

## Colorado Entrepreneurship MarketPlace Session Descriptions - Friday, October 7th

### Agriculture

***Starting a Green Business*** - Learn how one company began and maintained their vision through boot-strapping and "learning the hard way." You will learn how you can do it too.....from wearing all the hats, to having employees!

***Local Produce for Local Restaurants*** - Whether looking for a buyer for your produce or trying to open a restaurant focusing on local produce, this session will help outline some of the successes and pitfalls using local products from both sides of the table. This session will also highlight some of the opportunities of using local produce and how you can make it a win-win endeavor right from the start.

***Agri-tourism*** - Learn factors of the tourism business that "make it or break it" for ranchers and farmers. Take away a formula for How to Make Money in Tourism that is easy to remember and that will help guide tourism investment decisions. Hear stories of how the Dept of Agriculture paired with the Dept of Tourism in Washington State to feature growers as the New Celebrities for travelers.

***Be Colorado Proud and Benefit from the Buy Local Trend*** - How does your business obtain the "Colorado Proud" label and what can this status do for your product?

***Agriculture - Diversification & Survival - The Farm Game*** - In this session you will learn how one family farm going broke came back by creating a new way to pay their mortgage.....inventing & marketing "The Farming Game" worldwide. Learn how to put your "agriculture state of mind" in a different place when needed.

***Use of Agriculture in Residential or Mixed Use Developments*** - Agriburbia® is a new vision for feeding ourselves and for defining how and where we live. It is about re-thinking and re-defining how we use land and water and how and where we grow food. It is inclusive of all current best management practices, resources, and components of 21st century land development. It is also an effective strategy for sustainably holding land during market downturns. Agriburbia® makes food production an integral element in the design of the community and social network thus enabling lasting value of the neighborhood. How can a homeowner, subdivision or community utilize this strategy to maximize the value and usefulness of suburban property.

### Business Development

***How to Create an Elevator Pitch*** - In this workshop, attendees will learn how to craft an effective "Elevator Pitch." A carefully crafted Elevator Pitch will give you the ability to sell your company in a concise, compelling manner. A strong pitch explains why you are different and better than any other business out there....something your customers, your employees and even a potential investor could learn in the time it takes to ride up an elevator.

***CDOT - Your Key to Business*** - This presentation will provide participants with information about the Disadvantaged Business Enterprise (DBE) and Emerging Small Business (ESP) Programs, including the benefits and how to participate. Becoming qualified to participate as a DBE and/or ESB can be perceived as a difficult task, but after this presentation participants will have the tools they need to take advantage of business resources and information. Additional information about upcoming CDOT business opportunities will be provided along with answers to many of your questions.

***What can the SBDC (Small Business Development Center) Do For You!*** - Learn about the resources for start-up and existing businesses through the Small Business Development Center. From free one-on-one business counseling to marketing and growth strategy counseling, to other tools you will need in your business, the SBDC can be your one stop business resource center.

***Colorado Companies to Watch Panel*** - Colorado Companies to Watch is a dynamic program honoring growing companies that are developing valuable products and services, creating quality jobs, enriching communities, and building new industries throughout Colorado. High performance, second-stage companies account for most of the economic growth, community development and economic independence in our state. Is your business ready to go to the next level? Listen to a panel of rural Colorado business leaders who have won this prestigious award. How do you enter to win the award, what are some of the qualifications, is the recognition worth it for your business, and what are some of the rewards for your business from receiving the award. Panelists will also discuss how applying for the award may have changed their business practices and how they crafted "company culture". The panel will be moderated by Stephanie Steffens, Business Retention and Expansion Program Coordinator for the Office of Economic Development and International Trade.

***Branding - Increase Your Knowledge*** - Branding - it's more than a logo, a tag line or an ad; it's the package of you as a business. Eliminating just a few of these costly marketing mistakes will add significantly to your bottom line and catapult you way ahead of the competition. Without adding a single cent to your marketing expenses and potentially saving a bundle on misplaced marketing dollars, this workshop will prove meaningful to all marketing decision makers.

***Contract Principals & Intellectual Property Law*** - This session reviews the Uniform Commercial Code and common law on the elements of contract, if and when a contract must be in writing, performance and breach, and remedies. Intellectual property laws will also be addressed.

