

2015

IESBGA Conference

small business

Big

IMPACT

May 20-22, 2015
State Farm Hall of Business
Illinois State University, Normal, IL



Important Information

Sponsors

The Illinois Entrepreneurship and Small Business Growth Association would like to thank the 2015 Conference Sponsors: **Illinois Department of Commerce and Economic Opportunity/Illinois SBDC, Celtic Bank, Constant Contact, Foundation for Small Business Development, Growth Corporation, and GrowthWheel International, Inc.**

Certification Hours

Certification hours will be available for each session. A listing of all participants registered prior to May 18 will be available in the back of each general session and workshop. To receive credit for attending the session, please initial next to your name. If your registration was received after May 18, please print your name on a blank line provided at the end of each sheet.

Special Notes

The conference will utilize multiple buildings at ISU. The planning committee encourages participants to bring umbrellas and jackets in case of cool weather or rain.

NO food and beverages are allowed in classrooms. **Bottled water is allowed.**

2015 IESBGA Conference Planning Committee

Ken Klotz, Chair
Elizabeth Binning
Melissa Brown
Denise Ching
Sheri Ericson
Rod Hollenstine
Vicky Miller
Mark Petrilli
James Ryan
Chad Stamper
Darryl Thomas
Mary Turner
Joel Youngs

2015 IESBGA Coordinating Council

James Ryan, *President*
Joel Youngs, *Vice-President*
Steve Groner, *Treasurer*
Harriet Parker, *Secretary*
Elizabeth Binning
Frank Brisbois
Melissa Brown
Denise Ching
Barney Brumfiel
Ken Crite
Steve DeBretto
Florence Hardy
Ken Klotz
Kevin Lust
Sean Park
Chad Stamper
Mary Turner





MONDAY, May 18, 2015

12:30 PM-1:00 PM
Atrium, State Farm Hall of Business

Registration/Check-in

1:00 PM-5:00 PM
Room 430, State Farm Hall of Business

Growth Wheel Training
David Madié and Tim Montague

TUESDAY, May 19, 2015

8:00 AM-5:00 PM
Room 430, State Farm Hall of Business

Growth Wheel Training continued
David Madié and Tim Montague

WEDNESDAY, May 20, 2015

8:00 AM-11:00 AM
Room 430, State Farm Hall of Business

Growth Wheel Training continued
David Madié and Tim Montague

9:00 AM-4:00 PM
Registration will close for lunch (12-2 PM)
Atrium, State Farm Hall of Business

Registration/Check-in

10:00 AM-11:00 AM
Room 402, State Farm Hall of Business

Executive Committee Meeting

10:00 AM-12:00 PM
Room 412, State Farm Hall of Business

SBDC Advisory Board Meeting

11:00 AM-12:00 PM
Room 132, State Farm Hall of Business

Professional Development Committee
Ken Klotz

11:00 AM-12:00 PM
Room 132, State Farm Hall of Business

Certification Committee
Harriet Parker/Priscilla Cordero

11:00 AM-12:00 PM
Room 150, State Farm Hall of Business

Membership/Communication Committee
Barney Brumfiel/Ken Crite

11:00 AM-12:00 PM
Room 430, State Farm Hall of Business

GrowthWheel Elite Users Group Meeting
David Madié

12:15 PM-1:45 PM General Session I

Welcome, New Member Orientation, Annual Meeting of IESBGA and Lunch
Old Main, Bone Student Center

Keynote: Maui Jim Story & Facing Setbacks

Tim Krueger, Bedford Falls Consulting Group/Former Maui Jim CFO
Old Main, Bone Student Center

Enjoy the story of a Peoria based sunglass company that started in Maui with 6 people that grew revenues and profits over 30 times in 16 years and has operations in 13 countries. Maui Jim created a culture that rivals Google and Zappos right here in central Illinois and continues to thrive. Why would someone leave being CFO of the fastest growing premium sunglass company to chase his passion of using his business experience to improve people's lives? What impact would it have on his life when he determined it was not going to work, at least not at this time and in this place.



Tim Krueger graduated from the University of Iowa in 1985, then joined KPMG for 7 years, was recruited to join RLI Corp and rose from chief accountant to Treasurer in three years. He was part of a small team that completed the Maui Jim purchase, taking that Company from a small 6 person sunglass company in Maui to the fastest growing premium sunglass brand with over 750 employees in 30 countries. Deciding to retire at 49, he had a passion to start an private equity fund and social impact co-working space in the inner-city of Peoria to create economic opportunity in a depressed area. Although his plan did not succeed, he used that experience to improve his skills and recalibrate his plan. He currently is helping CEO's of multiple organizations improve cultures, performance and community impact.

1:45 PM-2:00 PM Walking Break

2:00 PM-3:30 PM Session I Workshops

1) Capital Raising

Timothy M. Sullivan, Hinshaw & Culbertson LLP
Room 132, State Farm Hall of Business

Learn what you need to know about raising capital:

1) Choice of Business Entity (i.e., corporation, LLC); 2) Various types of capital (i.e., common, preferred, warrants, subordinated debt, hybrid instruments); 3) Issues in capital raising: a. using an investment banker; b. dilution in pricing; c. dilution of ownership; 4) Raising funds: a. when it makes sense to raise funds; b. what is a private placement; c. compliance with federal and state securities laws.

Timothy M. Sullivan is an experienced transactional lawyer. He has orchestrated a number of mergers and acquisitions, handling all aspects of compliance with federal and

state securities laws and regulations, and issues relating to ERISA, tax, labor and environmental matters. He is a past leader of Hinshaw & Culbertson LLP's national Commercial Transactions Practice Group. Mr. Sullivan has also provided general advice to business entities regarding the applicability of federal and state securities laws and helped them comply with various federal and state securities regulations. Mr. Sullivan has served as issuer's and underwriter's counsel in various public offerings and private placements of securities. Mr. Sullivan has also advised corporations on corporate governance issues, particularly with regard to corporations organized under Delaware or Illinois law. This includes providing day-to-day advice on various corporate matters. In addition, he has assisted public companies in developing charters for various board committees (e.g., governance, audit, compensation) and governance policies that comply with the requirements imposed by the SEC and NASDAQ or the NYSE. He has also assisted privately held corporations in developing such charters and policies.

