Workshops by small business experts and consultants, who will also be available for one-on-one visits.

**Workshops**
- Steps to Starting a Small Business
- How to Recruit, and Retain Top Performers
- How to Prepare to Meet a Lender
  - A Rock Solid Marketing Plan
- Financing and Cash Flow Fundamentals
- How to Create a Winning Business Plan
- How to Buy an Existing Business
- What is the Market Potential for Your Business

**Tuesday May 2, 2017**
Registration at 12 PM
Workshops from 12:30 PM — 4:30 PM
Fargodome
1800 North University Drive Fargo, ND

Register: [2017smallbusinessconference.eventbrite.com](http://2017smallbusinessconference.eventbrite.com)
## Workshops

**Room 103**

**12:30 PM**  
**Steps to Starting a Small Business**  
Allan Anderson and John Postovit — SCORE  
This session will provide you with counsel and resource materials, such as the research necessary to formulate a business/financial plan, establish a legal entity, governing agency contact, business taxation, business records and other business strategy matters.

**1:30 PM**  
**A Rock Solid Marketing Plan**  
Eric Giltner — Small Business Administration (SBA)  
Entrepreneurs put a lot of effort into writing a “Business Plan”, however, some downplay the marketing section. This leads to a lack of definition about the unique selling point of the business and essentially leaves the business with no real development of a brand. This workshop will focus on nine key areas of concern for writing a marketing plan to help a business craft a competitive brand identity and connect with its target market.

**2:30 PM**  
**Financing and Cash Flow Fundamentals**  
Skip Carpenter — West Central MN SBDC  
All businesses require money to invest in location, equipment, inventory, etc. Learn how to read and understand your financial statements as well as the cash flow of your business. Learn to develop a cash budget, improve cash flow and how to calculate your breakeven point!

**3:30 PM**  
**How to Buy an Existing Business**  
Matt Magness — West Central MN SBDC  
Buying a business is a great alternative to starting a business from scratch – and it may be a faster path to success. Due to baby-boomer retirements, there are more small businesses for sale than ever before. Learn the basic process for purchasing an existing business as a way to business ownership.

**Room 104**

**1:30 PM**  
**How to Recruit, Develop, & Retain Top Performers**  
Peggy Torrance — Concordia College  
Today, what good employees are looking for is constantly changing, and retaining those employees can be a moving target. This workshop will provide a few solutions for increasing employee engagement and retention by learning how to motivate employees and develop the next generation of business leaders.

**2:30 PM**  
**How to Prepare to Meet a Lender**  
Al Haut — Small Business Administration (SBA)  
This session will discuss what a lender looks for in visiting with applicants for a business loan. Topics include banking terms, sources and uses of funds, the 5 Cs of Credit, impact of personal credit and common mistakes.

**3:30 PM**  
**How to Create a Winning Business Plan**  
Paul Smith — ND SBDC - Fargo  
The business plan provides a vital blueprint or roadmap for your business. But what type of business plan is right for you? In this workshop, we’ll discuss the three most common types of business plans and the key question that can help you determine which plan is the right one for your business. We’ll also provide valuable tools and resources, which can help you build a winning plan.

**What is the Market Potential for Your Business**  
Morgan Mairs — NDSU  
How large is the target market for your business? What is the potential demand for your product or service? ND Compass (similar to MN Compass) tracks and analyzes demographic (population) trends. This workshop will walk you through ND Compass’s data, resources, and how to apply them to your business.

**QUESTIONS?**

701.239.5658 or north.dakota@sba.gov

For more information on small business resources, visit:

www.cord.edu/sbdc  
www.sba.gov/nd  
www.ndsbdc.org