

Supporting Your Small Businesses Through Training & Competitions

WYOMING MAIN STREET 9.20.17

AMY BEECHY

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What We'll Discuss

Educating Your Small Business Owners

Topics they like and.... topics they *should* like

How to get business owners to attend what you offer

Some ideas that have worked

Business Plan Competitions

How they can help you achieve development/Economic Vitality goals

Rules and criteria

Insights from the trenches

Educating Your Small Business Owners

Can we agree that Education/training is really important for small businesses?

What are we talking about? – Seminars & Workshops (a day or less typically 3 hours)

By offering these locally

- Save business owners travel time
- Allows them to network with others
- Exposes them to experts in the field
- For some, it might be the only way they'll participate

What topics do they typically want to learn more about?

- Marketing. Marketing. Marketing.
- Social Media (meet them where they are on this one)
- QuickBooks
- Business Planning
- Personal Financial Planning
- Customer Service.... from time to time

What they don't like to learn about... but should!

- Understanding Financials/Financial Statements
- Succession Planning
- Personnel Issues (hiring, retaining, policies)
- Customer Service
- Crisis Preparation/Recovery

Typically those who really need to attend, won't

How to get them to attend

- Good quality speakers - build trust
(audition them, get references, watch videos)
- Put a price on it – *sometimes free sends the wrong message*
- Offer options for viewing
- Invite trusted sources to “visit” your events, then spread the word
- Work your databases
- Pre-pay
- Pay attention to evaluations
- Spin off training from another group event



**TUESDAY
OCT. 11, 2016**

6-8 pm

According to the best business minds all over the world, a business owner's peer group is one of the most effective learning and growing opportunities for entrepreneurs. Business owners have asked for this, we've done our research and now FEDCO is kicking off a peer group that works for you; the first of its kind in Fulton county. Come and learn from other business owners in this facilitated group meeting. We'll discuss common business issues and solutions.

Confidential. Casual. Worth your time.



Own a business in Fulton County?

Network with like-minded people!

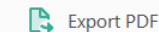
Grow & learn with
other entrepreneurs in
your area

Creative facilitated group discussion

Wine
&
Cheese

Location

\$10 Per Person



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How to get them to attend

Effective Marketing (Target them)

- Attractive marketing pieces
- Meet them where they look for info
- Business owners talk to each other 
- Partners (chamber, economic development, banks, attorneys, accountants)
- Local/adjacent county media/partners
- Social media
- Include their employees too

How to get them to attend

Consider a Series on One topic

- Concentrate on various elements of one topic
- Creates some excitement
- Price to encourage series purchase (\$35 each session or 3 for \$90)
- You'll get them to some of the sessions, at least/they'll send someone



The First in a 3-part Marketing Series for Business

Your Marketing Plan In 9 Steps

Thursday, September 24, 2015



Rochester/Ivy Tech Learning Center 1820 Park Road, Rochester, IN

9:00AM-12:00 PM

\$35.00

Sign up by September 18th

Do you really know who your customers are? Are you using the most appropriate marketing tools to reach them? How much should you spend on marketing?

Marketing is critical to the success of any business, but knowing where to start can be a challenge. This highly interactive workshop introduces a nine step process for creation of a simple marketing plan that can be developed and implemented by any business. Participants will learn and apply the key aspects of every step in the process. You'll leave this workshop with a solid foundation for developing an effective marketing plan!

About the Presenter Alan Steele is the Regional Director of the North Central Indiana Small Business Development Center (NC-ISBDC). Since 2010, Alan has worked with entrepreneurs through one on one advising in a variety of areas including feasibility assessment, business plan development, start-up, marketing strategy, funding, and strategic planning. He was named the ISBDC State Star for 2015.

Alan also developed and has led successful (and sold out!) workshops in Marketing and Business Feasibility and has spoken to groups on a variety of marketing and entrepreneurship topics.

SIGN UP TODAY!