2) GrowthWheel Best Practices

David Madié and Tim Montague, *GrowthWheel International, Inc.*
Room 150, State Farm Hall of Business

GrowthWheel founder and CEO **David Madié**, will engage GrowthWheel Certified Advisors in a discussion of some of the best ways advisors are using GrowthWheel to improve their productivity and that of their clients. He will also give brief company and product updates. Topics may include:

- New features and tools in the online platform and print materials
- Working with existing businesses vs. startups
- Innovative uses of the 360° Screening Tool
- Internal uses for planning, marketing and running your SBDC
- Using GrowthWheel for workshops.

David Madié is the founder of GrowthWheel International Inc. and the creator and designer of GrowthWheel® - A visual toolbox for business advisors to help entrepreneurs make decisions and take actions. GrowthWheel International is today based in New York City, but was launched in 2005 in Copenhagen, where it quickly became Denmark's leading coaching and training company for start-ups. In 2008 the company changed from training entrepreneurs to training business advisors who discovered the unconventional toolbox and GrowthWheel® become available for licensing. Today GrowthWheel is used by more than 1,500+ GrowthWheel® Certified Business Advisors in 28 countries in North America, South America, Europe, Africa, the Middle East and Asia, including business advisors, counsellors, incubator managers, venture capitalist and entrepreneurship educators.



David started his first company as a business school student. From this beginning, he went on to build more than ten companies and joint ventures in more than ten different countries in Scandinavia, South Asia, East Africa and North America. David's track record include the company NetGuide—a web agency focusing on setting up joint venture companies in developing countries. Together with his two business partners, he grew

NetGuide from 3 to 100 employees in 9 years, and set up joint venture companies in Denmark, Sweden, Uganda, Kenya, Bangladesh and Malaysia. The company was sold to Silicon Valley-based investors in 2000.

Educated with a M.Sc. in Economics and Business Administration from Aarhus Business School in Denmark. David has occasionally returned to the academic world and conducted entrepreneurship courses at Parsons The New School of Design in New York City, Rensselaer Polytechnic Institute in Albany, NY, and at University of Copenhagen. David lives in Brooklyn, New York, with his wife Sophie and children Amelie and Leon.

Tim Montague is the Vice President of Sales & Training for GrowthWheel International where he shares responsibility for sales, training, marketing and product development of the GrowthWheel Toolbox. He helps create and maintain relationships with Small Business Development Center networks, business incubators and college entrepreneurship programs throughout North America. Prior to GrowthWheel, he was a business advisor and Tech Entrepreneurship Specialist for the IL Small Business Development Center (SBDC) at the Champaign County EDC where he worked with companies from many industries and stages of development helping them with marketing, management, and financing related matters. Tim is a serial entrepreneur and technology enthusiast. He lives in Central Illinois where he is active in the Champaign-Urbana community as a non-profit board member (Illinois Green Business Association; Champaign County CASA; Association of Fundraising Professionals ECI), volunteer and business advisor. He holds an M.S. from the University of Wisconsin-Madison and a B.A. from the University of California at San Diego.



3) Deciphering the Numbers-Census Data at the Local Level

Ellisa Johnson, US Census Bureau
Room 355, State Farm Hall of Business

An Introduction to the US Census Bureau Data – Learn about data available at the local level, Data Tools and Resources, maneuvering through www.census.gov, American FactFinder and Live Examples that will help you navigate statistics with more ease. Also, learn about important census surveys that impact small businesses.

Ellisa Johnson is the National Partnership Coordinator for the U.S. Census Bureau Chicago Region, which includes Illinois, Indiana and Wisconsin. She has worked for the Census Bureau since December of 2008 where her primary focus is developing partnerships with National Corporations, National Associations, Governors and Large City Mayors. During the 2000 Decennial Census, under the Direction of Cook County Board President, John H. Stroger, Jr., Mrs. Johnson was the Project Manager for the Cook County Census 2000 program. The 2000 effort under her direction has been identified as one of the largest volunteer efforts with over 360 non-paid members, and assisted the U.S. Census Bureau in successfully achieving an increase in participation in the decennial census since 1980.

4) Euromonitor Passport Database Training

Bill Carroll, Euromonitor International

Room 022G, State Farm Hall of Business

This session will provide a review of Passport functionality and content using real world examples. Attendees will be able to ask questions based on their experiences with the database.

Bill Carroll serves as the key account manager at Euromonitor International for all ITC and SBDC subscribers nationwide as well as for other governmental and trade organizations. He provides clients with day-to-day support and training across the range of Euromonitor's syndicated and custom research services.

3:30 PM-4:00 PM Networking Break

Atrium, State Farm Hall of Business

4:00 PM-5:30 PM Session II Workshops

1) Business Succession Exit Strategy

Barney Brumfiel, Illinois Eastern Community Colleges

Ross Miller, Bradley University and

Joel Youngs, Black Hawk College

Room 132, State Farm Hall of Business



The three phases of business ownership are Acquisition, Operation and Disposition. With the mass exodus of Baby Boomer Entrepreneurs departing their businesses due to retirement, the need for sound exit planning is vital. Our advice can mean the difference between sustaining a business in the community with a retirement nest egg to the owner and liquidation under duress. How will you direct your clients? This workshop, by 3 IL SBDC Directors, is meant to be an overview of what they are doing for the business/exit strategy component of small business advising. Included in the discussion, will be a section on what they each did to get certified, what they are doing for current clients, how they are marketing their services to the community, and how that fits in with their respective Center's strategic goals. In addition, each will report some measurable of this advising component and how that's been received in their respective marketplaces. Hopefully, a robust Q&A session will follow the presentation - so come prepared find out how business/exit strategy can work for your Center.

Barney Brumfiel was raised on a family farm in east central Indiana. Employed in the agri-business industry for 8 years after attending Purdue University. Experienced in crop and livestock production. Bootstrapped from agri-business to real estate where he became proficient in the sale and management of farmland. Transitioned from farmland to commercial-investment real estate during the recession of the early 80's. Past President of Century 21 Investment Society of Indiana/Kentucky. Holds GRI designation. Experienced in sales, management, acquisition and valuation of commercial-investment real estate and small businesses. Associated with the IL Small Business Development Center Network since March of 1997. CBPA certified in business valuation.

