm	Trends in Employment and Wages, Nate Dorr, Regional Analyst, DEED
3:45 pm – 4:15 pm	Putting it All Together, Jess Evenson, Regional Manager, State Farm Agency Field Office
4:00 pm – 5:00 pm	Time for Networking and to Visit Information Booths. *(Refreshments provided!)*

FIRST NATIONAL BANK BEMIDJI
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NORTHWEST TECHNICAL COLLEGE
BEMIDJI, MINNESOTA

Information Booths:

Center for Research and Innovation

Bemidji Chamber of Commerce

Custom College, Northwest Technical College

Marketing Assistance & Research Solutions (MARS), BSU

Minnesota WorkForce Center, Bemidji

BSU Placement Office

TruStar Federal Credit Union

First National Bank

Security Bank

BNI International – Business Networking and Referrals

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BEMIDJI STATE UNIVERSITY

CENTER FOR RESEARCH & INNOVATION REGISTRATION FORM

FOUR EASY WAYS TO REGISTER:

1. **E-mail:** **CRI@bemidjistate.edu**
2. **Fax:** **Fax your registration to the Center for Research and Innovation at 218-755-4903**
3. **Mail:** **Mail your registration to the Center for Research and Innovation #32, 1500 Birchmont Drive NE, Bemidji, MN 56601**
4. **In Person:** **3801 Bemidji Avenue North, Suite 4, Bemidji, MN**

UNIVERSITY POLICIES:

The University reserves the right to cancel any class not meeting minimum registration requirements one week prior to starting date. If this occurs you will be contacted. If Bemidji State University closes due to inclement weather it will be announced on local radio stations.

WITHDRAWALS:

Withdrawals must be made at least five (5) business days prior to the start date for a full refund – SEE BELOW.

CLASS LOCATION:

- **This class will be held at the New City Ballroom, 2300 24th St NW, Bemidji. (South of Home Depot, adjoined to the former Hungry Bear Buffet)**

PLEASE COMPLETE ALL AREAS

Name (legal first, middle initial and last name):_____

Have you ever attended BSU courses or workshops? ____ **Yes or No** _____

Name attended BSU under, if different then above:_____

Bemidji State University Tech ID # (if known):_____ **Social Security # (if no Tech ID):**_____

Many colleges / universities use social security numbers for student identification purposes on student records. Providing your social security number is voluntary. If you do not provide this number, your registration form will still be processed. This data is requested for purposes of administration, program evaluation & consumer & alumni data. Your number also may be used to create summary information about MnSCU programs through data matches with other state agencies.

Home Address (required): _____

_____

Home Phone #_____ **Cell Phone #**_____ **Work Phone #:**_____

Email Address: (Home)_____ **Email Address: (Work)**_____

Employer:_____ **Title:**_____

Employers Mailing Address:_____**City, State, Zip**_____

COURSE TITLE & NUMBER	COURSE DATE	FEE	WITHDRAWAL DATE	ARE YOU ATTENDING FOR YOUR JOB?
Headwaters Business Success Seminar (104659)	September 29, 2009, 8:15 am – 4:30 pm	$49	September 22, 2009	Y N

DO NOT SUBMIT PAYMENT WITH THIS REGISTRATION FORM

PAYMENT POLICY: The invoice will be mailed to you or given to you at the workshop; upon receipt of invoice, please remit payment or forward to person(s) responsible for payment.

FOR OFFICE USE ONLY: Confirmation sent:_____ **Mailing list** _____ **ISRS**_____