Registration deadline if you're registering for all 3 events is September 18th

To register contact Tiffany Futrell at FEDCO || 574.223.3326 or tfutrell@fultondevelopment.org
www.fultoncountychamber.com/events/marketingseries

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Growing Leads & Sales with Social Media



Sign up by October 16th

Mike is President of Digital Hill Multimedia, a web development & marketing agency, and the co-founder of Tabsite.com, a leading Facebook Page app service for contests and lead capture. He is a noted Facebook Marketing speaker and strategist, as well as a regular blogger for Social Media Examiner. Mike's expertise is in the areas of leads and leverage, how to increase quality business leads via digital and social media, as well as how to leverage social to attract, amplify, and engage growing online communities. Mike has 10+ years experience in Internet Marketing, a Master's in Organizational Development and Leadership, and a proven track record of providing innovative digital and social strategy consulting for businesses.

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Fulton County Chamber of Commerce

Wabash Valley Power

Source Bank

Fulton ECONOMIC DEVELOPMENT CORPORATION

The Third in a 3-part Marketing Series for Business

Increasing Sales & Profits

As a Destination Business

Thursday, November 5, 2015

Geneva Center 5282 N Old US Hwy 31, Rochester, IN 46975

8:00AM-1:30 PM

\$49 (\$39 Members of Fulton County Chamber of Commerce)

Sign up by October 28th

In this popular workshop, Jon shows how most businesses today make major marketing mistakes, instead of focusing on proven tactics to immediately drive more customer traffic and sales in their doors. Attendees of this session will learn:

- How to create free publicity opportunities that gets your business in newspapers, magazines, television and online websites
- How to target and attract their most profitable customers
- How to draw more customers to your business, even if your location is worse
- How to get a customer to love your business in the first 7 seconds after they enter your doors
- How to increase customer loyalty while maintaining profit margins, even if competitors are using price discounting

Immediately following the workshop, Jon engages all attendees in a Marketing Roundtable that takes their current business challenges and shows them how his Destination principles can be applied to them.

Jon Schallert is an internationally-recognized business consultant and speaker specializing in teaching businesses how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step "Destination Business" process, which he developed over the course of nearly thirty (30) years of studying and interviewing independent business owners who had made themselves the preferred choice in their competitively crowded marketplaces. Jon's Destination Business strategy has been used extensively by businesses large and small to help them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. Some of Schallert's corporate consulting clients include Kellogg's, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, and Hunter Douglas. His insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post, and Entrepreneur Magazine.

SIGN UP TODAY!

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www.fultoncountychamber.com/events/marketingseries

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2015 MARKETING SERIES FOR BUSINESS

ATTEND ALL THREE
FOR ONLY
\$99



"Your Marketing Plan in 9 Steps"

Thursday, September 24, 2015 9AM-12PM

Rochester/Ivy Tech Learning Center 1820 Park Road, Rochester, IN 46975

Presenter: **Alan Steele**, Regional Director, North Central Indiana Small Business Development Center

Marketing is critical to the success of any business but knowing where to start can be a challenge. This highly interactive workshop introduces a nine step process for creation of a simple marketing plan that can be developed and implemented by any business. Participants will learn and apply the key aspects of every step in the process, providing a solid foundation for developing an effective marketing plan. **\$95 Register by September 18th**



"Growing Leads & Sales with Social Media"

Thursday, October 22, 2015 9AM-12PM

Rochester/Ivy Tech Learning Center 1820 Park Road, Rochester, IN 46975

Presenter: **Mike Gingerich**, Facebook Marketing Specialist, Digital Hill Multimedia, Inc.

