

Jon Schallert is an internationally-recognized speaker and business expert specializing in teaching businesses and communities 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 30 years of working with independent business owners.

Jon's Destination Business strategy has been used extensively by cities, towns, downtowns, shopping centers, retail chains, franchises, and independent entrepreneurs and owners. This strategy has the advantage of pulling a greater number of consumers, from a greater geographic distance, to a business, causing increases in sales and profits, while improving the marketplace where the business resides.

Jon Schallert was born in Wisconsin, raised in Colorado, and graduated from the University of Colorado. For 10 years, Schallert worked for greeting card giant Hallmark Cards, where his unique marketing strategies were publicized throughout the company as "the Schallert Method". Hallmark used his expertise on a nationwide multi-million dollar new product rollout, and tapped Schallert's experience for their national reinvention of their card shop channel into "destination" stores.



After 10 years with Hallmark, Schallert left to start his consulting firm, The Schallert Group, Inc. He began speaking to small business owners in cities, towns, downtowns, and associations around the country. After years of conducting over 1,000 on-site consultations annually with owners, and studying the most successful business owners in North America, Schallert developed his proprietary 14-step Destination Business process that he teaches today.

Business owners only can learn Schallert's entire 14-step Destination Business process to reinvent their businesses by attending his Destination Business BootCamp, where clients spend two and one-half days with him, in Longmont, Colorado. Nearly 1,000 business owners have attended his Destination BootCamp, conducted just three times a year. Owners can learn more about upcoming BootCamp dates, read the success stories of actual attendees and download a free report on Destination success at [www.DestinationBootCamp.com](http://www.DestinationBootCamp.com).

Recently, in order to give more assistance to small business owners, The Schallert Group, Inc. invested in rich media training technology to bring business improvement workshops to owners, associations, and communities, via the Internet. With the launch of the company's online training program, business owners can access both live and on-demand webinars in the company's online learning social network, Destination University ([www.DestinationUniversity.com](http://www.DestinationUniversity.com)). With over 30 world-class authors and business experts contributing content and daily interaction and advice, Destination University is a leading-edge tool that gives independent business owners the same training advantages that are used by large corporations and major universities.

Schallert's insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post, and Entrepreneur Magazine. He is the only consultant in the world to receive the "Top Motivator" Marketing Award from Potentials Magazine. He is a member of the National Speakers Association, the International Downtown Association, and the National Main Street Network.