A BUSINESS RETENTION AND EXPANSION TECHNIQUES WORKSHOP
GETTING STARTED WITH BR&E

WHAT
A workshop to learn about conducting a BR&E in your community, practice interviewing business owners, and learn about BR&E resources from University of Minnesota Extension.

WHY ATTEND
• To learn an essential economic development skill.
• To learn more about University resources for BR&E.
• If you already know about BR&E, then this is your chance to bring along others in your community for enlightenment, information and experience.

WHO SHOULD ATTEND
• People who want to go out to meet, greet and learn about individual businesses.
• Economic development professionals who want to use a team approach to conducting BR&E programs rather than go it alone.
• People interested in a broader community development approach.

WHEN
Thursday, May 5, 2016, 8:30 AM to 3:00 PM

WHERE
Brainerd Lakes Area Economic Development Corporation
224 West Washington Street, Brainerd, MN 56401

COST
$10 per person which covers lunch.

To help us schedule business visits, please register by Thursday, April 28, 2016.

Questions about the workshop? Contact Merritt Bussiere, Extension Educator, Community Economics Program at bussiere@umn.edu or 218-825-2175. Registration information below.
AGENDA

8:30  Doors Open and Registration
8:45  Introductions
9:00  Overview of BR&E Approaches:
V Three conceptual approaches, including the methods, what you can and cannot do with each, pros/cons, costs/benefits. Includes highlights from case studies:
  • Broad task force approach
  • Small team approach
  • Solo/practitioner approach
9:45  How to Effectively Conduct BR&E Visits
10:30 Practice Visit with Real Businesses (1.5 hours, including travel to/from)
  • Workshop participants will be assigned to teams to visit a business.
  • As participants arrive back, they will get started with Warning Flag Analysis.
12:00 Lunch
12:30 Post-visit Discussion and De-brief. What did the survey team learn about visitation.
1:00 Featured guest speaker: Pat Foss, Mayor of Menahga, which won a 2014 Business Retention and Expansion International (BREI) Award of Excellence for its BR&E work.
1:30 BR&E Tools and Resources
  • What’s new in BR&E (Benchmarks, Focus Groups, Ripple Effect Mapping)
  • BR&E Courses (Extension’s course plus BREI & IEDC courses)
  • Extension’s BR&E resources & partners (DEED, Grow Minnesota, UMD, etc.)
2:40 Wrap-up and Q&A session on BR&E. Please complete a workshop evaluation form!

PRESENTERS

Michael Darger, Program Director, Business Retention Expansion Program University of Minnesota Extension

Merritt Bussiere, Extension Educator, Community Economics, University of Minnesota Extension

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REGISTRATION FORM – GETTING STARTED WITH BR&E

Name: _________________________________  Title: _________________________________

For team registrations, list up to 4 other persons attending

1. _____________________________________  Title: _____________________________________
2. _____________________________________  Title: _____________________________________
3. _____________________________________  Title: _____________________________________
4. _____________________________________  Title: _____________________________________

Organization: _____________________________  Address: __________________________________________

City: ______________________________________  State: ____________  Zip Code: _____________________

Phone: ___________________  Fax: ___________________  Email address: ____________________________

☐ Enclosed is my check, payable to University of Minnesota

($10 per person)

Amount enclosed: $____________________

☐ Will pay at the workshop (check or cash only)

PLEASE MAIL YOUR REGISTRATION AND PAYMENT TO:

Teri Anderson
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