Wanting to use Social Media strategically in your business? Trying to determine what social networks to use? In this workshop, Mike will discuss how Facebook, Twitter, LinkedIn, Pinterest, Google+ and Instagram can help entrepreneurs and businesses understand how they to use social media as part of their overall integrated marketing plan to increase their web presence, reach new customers, and nurture new leads to become clients! **\$95 Register by October 16th**



"Increasing Sales and Profits as a Destination Business"

Thursday, November 5, 2015 8AM-1:30PM

Geneva Center 5282 N Old US Hwy 31, Rochester, IN 46975 —**LUNCH PROVIDED**

Presenter: **Jon Schallert**, Internationally recognized speaker and marketing expert

Jon Schallert is the only business speaker in the world specializing in teaching businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his "Destination Business" process. In this popular workshop, Jon shows how most businesses today make major marketing mistakes, instead of focusing on proven tactics to immediately drive more customer traffic and sales in their doors. Attendees will also learn how any business can use his strategy to capture local customers and retain tax dollars locally, while pulling in consumers from outside an area's immediate demographic marketplace. **\$49 (\$39 for Members of Fulton County Chamber of Commerce) Register by October 28th**

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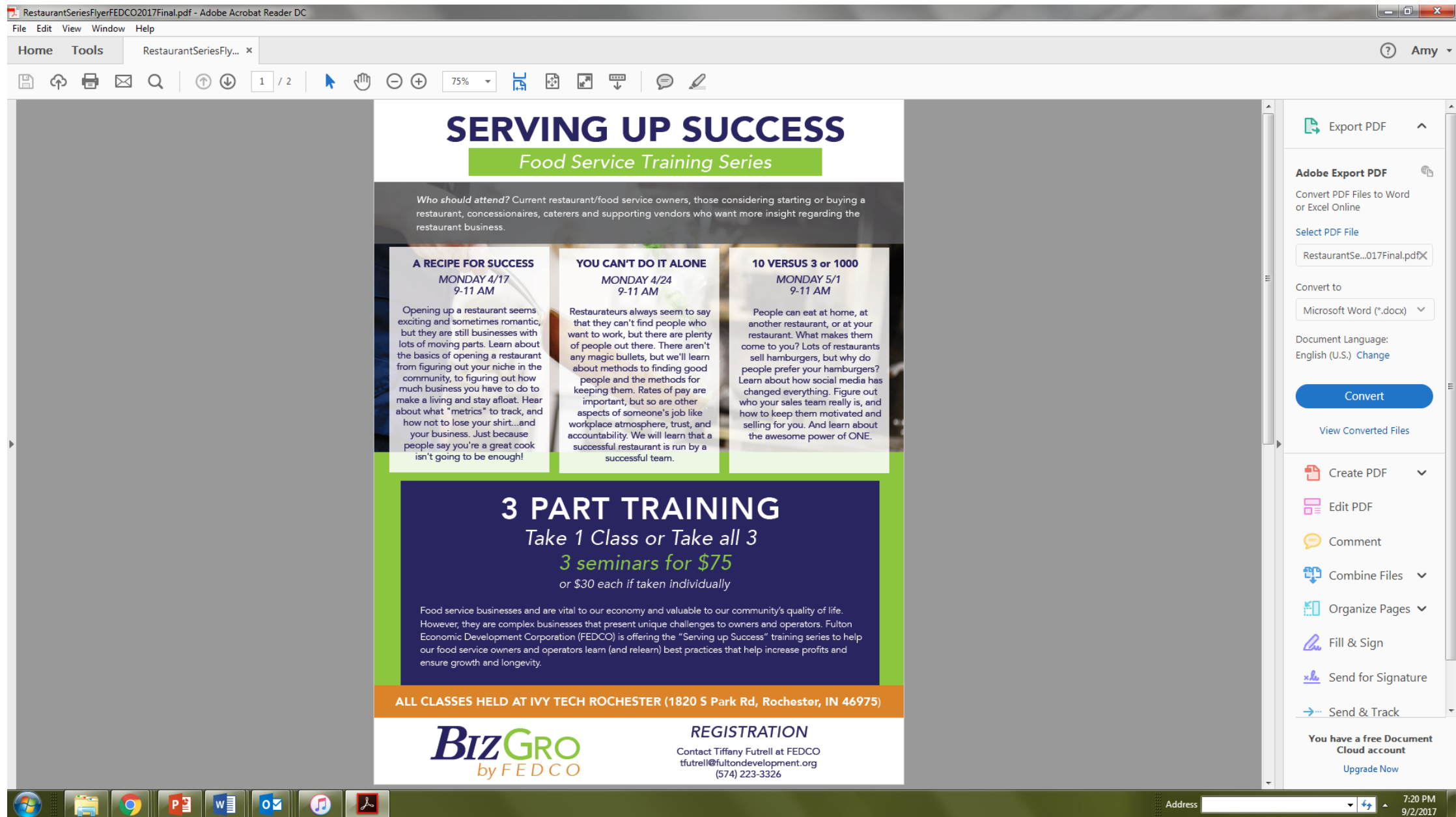
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How to get them to attend