Ross Miller is the Director of the Illinois Small Business Development Center (SBDC) at Bradley University. He has worked at the SBDC since 2001 and has been director since 2009. His primary duties include assisting entrepreneurs in the process of starting small businesses and established businesses with general business issues. Ross has presented numerous seminars on topics such as marketing, web site development, and search engine optimization. Twice a month he holds a free workshop providing information on how to start a business to people in the Peoria area. Prior to working at the SBDC, Ross received a Bachelor's Degree in Business Management from the University of South Dakota, spent several years in the advertising industry, and at the beginning of 1997, he began selling and managing web site development and marketing projects. Initially, working with small businesses in Kentucky, then working with Fortune 500 manufacturers to develop effective websites.

Joel Youngs has a BA from Augustana College in Business and in Mathematics, and a MS from Western Illinois University. He owned and operated his own insurance business for 8 years. The process of starting a business from ground zero and concluding with a successful exit strategy is exactly the type of information that the IL SBDC clients are seeking. In addition, he has 6 years of banking experience in the Quad Cities and 5 years as a consultant with MidAmerican Energy, which helps when advising small business owners about lender presentations and business decisions. Currently, the Director of the Small Business Development Center at Black Hawk College which serves 10 counties in the Northwestern region of Illinois. In 2012, the Illinois Department of Commerce and Opportunity recognized Mr. Youngs as the Illinois SBDC "State Star" in recognition of being an outstanding performer, making a major contribution to the Illinois SBDC program, and showing a strong commitment to small business in the Northwest region of Illinois.

2) The Power of Location

*Dr. Mike Rudibaugh, Lake Land College and Board of Directors of the Illinois GIS Assn.
Room 150, State Farm Hall of Business*

Investigate new mapping, data and visualization tools used to connect consumer market demands with market opportunities. Presentation themes will target how powerful GIS mapping software tools, data, and techniques are being leveraged with site location studies to explore how economic developers and entrepreneurs can evaluate specific communities for successful expansion or development. References will be made to specific colleges, universities, GIS communities and software companies currently deploying training to explore Business GIS Applications.



Dr. Rudibaugh's career started as a faculty member instructing Earth Science and Geographic Information Systems (GIS) courses at Lake Land College in 1996 - present. Dr. Rudibaugh holds a B.A. from Eastern Illinois University (Psychology) and a

M.A. (1996) and Ph.D. (2006) from Indiana State University in Economic Geography. Dr. Rudibaugh was also the CoPI for the National Geospatial Technology Center (GeoTech) from 2008-2011 for the National Science Foundation. His current work relates to developing workforce and internship models for rural community colleges aligning curricula with regional workforce demands through a National Science Foundation ATE Grant (Geospatial Advantage) with Kaskaskia College. In addition, Dr. Rudibaugh is a member of the ILGISA Board of Directors (2014-2016) and working on issues relating to working with the education committee, helping locate regional conference sites, and partnering with education leaders in developing ILGISA's evolving webinar series.

3) Helping Small Business Do Business with the State of Illinois

Crystal Blakeman, Scott McKinnery and Joe Kim, Chief Procurement Office General Services

Room 355, State Farm Hall of Business

For small business owners, knowing how to pursue State contracts can be so confusing that vendor's are unsuccessful, or worse, they choose not to bid. Showing vendors how to successfully pursue and bid on contracts will save the vendor time, money, and grief. The following topics will be covered in this session: a) how to register in the IL Procurement Gateway and Small Business Set-Aside Program (SBSP); b) how to obtain a Public Contract # and register with the Board of Elections; c) where to find small and large procurement opportunities; d) how to register for the Illinois Procurement Bulletin; e) state requirements for subcontractors; f) how vendors can communicate with State buyers without becoming prohibited bidders; g) when state personnel must report communications with vendors and prospective vendors; h) when a vendor has actual conflicts of interest preventing contract versus potential conflicts; i) who to call for any procurement questions.



Crystal Blakeman is the newest member of the SBSP team. She recognizes that government needs to keep pace with the speed of business today. Too often, government and business owners suffer from a cultural divide caused by constant change and poor information exchange. Here today, irrelevant tomorrow. Crystal's energy and enthusiasm are being put to good use creating meaningful communication channels and training tools. Crystal received rave reviews by participants for a recently held webinar on how to buy from small businesses using the IL Procurement Gateway. She did all the content development, led the training, and had nearly 400 participants. Crystal is a graduate of Eastern Illinois University.

Scott McKinnery is a veteran of the US Army and graduate of Regis University. He holds a Certified Public Professional Buyer designation. From 2010 to 2014, small business contracting exploded from \$46.7 million to \$165.9 million. While every success story has a backstory, this one has a Scott. At each stage of growth, Scott applied expert

5) Social + Email = Exponential Engagement

Betsy Armstrong, Constant Contact

Room 430, State Farm Hall of Business

Digital marketing done right will deliver increasing customer engagement – but what does “done right” mean? It means taking core components from two powerful tools, email marketing and social media, and combining them to extend your reach, lead you to new customers and drive repeat business from your current customers. In this seminar we will look at the 4 most popular social media networks – Facebook, Twitter, LinkedIn, and Pinterest. We’ll show you the benefits of using each, how other organizations are marketing with them, and some dos and don’ts of each channel. Next, we’ll add best practices for email marketing to the mix, showing you how this combination can make your marketing efforts exponentially successful.

Betsy Armstrong has more than a dozen years’ experience leading non-profit organizations, working most recently as the Executive Director of Girls on the Run-Chicago where she oversaw the fledgling non-profit from start-up to million dollar+ organization. She has also held leadership positions with the Chicago Area Runners Association and Girls on the Run-International, earning a reputation for fostering substantial growth in service delivery and fund development. Prior to her non-profit work, Betsy owned a successful counseling/coaching practice and worked in sales and marketing for several Fortune 500 companies.



Her educational background includes a Bachelor’s degree from University of Minnesota and a Masters from National Louis University. In her spare time, Betsy runs, writes, and raises her family.

5:30 PM-7:00 PM Networking Reception

Sponsored by Small Business Growth Corp.

