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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**

### **9:00 a.m. How to Build a Multi-Million-Dollar Business No Matter Where You Live**

**Aaron Orendorff, Editor in Chief Shopify Plus**

From a freezing attic to talking Mark Cuban out of \$100,000 on Shark Tank, Lisa Bradley and Cameron Cruse built R. Rivet into a multi-million-dollar company by answering a single question: Could they create a business that provides military spouses with portable employment opportunities and allows them to earn an income regardless of where they live or how often they move? Follow their journey and learn three lessons to success.

### **10:30 a.m. The Dark Side of IT All - How Cybersecurity Intersects with Your Business and Achievable Strategies to Protect Your Revenue and Reputation**

**Lewis Howell, Hueya Inc.**

Learn about the latest threats and vulnerabilities targeting small businesses, strategies for mitigating those threat and immediate remedies. Plus hear about free resources available to small businesses and initiatives underway in Oregon to develop a more cyber-aware workforce and help small businesses safeguard against cyber threats.

## **12:00 p.m. Lunch**

### **12:45 p.m. Where Have all the Young People Gone: Keys to Attracting and Retaining Younger Adults**

**Don Macke, Center for Rural Entrepreneurship**

This session will address how rural communities can grow a stronger economy and community (and keep/attract young people) through entrepreneurship. Don has spent the last 40 plus years working throughout North America learning from and helping communities and regions grow through entrepreneur-led development. The key to resilient and prosperous communities in the post Great Recession period is diversity – generational, social and economic. Don will share his experience through research and stories how entrepreneurial communities are able to attract and retain both younger adults and retiring boomers

Rural Business and Innovation Summit  
September 13, 2018 at Klamath Community College  
[www.ruralbizsummit.com](http://www.ruralbizsummit.com)

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## **2:45 p.m. - Retail Businesses - How to Grow and Thrive**

**Leslie Hildula, Portland Community College SBDC**

This interactive session will focus on attracting new customers, competing with online and big box companies, and key strategies for profitability. In addition to covering these three areas we'll have at least two small group activities which will give the attendees a good chance to talk with each other and share their perspective.

## **4:15 p.m. - Social Media: Keeping Up with the Changes**

**Misty Lambrecht, Webfoot Design**

Are you using the right social media tools for your business? There are many platforms, and each one works differently. Each can provide different results for different types of businesses. They also have different tools, strategies, clients and markets. How can a small business keep up, and find the time to manage their social media effectively – while also having enough time to, you know, run their business? This class will cover the many changes, updates and functionality of each platform, and how to determine which may work best for your business. Even in a world of mass marketing and noise, proper use of social media can help you talk directly to clients when they are in the market for your product.

This class will highlight changes in social media platforms:

- Facebook Stores and Facebook Live
- Facebook target marketing
- Instagram Strategies, Hashtags and Stories
- Facebook Algorithm Changes
- Content management and time-saving tricks

## **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: Dutch Bros Coffee**

**Brant Boersma, Chief Culture Officer at Dutch Bros. Coffee**

***\*This session is the Kick-off of the 2018/2019 IDEA Talks Season***

Brant Boersma is the chief culture officer for Dutch Bros Coffee. His role entails traveling with colleagues through the Dutch Nation – encompassing seven states in the western U.S. – not only spreading the Dutch Luv, but strengthening the roots and foundation upon which the coffee company was built.

The eldest son of the late Dutch Bros co-founder Dane Boersma, Brant began working the window and making shaved ice as a youth. Since then, he has been involved in nearly every aspect of the company, from waste and water disposal to roasting coffee beans to coaching the future faces of the Dutch Bros brand. The Dutch Bros blood flows deeply in Brant. From franchisee coach to director of culture to his current role as chief culture officer, he continues carrying on the tradition of sharing the wisdom that his dad gave so freely.