Consider a Cohort – *a group of people banded together or treated like a group.*

Group of like minded businesses that aren't direct competitors

- Share resources
- Share training
- Support each other



SERVING UP SUCCESS

Food Service Training Series

Who should attend? Current restaurant/food service owners, those considering starting or buying a restaurant, concessionaires, caterers and supporting vendors who want more insight regarding the restaurant business.

A RECIPE FOR SUCCESS

MONDAY 4/17
9-11 AM

Opening up a restaurant seems exciting and sometimes romantic, but they are still businesses with lots of moving parts. Learn about the basics of opening a restaurant from figuring out your niche in the community, to figuring out how much business you have to do to make a living and stay afloat. Hear about what "metrics" to track, and how not to lose your shirt...and your business. Just because people say you're a great cook isn't going to be enough!

YOU CAN'T DO IT ALONE

MONDAY 4/24
9-11 AM

Restaurateurs always seem to say that they can't find people who want to work, but there are plenty of people out there. There aren't any magic bullets, but we'll learn about methods to finding good people and the methods for keeping them. Rates of pay are important, but so are other aspects of someone's job like workplace atmosphere, trust, and accountability. We will learn that a successful restaurant is run by a successful team.

10 VERSUS 3 or 1000

MONDAY 5/1
9-11 AM

People can eat at home, at another restaurant, or at your restaurant. What makes them come to you? Lots of restaurants sell hamburgers, but why do people prefer your hamburgers? Learn about how social media has changed everything. Figure out who your sales team really is, and how to keep them motivated and selling for you. And learn about the awesome power of ONE.

3 PART TRAINING

Take 1 Class or Take all 3

3 seminars for \$75

or \$30 each if taken individually

Food service businesses are vital to our economy and valuable to our community's quality of life. However, they are complex businesses that present unique challenges to owners and operators. Fulton Economic Development Corporation (FEDCO) is offering the "Serving up Success" training series to help our food service owners and operators learn (and relearn) best practices that help increase profits and ensure growth and longevity.

ALL CLASSES HELD AT IVY TECH ROCHESTER (1820 S Park Rd, Rochester, IN 46975)

BizGRO
by FEDCO

REGISTRATION

Contact Tiffany Futrell at FEDCO
tfutrell@fultondevelopment.org
(574) 223-3326

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MEET THE INSTRUCTOR


Donald Vita



Donald Vita is a 25+ year veteran of the hospitality industry with experience in restaurants, catering operations, and hotels. A Wisconsin native, he started his career working in a restaurant when he was just 15, and he holds a Bachelor's Degree in Hotel & Restaurant Management from the University of Wisconsin - Stout where he graduated Cum Laude in 1993. Since then he has worked with several industry leading companies such as Wyndham Hotels and Resorts, Holiday Inn Worldwide, Winegardner & Hammons, Wolfgang Puck, and Bon Appetit.

Donald's area of expertise encompasses all facets of running successful operations including: staff recruitment, hiring and training; team building; project management; menu development; marketing; financial oversight, cost management and more. He has been involved in new construction projects, renovations of existing facilities, and re-branding. Donald is also a ServSafe® Instructor and Proctor, a ServSafe Alcohol® Instructor and Proctor, and a Certified Third Party Trainer as recognized by the Indiana State Excise Police. He is a decorated Veteran of War having served in the Persian Gulf in support of the Gulf War of 1991. He has also served on the Board of the Northern Hamilton County Chamber of Commerce, and is a member of the Nappanee, Logansport, and Effingham, Illinois Chambers of Commerce.