Medici, 120 North St., Normal, IL 61761

7:00 PM Dinner on your own

THURSDAY, May 21, 2015

7:30 AM-4:00 PM Registration/Check-in

Registration will be closed for lunch (12-2 PM)

Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Continental Breakfast

Atrium, State Farm Hall of Business

8:00 AM-9:00 AM Coordinating Council Meeting

Room 412, State Farm Hall of Business

9:00 AM-10:30 AM Session III Workshops

1) How to Get There from Here—Restaurant Reality 2015 Workshop “Building Sales with Menu, Management and Marketing” Part 1

Chris Tripoli, President, A’La Carte Foodservice Consulting Group
Room 366, State Farm Hall of Business

Workshop topics will include:

- Tips on selecting, training and retraining staff in today’s competitive market
- Menu design/layout plans that increase sales
- Pricing your items properly
- Making your annual operating plan work
- Management incentive/bonus plans that work
- Creating marketing plans without breaking the budget
- Restaurant case studies—for discussion

Chris Tripoli has over 35 years of service in the Hospitality Industry as a designer, developer, owner and operator. He founded and is the President of A’ La Carte Foodservice Consulting Group. A’ La Carte is an international restaurant consulting group based in Houston, Texas. A’ La Carte provides concept development, operations assistance, and growth planning services. Chris has developed award winning restaurant and provided assistance to many restaurants, cafeterias, hotels, country clubs, airports, parks and convention centers.



Chris moved to Houston from Arizona after completing Food Service Management at Phoenix College and Arizona State University. He helped develop and expand Luther’s Barbecue Restaurants in Texas, Colorado and Oklahoma. Before forming A’ La Carte Foodservice Consulting Group, Chris developed Truluck’s Steak and Stone Crab Restaurant.

Chris regularly contributes to *Restaurant Startup & Growth Magazine*, *My Table Magazine*, and *FCSI Foodservice Consultant* and RestaurantOwner.com. He developed a curriculum entitled “So You Want to Open a Restaurant” and currently teaches at The Small Business Development Center at the University of Houston. He is a guest speaker for a variety of hospitality meetings, seminars and as a participant in Industry Workshops. Chris is currently providing one-day seminars on Restaurant Operations and Growth Strategies throughout the United States and Mexico.

Chris remains active in the Foodservice Consultant Society International and National Restaurant Association. He serves on the advisory board of The University of Houston Small Business Development Center.

2) Help Your Clients Get Online

*Kenneth D. Stoner, Illinois SBDC at SIU Carbondale
Room 132, State Farm Hall of Business*

"Help Your Clients Get Online" is a step-by-step guide to setting up a business website quickly, effectively, and inexpensively. This is not for experienced web developers. In this session, the presenter will give an overview of hosting, content management systems, installing WordPress, building a basic site, search engine optimization, and getting registered with search engines. Of course, many of these are large, complex topics which can be the focus of many weeks of study. This session will give you enough information to hopefully make you comfortable guiding clients through what can be an overwhelming process.



Ken Stoner is the Technology, Innovation, and Entrepreneurship Specialist at the Illinois SBDC at SIU Carbondale. He is a Certified Business Development Advisor through the Illinois Entrepreneurship and Small Business & Growth Association as well as a Certified Technology Consultant (CTC). Ken has fifteen years of management experience; owns his own technology consulting business; and spent three years in education as a teacher, technology director, and advisor for the Illinois Association of Superintendents of Schools. He consults with clients as well as develops new and revised training materials specializing in technology, intellectual property, and finance. He is an SIU Carbondale graduate and has lived in Southern Illinois for over thirty years. He and his wife, Mary, live in Carterville, IL and have an 11-year-old son, David.

3) eCommerce—an Alibaba/ITC Partnership—Find New Customers – Build Global Brands

*Zachary Person, Illinois International Trade Center at College of DuPage; and Hongxia (Mary) Ma, Illinois SBDC International Trade Center at Governors State University
Room 370, State Farm Hall of Business*

Setting the scene...

International eCommerce platforms like eBay, Amazon, International Checkout.com and Alibaba.com offer companies of all sizes an unprecedented opportunity to expand their brand and sales across the global market place.

This program will discuss:

- 1) How companies can connect with international buyers and sellers online and drive sales.
- 2) How to leverage eCommerce platforms to promote brand awareness to millions of buyers and sellers across the globe.
- 3) The latest Ecommerce Statistics, US, EU, ASIA
- 4) Examples and strategies for creating and managing an Alibaba storefront.
- 5) The secret to it all...People buy BRANDS not products and how this effects global marketing strategy.

The new resource and opportunity...

The Alibaba – Illinois International Trade Center network partnership.

As a part of an outreach initiative, Alibaba is reaching out to organizations like the US International Trade Center network and offering free “Verified” memberships to their clients.

Background...

According to over 40 million registered Alibaba user statistics:

- 1) Over 40% of Alibaba users are searching for western – branded – high quality products.
- 2) Less than 10% of the products currently listed on the Alibaba platform are western, branded, high quality products.

Ergo – this is a huge opportunity for Made in the USA products to fill this gap in global demand – a gap our clients can potentially help fill – all with the guidance of their International Trade Centers who are uniquely positioned to help their clients prepare for these new business opportunities.



Zachary Person brings more than a decade of international business experience to the table working with startup and mid-sized manufacturers and service providers. His background includes international distributor development, brand management, website and content development, product management, international regulatory affairs and sales and marketing strategy implementation. Zach holds a B.A. in both Marketing and German Studies from Michigan State University and studied at the Albert-Ludwigs-Universität Freiburg, Germany. He is on the board of the International Trade Association of Greater Chicago, is NASBITE CGBP (Certified Global Business Professional) certified, speaks German, a little Spanish, Scuba dives, and loves all things technology.

Mary Ma is the Director of Illinois SBDC International Trade Center at Governors State University. She is responsible for providing targeted, high-impact services for export companies, including consulting and training, market research, technical assistance in trading, logistics, and financing. A current client she serves received the 2011 Illinois Export Award. With her continuous contribution, her center has achieved the 2013 Governor’s Export Awards for export awareness and development. She has also been honored Daily Herald Business Ledger’s 16th Annual Influential Women in Business awards in 2013. Mary has extensive experience in international trade and global logistics management as an executive with a Fortune 500 Chinese ocean shipping company, and has worked in China, New Zealand and managed the overseas companies in Singapore, Japan, Korea and Greece before taking the position. Mary has a MA in international trade and supply chain management from University of International Business and Economics in China. She also received an MBA degree and Certification of Public Administration from Northern Illinois University. She holds a NASBITE Certified Global Business Professional (CGBP) credential and Certified Business Development Advisor designated by IL Entrepreneurship and Small Business Growth Association.