***Working with the Small Business Administration*** - In this session participants will be given an overview of the 8(a) business development program, the women-owned small business contracting program (WOSB) and the HUBZone program. Additional information will also be presented on the SDB program and contracting database registrations for small businesses that want to do business with the Federal government such as the CCR/DSBS, ORCA and FedBizOpps

## **Community Development**

***Redeveloping Great Locations in to Great Business Sites*** - Often, great business locations are occupied by vacant buildings, structures and debris from former uses. This session will discuss the process of recycling these sites and making them ready for a new business through site cleanup, renovation, or redevelopment. Learn how to evaluate physical and environmental site challenges presented by former uses; transactional considerations and due diligence for underwriting the deal; approaches to addressing lingering environmental issues; and sustainable redevelopment approaches.

***Management Support for Sustainable, Vibrant Business*** - Independent business owners often open their businesses to be their own boss and sell a product that they love. But being an owner operator can often take a toll and leave business owners feeling overworked, underpaid, and helpless to find assistance. As the economy continues to bring new challenges, businesses and local governments are finding that partnerships can help alleviate some of the strain, attract customers, and identify affordable co-marketing opportunities. This session will review some management ideas to enhance business district support and bring relief to overworked entrepreneurs.

**Business Incubation 101** - Participants will be provided an overview of the best practices in business incubation, including types of business incubation programs and their economic impact. Key points to be covered include the importance of client selection, services, and graduation.

**Leveraging Public/Private Partnerships to Promote Economic Growth** - To promote economic development it is often necessary to leverage public-private partnerships for many reasons. First, in order for a program to be successful it must have inherent support from both government officials as well as local businesses and residents. In addition, many of the grant and low interest loan programs require a specific ownership of government, private or a combination of both. To ensure the greatest opportunity for success a strong partnership is critical and can be developed with specific actions which will be discussed during this seminar.

**Heritage Tourism** - Heritage travelers are well traveled, well educated and have relatively high household incomes. They demand authenticity and quality experiences, and are able to pay for them. Learn how rural entrepreneurs are capitalizing on current travel trends to make these travelers part of their business.

**Entrepreneurs Working with their Community Colleges** - Ready, Set, Go! This session will be packed full of useful information on navigating your way thru the financial barriers that are often faced when going to college. In addition, you will gain insight on how to access your local community college for tools in expanding your career and business opportunities.

**Collaboration Among Entrepreneurs, Community Development, Economic Development, and the Healthcare Sector** - Healthcare is one of the most important community services - as well as one of the largest and best paying employment sectors - in rural Colorado. Learn 1) how you, as a resident, can support healthcare in your area 2) how residents are actively influencing future directions in healthcare in their community, and 3) how residents can tap into employment and entrepreneurship opportunities related to healthcare.

## **Financing**

**Cash Flow Projections as a Critical Business Tool** - Making a profit in your business is only part of success. By learning to effectively manage and project your cash flow, you can ensure your businesses longevity.

**Benchmarking Your Business** - Ever wondered how your business compares to others in your industry? Want to know some key things to do to measure the on-going performance of your business? Learn how to use your business financials to benchmark your business against industry standards to determine how you compare. The session will demonstrate key financial ratios for measuring liquidity, profitability, efficient use of business assets, sales per employee and other key benchmarks.

**Financing Options through Business Loan Funds** - This session will overview services offered through Region 9 Economic Development District of Southwest Colorado, Inc. (Region 9 EDD), a Colorado non-profit community corporation that promotes and coordinates community economic development efforts in Southwest Colorado. The primary focus will be on the Business Loan Fund program. Region 9 EDD is one of 14 Business Loan Funds (BLF) in the State that foster economic development efforts at the local level by providing financial assistance to businesses within their respective regions. Learn about the financial assistance provided by BLF's which assists small business retention, expansion and job creation.

**Funding Resources for Small Businesses** - For many potential and existing small business owners, the biggest hurdle-real or imagined-is financing. This panel discussion will offer participants some very viable financing options for businesses of any size or kind.

