

# 1ST ANNUAL HEADWATERS BUSINESS SUCCESS SEMINAR

## Resources for Facing the New Realities of Business

### What is Headwaters Business Success Seminar?

The Regional Employer Support Network, sponsored and managed by BSU Center for Research and Innovation, will host the **1st Annual Headwaters Business Success Seminar** connecting small and mid-sized business owners and managers to practical resources and ideas that can be used to develop and grow local business.

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

**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

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

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

**Trends in Employment and Wages**, Nate Dorr, DEED

### Networking Opportunity

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

A variety of local resources to business, such as WorkForce MN, Bemidji Chamber of Commerce, and Northwest Technical College Custom College will be on-hand hosting information tables.



For more information visit  
[www.cri-bsu.org](http://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 (west of Hungry Bear Buffet)

### Registration

- **Cost:** Fee for this one day seminar is \$49 and includes lunch and refreshments during the day.
- **To Register:** Complete attached registration form, or email completed registration to [cri@bemidjistate.edu](mailto:cri@bemidjistate.edu) Send no money, we will bill you.
- **For more information:** Contact CRI at 755-4900.

### Sponsors:



### About CRI

The Center for Research and Innovation is a collaborative effort of Bemidji State University and Northwest Technical College to provide regional organizations with access to the resources of the Technical College, the University, Minnesota State Colleges and University system and beyond.