10:30 AM-10:45 AM Networking Break
Atrium, State Farm Hall of Business

1) How to Get There from Here—Restaurant Reality 2015 Workshop

“Building Sales with Menu, Management and Marketing” Part 2

Chris Tripoli, President, A’La Carte Foodservice Consulting Group

Room 366, State Farm Hall of Business

2) Art as a Business

Marc Willson, The Willson Company

Room 150, State Farm Hall of Business

- Dispelling the myths
- Sell your art without selling your soul
- Define and engage your collector
- Master merchandizing basics
- Market and advertise your artwork
- Build your brand
- Create a social media presence
- Artist statements
- Embrace and understand the business side of selling your art
- Business Plans



Marc Willson is the Retail Consultant working for the Virginia Small Business Development Center (VSBDC) Network and brings 40 years of retail experience to bear in helping retail, restaurant, and tourism-related small businesses refine and promote their concepts to the public. In his role working with the VSBDC, Marc meets personally with small businesses throughout Virginia as part of the Small Town and Merchant Program, providing confidential one-on-one counselling in partnership with the local SBDC office. Since 2009, Marc has successfully launched the STAMP program in five additional states.

Marc started his retail career in 1975 as co-owner of the largest distributor of Earth Shoes in the United States. As Earth Shoes went the way of the Pet Rock, Marc joined Britches of Georgetown as a sales person and finished a 12-year career there as Vice President of Operations after growing the company from 9 stores to 109. He then joined Circuit City and opened 83 mall-based Circuit City Express stores. At Crown Books he managed 250 bookstores as Vice President and General Manager. The son of the founder of Circuit City asked him to be President and CEO of the Bicycle Exchange, a chain of bicycle superstores that he had invested in and in dire need of a turnaround.

Marc then took his career into cyberspace as the Vice President of Merchandising of an online college bookstore specializing in textbooks and emblematic apparel. As President of Storetrax, Inc., he managed an Internet site dedicated to landlords and developers leasing retail space. Most recently he travelled to Dallas, Texas, to open the world's first energy efficiency store for Current Energy, LLC, a company funded by Ross Perot, Jr. The store helps small businesses and residential customers reduce their consumption of gas, water and electricity. Marc joined the SBDC in 2009 as a Retail and Restaurant Industry Consultant and has delivered over 350 seminars and assisted over 1200 retailers throughout the country.

3) The Business Enterprise Program (BEP)

Carlos Gutierrez, Central Management Services
Room 355, State Farm Hall of Business

This presentation is designed to provide information and answer questions on the State of Illinois Central Management Services (CMS) Business Enterprise Program's (BEP) and the Veterans Business Program (VBP), certification program. This is an opportunity to learn of the requirements and guidelines of the program to help small businesses in determining possible qualification and to guide them through the process.

Carlos Gutierrez is the certification manager for the state of Illinois and the coordinator for site visit investigation for the CMS/BEP. He has worked for the State of Illinois for 20 years and held different positions with state government. He has also been an adjunct faculty teaching course(s) in the area of Strategic Management, Introduction to Business, Criminal Justice and Political Science and also served as an affirmative action member for Northeastern Illinois University.

4) Small Business Export Financing Options

Dennis Foldnauer, U.S. Small Business Administration
Room 370, State Farm Hall of Business

Learn more about federal programs to finance your export operation. Dennis Foldnauer will discuss SBA loans programs and offer an overview of the Export Import Bank's loan and insurance programs for small and medium-size exporters.

Dennis Foldnauer is a Supervisory Economic Development Specialist in SBA's Illinois District Office where he conducts outreach and training on SBA's programs and partners, international trade and the Affordable Care Act. Prior to joining SBA, Dennis represented the US Department of Commerce's Economic Development Administration in Michigan, Minnesota and Wisconsin.

12:30 PM-1:45 PM General Session II

Keynote & Lunch

Old Main, Bone Student Center

Keynote: Epiphany Farms, Chefarming New Possibilities

Ken Myszka, Epiphany Farms Hospitality Group

Old Main, Bone Student Center



Over the past 6 years Epiphany Farms has been working towards a new type of restaurant production system by taking their years of experience in the field of culinary arts and integrating it to farm, land and ecosystem management. Through this new type of vertically integrated system the Chefs and staff of Epiphany Farms are able to uncover new types of efficiencies by integrating the farm's bounty into the seasonally sensitive menus of their restaurants.

The main farm is located 4 miles from the restaurants in downtown Bloomington. It is there where the team stewards over 50 acres of diverse gardens, orchards and timber sites. Producing hundreds of varieties of vegetables, fruits, herbs, wild edibles, and fungi. Year round production is accomplished through the use of greenhouses, poly tunnels, root cellars and preserving techniques. Pigs, chickens, hens, goats, beef, ducks, rabbits, and bees are raised in a beyond organic, grass based, perennial polyculture ecosystem that is completely integrated into the restaurants' menus.

With a focus on local production, the farm serves as an inspiration for not only the menus, but also its employees, family, friends and customers. Epiphany Farms strives to be a beacon for regenerative food system management through showcasing ways for people to rethink how some of our most important systems are supplied and connected to the landscape and ecosystem that supports all of us.

Chef Ken Myszka, of Downs, IL, first discovered his interest in hospitality through hosting family gatherings and parties for close friends. He was instantly captivated by the ability to make people feel good and the joy of taking care of others. During high school, Ken became wholly intrigued with the culinary world, by its energy, excitement, and complexity. Vocational cooking classes through high school helped to further develop Ken's skill set, while paving the way for his professional future. At the guidance of Ken's teachers he enrolled at the Culinary Institute of America in New York. Curious about the business side of the food industry, Ken enrolled at the University of Nevada in Las Vegas for a Bachelor's Degree in Hospitality Management. Las Vegas provided the perfect opportunity for Ken to blend his interest in immaculate cuisine with the world of hospitality. While in Las Vegas, he worked in the elite kitchens of renowned hotels, Restaurant Guy Savoy and Bradley Ogden at Cesar's Palace, and Bouchon at the Venetian. In addition, Ken has worked throughout restaurants in the U.S., including Solo (New York), Company American Bistro (Las Vegas), and the Broadmoor Resort (Colorado Springs). However, despite an early career in some of the country's finest restaurants, Ken never lost site of his roots in Central Illinois.



Armed with impressive culinary experience and a vision for a sustainable farm/restaurant, Myszka returned to Bloomington, Illinois in January 2009, where he began establishing the foundation for Epiphany Farms Enterprise. The mission is to create a diversified, pasture based, food system, one that blends beyond organic farming with impeccable food. In 2011 EFE entered its next development phase by partnering with restaurateur Chad Ellington at Station Two Twenty and The Loft Lounge in Downtown Bloomington. In 2014, EFE announced completion of its 'Epiphanyization' and ready to embark on the next stage of its journey, Epiphany Farms Restaurant.

