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# Agenda

*Klamath Community College, Building 4, 7390 South 6<sup>th</sup> Street*

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**8:30 a.m. Registration and Coffee (including healthy refreshments sponsored by Klamath Healthy Partnership)**

**9:00 a.m. Welcome**

**9:15 a.m. New Tools To Grow Your Business**

**Jeremy Field, Small Business Administration (SBA) Regional Administrator**

More than 46 million people live in small and rural communities across the U.S. The strength of our country depends on rural America's ability to thrive in the new global economy. During this session, Regional Administrator Jeremy Field from the U.S. Small Business Administration Pacific Northwest Office will share new tools and services to help small businesses in southern Oregon grow and thrive. This includes recent beneficial changes to the SBA Loan Program, the new Lender Match online portal, no- and low-cost mentoring and training, small business advocacy on burdensome regulations, and the role of entrepreneurship in Opportunity Zones.

**10:45 a.m. The Invisible Four Letter Word**

**Scott Shumway, Cropper Medical Inc. President**

Many companies take great care in creating standards, developing goals and building initiatives, and implementing programs such as Lean, the Theory of Constraints, accountability, innovator methodologies and more... all in pursuit of the overall goal: to make money. Strategy and tactics are necessary requirements for building a successful company but far from sufficient in achieving it. Part of that missing sufficiency is a team of people who align themselves with the standards, initiatives and goals of the company. It is one thing to clearly spell out what the company is doing to do to be successful and quite another to get everyone on board with those goals and even more, getting them to work together. Leaders who can get a group of people work together in a company are like gold! In fact, that is the gold standard we are suggesting. Understanding the Invisible Four-letter Word is the key to achieving this dream. Leaders who learn to harness the power of the The Invisible Four-letter Word will find their influence elevated beyond imagination. Leaders who teach it to others are influential beyond belief.

**1:00 p.m. Why Entrepreneurship Matters**

**Maria Meyers, Executive Director, UMKC Innovation Center, Founder SourceLink**

All of the net new jobs in America are coming from companies that are less than 5 years old. But entrepreneurship does more than provide employment opportunities; it changes communities. South Central Oregon is facing an important transition period as it moves from its dependence on natural resources and manufacturing to a not quite clear future. Entrepreneurship can play a role in that future. Entrepreneurs inspire new products and services, draw talent and increase regional vibrancy. Leading from within, behind and out front, entrepreneurs affect change across the whole system to support better standards of living for individuals. Learn not just why entrepreneurship but how to build an entrepreneurial infrastructure to support the region as it moves forward. It's about a better life for the entire region.

Rural Business and Innovation Summit  
September 12, 2019 at Klamath Community College  
[www.ruralbizsummit.com](http://www.ruralbizsummit.com)

#RBIS19

## **2:15 p.m. - Building a Resilient Digital Marketing Footprint**

**Jen McFarland, CEO of Women Conquer Business**

Wouldn't it be great if there was a logical order to digital marketing? Email, social media, email marketing, website, funnels... what is an SEO, anyway? It's confusing for business owners to decide what to work on first. Most people want to do the 'right' thing; they don't know what it is. I get it. You have a limited amount of time, money, and resources. And everyone is trying to sell you on their piece of the pie. This presentation will help you understand the practical and essential steps you need to take to build a robust digital marketing foundation, including when to integrate social media, selecting the right social platform for your business, and know when it's time for paid advertising.

## **4:15 p.m. - Making the most of a Multi-Generational Workforce**

**Heather Ficht, Executive Director of East Cascades Workforce Investment Board**

With the generational differences in the workplace, business owners can be left confused about how to attract and retain talent. During this presentation, you'll learn practical tips for addressing the different generations and keeping that talented workforce working for you.

## **5:30 p.m. - Social Hour and Dinner**

Dinner will be served as well as a no-host bar. Networking begins at 5:40 p.m. and the presentation will start at 6:00 p.m.

## **6:00 p.m. - IDEA Talks Entrepreneur Story: Berried In Chocolate**

**Shari Fitzpatrick,**

***\*This session is the Kick-off of the 2019/2020 IDEA Talks Season***

Shari Fitzpatrick is the founder of the world famous line of gourmet-dipped strawberries, the renowned Shari's Berries. Shari's love affair with strawberries began as a little girl in Klamath Falls Oregon with a strawberry patch that her Father planted for her each summer. They quickly became her favorite fruit. Later while working as a mortgage broker in Los Angeles she began making potential clients handmade chocolate dipped strawberries. The incredible popularity of these memorable edible gifts soon outpaced the success of her original career.

In 1989, with a \$1,500 cash advance, having just moved to a new town, Shari took her passion and hobby of chocolate dipping strawberries and turned it into a business.

An acclaimed inspirational speaker, and now author, Shari entertains audiences of all ages and backgrounds while sharing her down-to-earth, heartfelt business story. Appealing to anyone who has a dream, she'll take your group on an emotional journey as she intertwines the successes in her life along with her mistakes. Shari's new book, "Berried in Chocolate," points out the importance of family, faith and fearlessness while revealing how God became her best business partner and that faith and street smarts can be just as useful as a college degree.

Today Shari's new boutique brand of gourmet chocolate dipped gifts can be exclusively found at [BerriedinChocolate.com](http://BerriedinChocolate.com) and are shipped nationwide all year round.

For over 29 years, Shari's story and her creations have attracted attention through appearances in O Magazine, In-Style Magazine, People Magazine, Chicken Soup for the Entrepreneurial Soul; on the Today Show, Food Network, The Apprentice, The Price is Right, Wheel of Fortune, QVC and HSN.