**Government Contracting 101** -Do you want to learn how to diversify you customer base by selling your firm's products and services to Federal, State and Local Government Agencies? The workshop covers required registrations and certifications, key word searches, updating your contracting data on line and tips for marketing to government purchasing agents. This is recommended for business owners planning to be a government vendor or subcontractor, having demonstrated successful pas performance with clients.

**Using Your Financial Statements to Manage Your Business** - Understand how to use the financial statements for your business to better make management decisions. Learn about tracking overtime, industry comparisons, and standard business ratios. What does your balance sheet tell you? How can you improve it?

## Marketing

**Developing Your Message, Let Consumers Know Why They Should Buy Your Product or Service** - By the end of this interactive session, you will have the tools needed to create a message that will convince consumers to try your product or service. Learn about the importance of creating a strong brand, understand your positioning versus the competition, and delve into why your product or services are unique.

**The Biggest Mistakes Made by Businesses & How to Avoid Them** - Eliminating just a few of those costly marketing mistakes will add significantly to your bottom line and catapult you way ahead of the competition. Without adding a single cent to your marketing expenses and potentially saving a bundle on misplaced marketing dollars, this workshop will prove meaningful to all marketing decision makers.

**Choosing the Right Advertising Tools** - You will explore how target market selection, company objectives, budget, brand image, and message are all used to help you select the right advertising and promotion tools to reach your target market and grow your business

**Effective Personal Selling** - This fast paced session on effective personal selling, as we explore the best ways to understand customers, their needs and how to selling in an effective manner. Mr. Welch will review personal selling models and real life sales experiences that will help you become a more effective sales person, whether you sell products, services or a combination of both in your business or job responsibilities. All business starts with a sale. Come learn how to be a more effective sales person in ways that work for you and your customers.

**Leveraging Free Resources with your Due Diligence** - Getting the word out there about your product and business on a shoestring budget can be tough! However through tenacity, picking up the phone, never giving up and a try try again attitude, you can do it. Explore how social media can open up lots of doors for free! Hear how you can get a product to market and then knocking down big retail and wholesale doors.

**Donations vs. the Bottom Line** - How do you support local and regional non-profit efforts without ruining your businesses bottom line? How do you say no? How does your business support your "passions"? In this session business owners will discuss how they choose charities to donate to, how much you can allocate, and how do you give back to your community and help your business.

## Technology

**Wise Technology** - What is "Wise Technology?" This session will describe what wise technology is and how it can help you, the small business owner. Participants will learn how to best "spend" their technology so you can obtain the best bang for every dollar and not get clipped from the fast talkers.

**LEAN** - Description Coming Soon -

**Smart Phones 101** - Today's phone technology doesn't have to act as a ball and chain to your work, but it can make you more effective when away from the office. Smart Phones can also be intimidating. Take the fear out of using and programming your Smart Phone with Introduction to SmartPhones.

**Beyond Social Media 101** - Right now, entrepreneurs and start-ups just like you are successfully connecting with their customers through a variety of socially engaging platforms, including company blogs, Facebook, Twitter, YouTube, LinkedIn and a host of emerging social media-related tools. Those are the places customers and prospective customers are spending more and more time, and to gain a competitive edge, you need a presence there too, but being there just isn't enough. This session will reveal the latest trends in social media-related marketing and public relations, and participants will learn what you need to do to determine if they are right for you and your business

**State of the Art Training for Your Employees - Pueblo Community College - Mobile Learning Lab** - Get a hands-on lesson in one of Pueblo Community College's nationally-recognized mobile learning labs. This fully self-contained lab features training stations designed to maximize worker productivity and increase skill level in the manufacturing and production industries. This lab travels to employer sites throughout Colorado, allowing workers to get trained without interrupting production schedules and accommodating shift work schedules. Attendees will also receive information on training grants available to Colorado businesses.

**Using Databases to Grow and Market Your Business** - How the Southwest Colorado SBDC assists clients to identify markets to start or grow a business—including a description of the databases and process used in providing this service.