Working with the land completely changed Ken’s perspective on food. He began to see cuisine on a more connected and sustainable level. Ken sees EFE as a beacon for sustainability, a catalyst for social change. With each experience at providing warm hospitality comes an opportunity to educate about the importance of alternatives to the conventional restaurant industry. Additionally, public presentations have become a way for Ken to expand upon his mission, as forums to showcase this new model of farm/restaurant. Ken is committed to supporting, growing, and showcasing a thriving local food culture, in an effort to re-envision the current culinary landscape.

1:45 PM-2:00 PM Walking Break

2:00 PM-3:30 PM Session V Workshops

**1) Innovation Hubs and the Illinois SBDC Network—
Panel Discussion**

*Moderator: Esther King, Department of Commerce and
Economic Opportunity*

Room 132, State Farm Hall of Business



This panel, led by Esther King, the Director of the Office of Entrepreneurship, Innovation and Technology at DCEO consists of representatives from several Innovation Hubs and Incubators from throughout Illinois. The panel members will provide information about their missions and operations and will also discuss how the Hubs and the members of the Illinois SBDC Network can strengthen their relationships to bring more value to entrepreneurs and small businesses.

Esther Joy King came to Illinois from Texas, where she owned her own creativity consulting business before law school. Esther graduated from Northwestern Law with a joint degree—Juris Doctor and Masters in Tax Law. She loved being a deal attorney with Kirkland & Ellis Chicago. When given the opportunity to join the Department of Commerce and Economic Opportunity team as Director of Entrepreneurship, Innovation and Technology, Esther was thrilled at the idea of being part of the team to grow the state of Illinois.

2) Windows, Signs and Visual Displays-Stewards of Your Brand

Marc Willson, The Willson Company

Room 150, State Farm Hall of Business

- The customer’s experience is your brand
- Outside the store and your physical plant
- Window display do’s and don’ts
- Merchandising Basics
- Paco Underhill studies
- Signs and Collateral Materials
- Social Media and Internet Protocol

3) Understanding ISO 9001 for Quality Management

Sally Smoczynski, Radian Compliance, LLC

Room 355, State Farm Hall of Business

The Quality Standard, ISO 9001:2008 is at the heart of most organizations that want to drive value and quality processes to its customers. This workshop will review the certification and implementation requirements of a Quality Management System, as well as a peek into the upcoming changes to this standard that are scheduled to be released at the end of this year. This session also looks at how ISO 9001 can integrate with other ISO systems along with requirements of the supply chain, including the Federal Government.

Sally Smoczynski is a Managing Partner for Radian Compliance, LLC. She manages client engagements with assessment, implementation, internal audit and training services for many frameworks and auditable standards including those in Information Security (ISO 27001, FedRAMP, NIST), Service Management (ISO 20000, ITIL), Quality Management (ISO 9001) and Inspection Services (ISO 17020). Sally regularly collaborates with Registrar's and key Standards Writing Organizations to keep current with Standard changes and to better understand the external audit process. She is an accredited Exemplar Global ISMS (ISO 27001) Internal Auditor and a qualified Internal Auditor for many other ISO standards.

She has strong information security process knowledge and has completed many risk based assessments and implementations utilizing the guidance of ISO and NIST. Sally has managed large and small based projects worldwide. Her client list has included major financial institutions, multiple Telecom providers, Insurance, Legal and Government Contractors.

Sally is a board member for the Illinois Technology Foundation. She is also a member of ASIS International, and the IT Service Management Forum (ITSMF). Sally is a contributing editor for the authority web site, www.continuitycompliance.org which focuses on Security and GRC related issues. Sally received her Bachelors' Degree in Organizational Development and Change from DePaul University, Chicago, Illinois. She has industry certifications for: CISSP, Exemplar Global Auditor in Information Security, and ITIL Foundations.

4) ibt partners—Why Every Exporter Needs to Localize Their Websites—A European Example

Bill Patterson, ipt partners

Room 022G, State Farm Hall of Business

More frequently than ever, consumers as well as businesses start their product searches and procurement processes online. Search engines have become today's marketplace, where customer demand meets supply. If you want to stand out amongst your competitors, you need to be visible online. You need to optimize your website for search engines.

Optimizing your website for Google search engine does not mean optimizing it solely for google.com. Google.com is a US Google search engine, targeting American consumers and businesses, featuring offers of local products and services. Europeans, for example, use their local search engines when searching online, e.g. google.co.uk in the UK, google.de in Germany and google.fr in France. Search results and ranking positions are unique on each of these local search engines.

In this presentation Bill will discuss the international web business environment and how to maximize your visibility for local search engines, covering: a) how do overseas markets stack up against the US? The US is lagging in the use of the internet for both B2C and B2B; b) English – now a minority language on the web; c) using country specific websites or at least landing pages for your main export markets; d) ensuring that the content for each site is optimized for the search engine in that country; e) the need to engage in country specific marketing for your non-US sites. For example, what you do in US social media does not gain traction overseas.

Bill Patterson has spent his career helping companies understand the markets in which they operate and look for new niches for market development. With a background in economics and market research Bill built his expertise in both B2B and consumer markets for 16 years in the UK before moving to the USA in 2000.

Joining in 2014, Bill brings a range and depth of transatlantic experience that will allow ibt partners to substantially grow in the USA. Bill has a foot firmly on each side of the Atlantic and relishes opportunities to help others do the same.

Bill heads up operations in the USA focusing on two key services i) US trade development for European companies developing their exports and businesses in the US through online services in the USA ii) European trade development for US corporates and economic development agencies by developing their online presence in Europe.

3:30 PM- 4:00 PM Networking Break

Atrium, State Farm Hall of Business

4:00 PM - 5:30 PM Session VI Workshops

1) Best Ways to Use GrowthWheel

Barney Brumfiel, Illinois Eastern Community Colleges; Elizabeth Binning, Illinois State University; and Melissa Brown, The Joseph Center

Moderator: Tim Montague

Room 132, State Farm Hall of Business

GrowthWheel is a tool that assists startups and growth companies in the decision making process. Using GrowthWheel, Business Advisors can help entrepreneurs at any stage get focused, make decisions and take action. In this session, elite GrowthWheel users will share best practices as well as examples of how GrowthWheel has made the advising process more successful and tips for incorporating the tool into the advising and training process.

