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 these things, then this is your chance to bring along others in your community for enlightenment, information, and experience.

WHO SHOULD ATTEND
• Persons who need 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
Tuesday, October 2nd, 2013  from 8:30am to 3:00pm

WHERE
Southwest Initiative Foundation
Address: 15 3rd Avenue NW, Hutchinson, MN 55350

COST
$10 per person which covers lunch

In order to pre-schedule business visits, the registration deadline is Wednesday, September 25, 2013

For questions or to register contact:
Adeel Ahmed – Extension Educator – University of Minnesota Center for Community Vitality
Ahme0004@umn.edu  or  320-203-6109
AGENDA

8:30  Doors Open and Registration
8:45  Self-Introductions
9:00  Overview of BR&E approaches:

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 local speaker - TBD
1:30   BR&E tools and resources

- Hands on exercises with survey question bank
- Other BR&E Courses (Extension’s course plus BREI, IEDC, Grow Minnesota)

2:40   Wrap-up and Q&A session on BR&E

PRESENTERS

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

Adeel Ahmed – Extension Educator - University of Minnesota Extension

SPONSORED BY
Registration Form

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 ______________ E-mail address _____________________________

☐ Enclosed is my check payable to the University of Minnesota

($10 per person)

Amount Enclosed: $__________

☐ Will Pay at the Workshop (check or cash only)

☐ (For public entities only) Please bill me. P.O. # _________________________________

Please send your registration and payment to:
Adeel Ahmed
Extension Regional Center Office
Midtown Office Complex
3400 1st N, Suite 400
St Cloud, MN 56303-4000