## Session Descriptions - Saturday, October 8th

### Agriculture

***From Farmer's Market to Co-Op Market*** - Description Coming Soon

***Expanding Your Green Business - ..."How to Turn a Love Affair with an Idea into "an Idea Whose Time has Come."***- The challenges of taking a Ma and Pa business into a Second Stage business, building systems, laying the foundation for growth, learning to be "owners" rather than operators. What to do when our strengths become our weaknesses. How to maintain values while duplicating yourself on a broader scale

***Brewing, Viticulture & Distilling: Entrepreneurship in Action - Hobby to Market*** - So you like to home brew and would like to take the next step? Has owning a winery always been your dream? In this roundtable discussion you will hear owners of a micro-brewery, vineyard and distillery discuss their business plan development and how they identified their niche market. You will learn the importance of identifying your audience and marketplace as well as branding your business. Learn from successful "fermented-product" business some of the early pitfalls and capitalizing on the recent consumer trend to patronize smaller breweries, wineries, and distilleries.

***Colorado's Agricultural Exports*** - This presentation will be an overview of Colorado's agricultural export situation and discussion. Included will also be Q&A of the Department of Agriculture assistance to companies interested in exporting agricultural and food products.

***Increase Revenues by Thinking Outside Town Limits***- There's considerably more happening behind the gates of ranches, farms and private lands than meets the eye. The economic significance of these operations and the opportunities they offer to entrepreneurs are frequently overlooked. This session offers a chance to venture beyond the "No Trespassing" signs into this vital segment of the rural landscape.

### Business Development

***Employment Law*** - This session will introduce participants to a look at employer/employee relationships and the discriminations laws.

***Working with the Colorado Office of Economic Development*** - Businesses can be more successful if they have a good understanding of resources available to assist them. Just as important is knowing when and how to use such resources. The State of Colorado provides a variety of resources to support entrepreneurs and business activities and this session will review some of these resources.

***"Small Towns - Does my Business Fit?"*** - Have you ever thought about relocating or starting a business in a small town? This session has some advice about the benefits, challenges and things to consider to help you make a sound and thoughtful decision. This will be a panel discussion lead by an economic development specialist and representatives from three successful small-town businesses: Rocky Mountain Chocolate Factory/Aspen Leaf Yogurt, The Weekend Farmer and Durango Soda Company (Zuberfizz). Each company representative will provide their unique perspectives to enlighten you. The session will also allow time for you to ask your questions of the panelists to gain additional insights *to see if your business fits a small town.*

***Necessary Steps for Exiting Your Business*** - What do you need to do to prepare your business for selling? How do you maximize profitability? What strategies should you take? This session will cover preparing your company for a profitable owner exit.

***Building Entrepreneurship Through Mentoring Networks*** - Learn how to use existing people in your community to build business advising and mentoring networks that will assist in developing local entrepreneurs and small businesses. Learn how to identify potential business advisors, prepare clients for meeting with advisors, identification and support for local growth companies, etc.

***So, You Want to be an Inventor, Huh?*** - Get ready to learn about developing your product, prototyping, testing, and protecting your intellectual property rights. Geared towards start-up entrepreneurs who are in the early phases of developing a new idea into a manufactured product, this session will outline the process, pitfalls and potential of taking your product from the idea in the back of your head to the reality of a working prototype and beyond.

***Evaluating Your Loan Application*** - Learn how loan applications are evaluated and what information is important in the decision making process. This can include checking applications for accuracy; review of the business plan, business financial statement analysis and pro forma projections, description of proposed collateral, credit report and history, personal financial documentation and verification.

## **Community Development**

***Economic Gardening*** - Description Coming Soon -

***How to Promote Youth Entrepreneurship in Your Community*** - "Youth Elevated" is an initiative established by the Blanding Rotary Club and San Juan County, Utah to promote youth entrepreneurship. Hear how they have helped to create a number of youth businesses including Lickity Split Chocolate, Native Youth Designs, Blanding Youth Garden, and the Youth Press. Hear how you can create and organize youth companies from a practical, legal and motivational point of view.