Melissa Duff Brown is currently a member of the faculty at the Joseph Business School and the Director of the Illinois Small Business Development Center located on-site. As well as providing business consulting, training, and assistance to area businesses, she also teaches Help for the Entrepreneur, Internet Marketing, eCommerce and eBusiness, and a Graphic Design with a Web Focus course for the business school. Melissa began her career in Accounting and held positions with banking, construction, and electronics companies before joining a local CPA firm as a small business accountant. She is also an award-winning Director of Sales & Marketing with over twenty years in the hospitality industry. Melissa has proven her ability to manage multi-functional teams and multi-million dollar budgets, execute plans, organize, and manage diverse teams. She is a specialist in pre-openings and brand development. She has been involved with the opening process of three hotels in various leadership positions. Melissa also worked previously in local government as a legislative aide and chief of staff and a personal services consultant. In addition to GrowthWheel certification and IESBGA Business Advisor Certification, Melissa is a Six Sigma Green Belt, an Adobe Certified Education Trainer and holds a degree in Digital Media Production.

Barney Brumfiel was raised on a family farm in east central Indiana. Employed in the agri-business industry for 8 years after attending Purdue University. Experienced in crop and livestock production. Bootstrapped from agri-business to real estate where he became proficient in the sale and management of farmland. Transitioned from farmland to commercial-investment real estate during the recession of the early 80's. Past President of Century 21 Investment Society of Indiana/Kentucky. Holds GRI designation. Experienced in sales, management, acquisition and valuation of commercial-investment real estate and small businesses. Associated with the IL Small Business Development Center Network since March of 1997. CBPA certified in business valuation.



Elizabeth Binning received her undergraduate and master's degree from Illinois State University. During the eight years she worked at Bradley University, Ms. Binning worked with a number of business outreach centers including the Center for Executive and Professional Development, Center for Testing, Leadership Development Center, Turner Center for Entrepreneurship, as well as the Illinois Small Business Development Center. In September 2006, the Pantagraph named Ms. Binning one of the "20 under 40" most influential community leaders in McLean County. In 2007 she was nominated for both the YWCA Women of Distinction and McLean County Chamber of Commerce Athena Award. In December 2012 Ms. Binning passed the National Association of Small Business International Trade Educators' exam and became a Certified Global Business Professional. Ms. Binning received Certification as a Business Specialist from the Illinois Entrepreneurship Network in 2007 and Certification as an Incubator Manager from the National Business Incubator Association in 2008. From 2009-2011, Ms. Binning was elected President of the Illinois Entrepreneurship Small Business Growth Association, a state-wide association of business assistance centers. She has served as a Board Member of the Economic Development Council of Bloomington-Normal since 2005 and

developed the Circles of Seven business mentor program in conjunction with the EDC. She also served on the Board of Directors for the YMCA from 2008 to 2010 and was a Strong Kids Campaign Team Captain in 2010. Ms. Binning served as Day Chair for the "Doing Business in McLean County" day in Leadership McLean County from 2006 to 2010 and spoke at the Multicultural Leadership Program in January 2010. She frequently speaks at community events including the Bloomington Rotary, the Women's Division of the Chamber of Commerce, Young Men's Club, and the Illinois Treasurer's Smart Women Smart Money events.

2) Staying Relevant to the Changed Customer

Marc Willson, The Willson Company

Room 150, State Farm Hall of Business

- Overview of today's economic climate
- Harvard Business school study on how consumers change their buying habits in a deep recession
- Differentiation and Defining Your Customer
- Retailing 101
- Restaurateuring 101
- Marketing and Social Media

3) Understanding ISO 27001 for Information Security

Lisa DuBrock, Radian Compliance, LLC

Room 355, State Farm Hall of Business

Information Security, Risk Management, Threats, Vulnerabilities, concepts that are increasingly part of a government contractor's lexicon. This seminar will explore the new wave of government mandates which may require ISO 27001 for Information Security Management Systems. Additionally, this seminar will provide you with a road map of how to get to ISO 27001 certification. From Risk Assessment to a Statement of Applicability to controls in Annex A, getting certified may seem like a difficult task, but it does not have to be. Whether you are already certified in another standard such as ISO 9001:2008 or are just getting started, this session will show you the benefits of implementing a management system.



You will leave the seminar with a firm understanding of the differences between compliance and certification and have an outline for a "cost effective" implementation strategy.

Lisa DuBrock is a Managing Partner for Radian Compliance, LLC where she specializes in design and implementation for her clients of Management System Standards surrounding: Security – Information, Physical and Private as well as Business Continuity frameworks. She also provides her clients with internal audit against the ISO 9001 Quality Management

and ISO 20000 Service Management Systems standards. Lisa sits on the ASIS – Standards and Guidelines Commission developing American National Standards. She has been instrumental in developing standards supporting Private Security Companies, Business Continuity and Organizational Resilience. She additionally sat on the ANAB Committee of Experts to draft the Accreditation rule supporting ANSI/ASIS PSC.1 – Private Security Companies Management System Standard. She is an active member of the ISO/US-TAG committee developing ISO standards supporting Private Security Companies, Societal Security, and Fraud and Countermeasures. Previous to Radian Compliance, Lisa spent 15+ years in Financial Services supporting both domestic and international initiatives including international banking, inbound customer service, regulatory compliance and internal audit.

4) ITC Best Practices

Moderator: Jim Foley

Room 370, State Farm Hall of Business

Back by popular demand...the ITC roundtable is a great opportunity to sit down together and discuss issues that are important to our network, best practices, and developments at our respective centers. New additions to the network will find this is a particularly good time to ask questions and meet colleagues. We will also be discussing counselors' experiences with the international component of GrowthWheel.

Dinner on your own

Friday, May 22, 2015

7:30 AM-12:00 PM Registration/Check-in

Atrium, State Farm Hall of Business

8:00 AM- 9:00 AM Continental Breakfast/Member Follow Up

Atrium, State Farm Hall of Business

9:00 AM-10:00 AM General Session III

ARMing Yourself for Cybersecurity

Stephanie M. Wright, Federal Bureau of Investigations

Room 139, State Farm Hall of Business

- A** – Avoidance, get unnecessary data off the network or other storage..do not expose more than is necessary
- R** – Resilience, have sufficient backup data, including offline, and equipment to survive an attack
- M** – Mitigation, have a plan to recover from an attack

Special Agent Stephanie M. Wright grew up in the Midwest and received her Bachelor of Science Degree in Computer Information Systems in 2004 with minors in Business and Mathematics. Prior to joining the FBI, she was employed as a Computer Programmer for four years in Phoenix, Arizona. Special Agent Wright joined the FBI in 2008. Her first office of assignment was to the Springfield Division, Fairview Heights Resident Agency as a Cyber Agent. Currently Special Agent Wright works both Criminal and National Security computer intrusions.