Donald lives in Sheridan, Indiana with his wife and business partner, Erin, and their five children. They attend Northview Christian Church in Westfield, IN.



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Paying for it

- Get them there – they will pay
- Sponsorships
- Consider a Training Fund – maybe even before a loan fund
- How to use a training fund:
 - Group trainings
 - Awards to specific businesses
 - Supplement to loan funds

Summary

- Educating your business owners is important; networking, expertise, close and convenient
- Consider different formats to get them excited – series, spin offs, cohorts
- Market sessions effectively – business owners talk/trusted advisors/spread the word
- Consider a training fund



Questions?
Thoughts?

Competitions.
An effective
tool to achieve
your goals



What are we talking about?

- Business Plan Competitions
- Pitch Type Event for investors – *Shark Tank stuff*
- Universities
- Worldwide
- Various themes/destinations – tech, multiple days, entertainment, educational sessions

Let's discuss Business Plan Competitions

How do they work? The Basics

- Start up and/or existing business owners present a plan
- Plans are judged
- Typically there is an oral presentation
- Winner(s) determined
- Prize(s) awarded

Business Plan Competitions

What do you want to accomplish?

- Fill a building?
- Target a specific type of business? Restaurant, Retail, Service
- Specific Industry? Technology, Agriculture, Green
- Specific Demographic? Youth, Retirees
- Business Stage? Start up business, Expand an existing one, Both?

Prizes!

Money – Doesn't take much (sponsors/utilities, EDIT funds, grants)

Other prizes; many possibilities – whatever your businesses need (safety nets)

- **Services**

accounting, legal, consultants, marketing/branding, web design, utilities, renovations

- **Products**

computers, equipment, furniture, supplies

- **Rent, zero interest loan**

Rules and Criteria. What Fits your goals?

Some Ideas.

Scoring – what matters? Base it on your priorities and be very clear about it to everyone!

- Job creation
- Feasibility
- Positive community impact
- Experience
- Extra points for class/SBDC/timing of business plan prep class
- What if no plan meets criteria? No prize awarded

Rules and
Criteria.
What Fits
your goals?

Some Ideas.

- Taxes must be paid
- Time frame for establishing business?
- What is a start up and what is existing?
- Business size for expansion
- Must be in the downtown/city/county/region
- What don't you want?

Winners and “Runners up”

Winners

- Establish an ongoing relationship
- Required counseling (SBDC)
- Publicity – Lift them up! - They are examples/mentors
- Taxes on winnings

“Runners Up”

- Always a struggle
- Give them something
- Still working on this

Judges

- How many?
- What expertise?
- Local or not? *Pros and cons*
- Confidentiality agreement
- Serve as advisors through the competition
- Maybe they would like to invest?

Random Insights

- Keep it very organized
- Reassure/offer help to businesses
- Use the SBDC
- Treat your judges right
- Measure success and report it
- Sometimes businesses fail – prepare yourself and sponsors

Results from Cass County, Indiana 2005-2009

Businesses that participated in business plan competition:

- 44.5% reported employee growth
- 67% reported increase in payroll
- 67% reported increase in sales
- 55% reported increase in property taxes
- 56% reported increases in value of their machinery & equipment
- 80% took the business planning class to prepare

Quotes from past participants

“Anyone who thinks there is too much work involved in this exercise should seriously re-think. Not only do the winnings help but the process itself shed a blinding light on your business and its potential, as well as potential pitfalls. We are now profitable and growing!”

“I was told my business plan had problems, and I was not given the award. Now my business is four times more successful than it was when I entered the competition. I guess my business plan was ok after all.”







Justin & Becky Everitt – Custom Concrete Leveling

Wrap Up

- Competitions are used to spur entrepreneurship all over the U.S. and the world
- Choose what's right for your community and your goals
- Think about winners and runners up...how to help
- Track results. Celebrate. Tell everyone!



Questions?
Thoughts?