***Community Efforts and Why They are so Important*** - Over the last decade the Silverton Community and San Juan Development Association have worked with a variety of regional, state and federal agencies to provide microenterprise opportunities to the local community. These community efforts have assisted in the expansion of a winter economy, an increase in light manufacturing in the community at the Historic Powerhouse, and most recently resulted in the support for the Silverton Comprehensive Rehabilitation Project of the Silverton K-12 School (SCRP). The SCRP is an \$11.8 million renovation of the 1911 Silverton School contributing to the Silverton Historic District that will provide a historically preserved 21st Century School in Colorado's favorite mountain hamlet. The Session will begin with an initial presentation of the progressive efforts of the local economic development participants in the Silverton community and the indicators used to measure success. The presentation will then segue into the SCRP and what the project represents for the community's future.

***Telecommunication Efforts in Rural Areas*** - Participants will hear how Region 9 has made the development of the Southwest Colorado's telecommunications infrastructure a priority for almost two decades. Initially work was to bring fiber through Southwest Colorado from Albuquerque, New Mexico through Grand Junction. Current efforts involve the collaboration of 14 governments to create a regional infrastructure (Southwest Colorado Open Access Network, or SCAN) that connects public offices within and between communities to purchase telecom services in an efficient and cost effective manner.

***HUBZones*** - Colorado PTAC educates and trains business owners to understand the Federal Government contracting process for SB Preference Program Certifications, such as the (Historically Underutilized Business) HUB-Zone Certifications. Identify SB preference eligibility and which registrations and certifications you will need to certify, learn why and how to qualify for set-aside contract bid opportunities through HUBZone Certifications and Use the

government databases for identifying contract opportunities. Market to Federal Government buying offices for the HUBZone preference bid opportunity.

***Downtown & Community Revitalization - Main Street Colorado*** - The Department of Local Affairs provides financial and technical assistance to communities across the state. Many of the services offered by the department focus on community and economic development and planning. Main Street is an asset-based economic development tool. It considers the built environment, the culture of the community, the public, and businesses. An one of these assets is just as important to cultivate as another. This session will give an overview of the Main Street Four Point Approach and other programs offered by DOLA to assist in downtown and community revitalization.

## **Financing**

***Going Local - How Slow Money & Slow Food Works Well*** - A town's (slow) movement to create sustainable economy, business, environment and community. Examples of how local food, farms, and products have become valued across the cultural spectrum, and how Slow Money has been used to keep a local farm-to-table business thriving.

***Preparing Your Business for Investor Funding*** - Ever wondered if your business should consider going after investor funding? What does it take to be ready for investor financing? What is the typical deal structure? This informative session will cover the basics of what it takes to prepare your company or business idea for attracting equity investors from Local Equity Investors to Angels to VC's. They will also cover knowing whether or not your business is right for venture capital.

***Budgeting for Success*** - Success in business - large or small - is measured by the business owner's ability to sell products for service at a profit. But that is ONLY the beginning. Participants in this session will take home information on how to prepare and use a budget to *manage* the business, rather than just *running* the business.

***Alternative Energy Financing*** - In this session participants will learn how to finance a clean energy project leveraging local, state, and federal grants and/or tax credits as well as selling Renewable Energy Credits to utility companies. Creative financing options for municipalities and non-profits that do not qualify for grant funding will also be discussed.

***Building an Effective Relationship with Your Banker*** - This session will "put you in the shoes" of the banker so that you can understand the what and the why's being looked at when evaluating how they can help your business. Attendees will come away from the session with a better understanding of the banker's viewpoint and allow them to find tune a request for financing.

***Property, Casualty, & Risk Management Insurance: Necessity of Benefit*** - Insurance coverage – an important aspect in owning a business but becoming the “elephant in the room” for most businesses. In this session you will get tips on how to select a broker, identify insurance obstacles and options and possible “over looked” coverages facing growing employers. You will also be informed on Property/Liability and Employee Benefit options and situations to watch for. In addition, what does the changes in the Health Care Reform bill mean to you as an employer? Is there such a thing as affordable health care strategies for small businesses and affordable options? This session is jam packed with assistance on how to manage insurance in your business.

## **Marketing**

***Ad Clinic - How to Write Ads that Rally Pull - Part I & II*** - This is the no nonsense ad workshop your ad person doesn't want you to see; for real! Participants will learn how to develop meaningful marketing communications so that your ads really pull for you. Turn those hidden marketing assets into money making machines! This is a two part workshop.

***Social Media Marketing for Small Businesses: Preparing Your Business to Take the Plunge*** - With the growing popularity of social media, consumers are relying more on community-generated content for timely, relevant information and less on traditional outlets such as television, radio, magazines, other forms of print media, event static websites. Through word of mouth, businesses that choose to harness the power of social media and social networking have a tremendous opportunity to deliver a new and pervasive touch point for consumer interaction, accomplishing (among other things) high close rates, expanded referral sales, stronger brand recognition and authority, improved ability to address product issues, higher customer satisfaction and retention rates, improved accuracy and timeliness of marketing decisions. Sadly, far too many Colorado-based entrepreneurs and businesses jump into the deep end of the social media pool without first knowing how to swim or whether they're even healthy enough to be in the water in the first place. In this workshop Mr. Belicove will walk you through the process of determining whether social media marketing is right for you and your business, and if it is, the tops, strategies and warnings you need to be aware of in order to launch campaigns that will grow your business and reputation.

***Developing Your Advertising Budget*** - Join Jasper Welch as we work on how to develop and implement your advertising budget, a critical part of supporting your advertising and marketing efforts in your business. Good intentions do not equal strong marketing. However, effective budgeting and allocation of your limited marketing dollars in ways that produce results can make a significant difference in your top line. Come learn how to develop, calculate and implement your marketing and advertising through better budgeting and planning.

How do you decide how much to spend on your marketing budget? How do you determine where to spend your limited Marketing budget? This session includes an interactive marketing workshop on the nuts and bolts of marketing, project management, budgeting and evaluation of your marketing dollars

***Branding Your Business*** - Increase on your existing knowledge base on the vast field of branding; have an expert explain in layman terms how to develop brands that compete. Determine band width and depth and the gaps in your portfolios and how to fill them. This is a practical, street-smart presentation. Learn what the big boys and girls do and how to undermine and compete with them.

***Overall Approach to Marketing & Mass Media*** - Participants will receive a general overview of marketing strategies. From the use of radio and print media to trade show marketing, soft skills, digital marketing, "elevator speeches" and more. Hear why marketing is an investment and not an expense.

***Branding Your Business*** - Increase on your existing knowledge base in the vast field of branding; have an expert explain in layman terms how to develop brands that compete. Determine band width and depth and the gaps in your portfolios and how to fill them. Like all of Simon's presentations, this is a most practical, street-smart presentation. Learn what the big boys do and how to undermine and compete with them. You are guaranteed to leave with hands-on knowledge.

## **Technology**

***Is Your Business Ready for a Renewable Energy System?*** - Is your business ready for a renewable energy system? In this session you will learn the benefits and the steps to select the right type of renewable energy technology for your business.

***Transition from Interruption to Attraction Marketing*** - This session will discuss how your website, SEO, social media interact as part of a larger marketing strategy. It will cover how social media affects SEO, the changing marketing landscape from "interruption marketing" to "attraction marketing", how to track both your online and offline marketing efforts, how your website can be transformed into a lead generation tool, and the marketing/sales pipeline.

***What Makes a Good Geothermal Project?*** - Geothermal – the new alternative energy buzz in communities. Does your community have geothermal? This session will describe the information needed to get a geothermal project started in a community – and examples of successful and unsuccessful projects.

***Geothermal & Geo-exchange for Businesses*** - Geothermal and Geoexchange offer multiple benefits to business owners. Learn how underground heat can help you save money!

***Website Design Tips & Tactics*** - What is the difference between a CMS and static website? Should I hire a professional? How does my website rank higher in Google? How do I track traffic and visitors? Do I still need a website with social media today? Owner of MTECH Internet Marketing, Marcy Mitchell, has been designing websites for the past 16 years. In this session, she will help small business owners understand the role and management of their websites as well as the top ten tips of website design today.

***Mobile Website & the Future of Technology*** - SmartPhones, QR codes, phone apps, mobile websites. This session will discuss the latest technology on the market. What applications are good for your business, what are the key differences in the various applications and how do you decide what to use. This session will break down the huge multimedia world in to bite-size, applicable and useful steps and how you can get your business utilizing the latest technology modes.