10:00 AM-10:15 AM Networking Break
Atrium, State Farm Hall of Business

10:15 AM-11:00 AM General Session IV
Certificate Presentation & Program Excellence Award
Room 139, State Farm Hall of Business

11:00 AM-11:30 AM General Session V
DCEO Director Jim Schultz
Room 139, State Farm Hall of Business

J. M. "Jim" Schultz is Acting Director of the Illinois Department of Commerce and Economic Opportunity, where he oversees the State's overall efforts to drive economic development, attract and retain businesses, encourage capital investments and create jobs. Jim is the Founder of Open Prairie, where he most recently served as Managing Partner responsible for the management of three multi-million-dollar private equity funds with investments in agriculture companies with disruptive technologies. Open Prairie is a premier, Midwest-based, private equity fund providing fund deployment, advisory, and strategic planning since 1997.



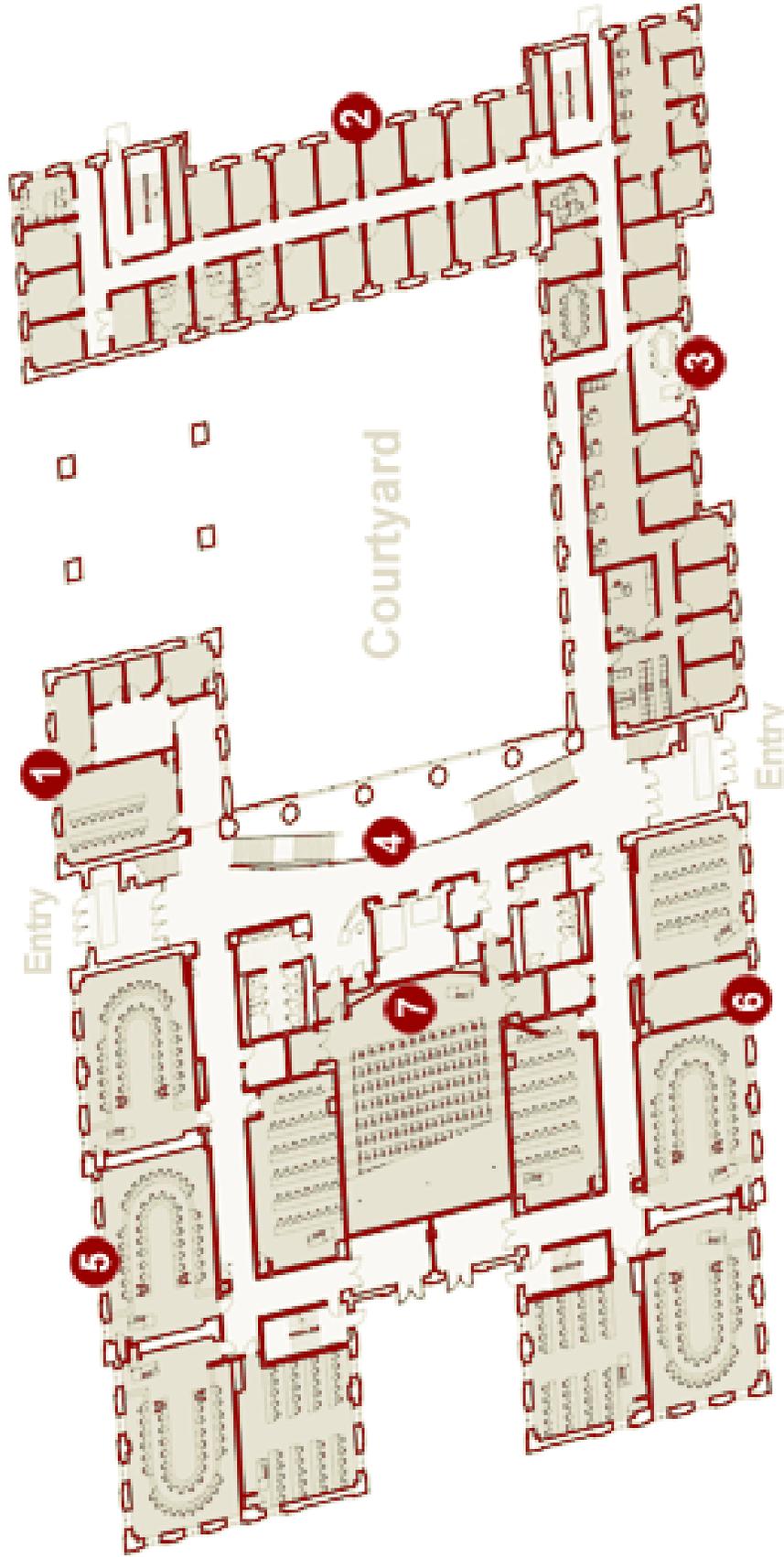
A fifth-generation agriculture entrepreneur, Jim has both a passion and understanding for building companies from the ground up -- experiences gained from operational involvement with his family's various international agri-businesses. In the late 1970's and early 1980's he worked with the Brazilian unit of his family's soybean business and served on the board of the U.S. soybean operating company, J.M. Schultz Seed Company. As a contrarian investor, he purchased and subsequently managed more than 13,000 acres of Midwest farmland he acquired in the late 1980's during the bottom of the farmland crisis. He has carried those Midwest lessons and principles with him throughout his 30 year career as an advisor and investor.

Jim has held numerous corporate governance roles, including Chairman of the Boards of Prime Banc Corporation, Compact Particle Acceleration Corporation, the Illinois Chamber of Commerce and board memberships with Vestaron, and numerous portfolio investments. He also was a member of the Advisory Board to the Chicago Federal Reserve.

Jim holds a Bachelor of Science degree in entrepreneurship from Southern Methodist University, a Juris Doctor degree from DePaul University School of Law and an MBA degree from Northwestern University's Kellogg School of Management.

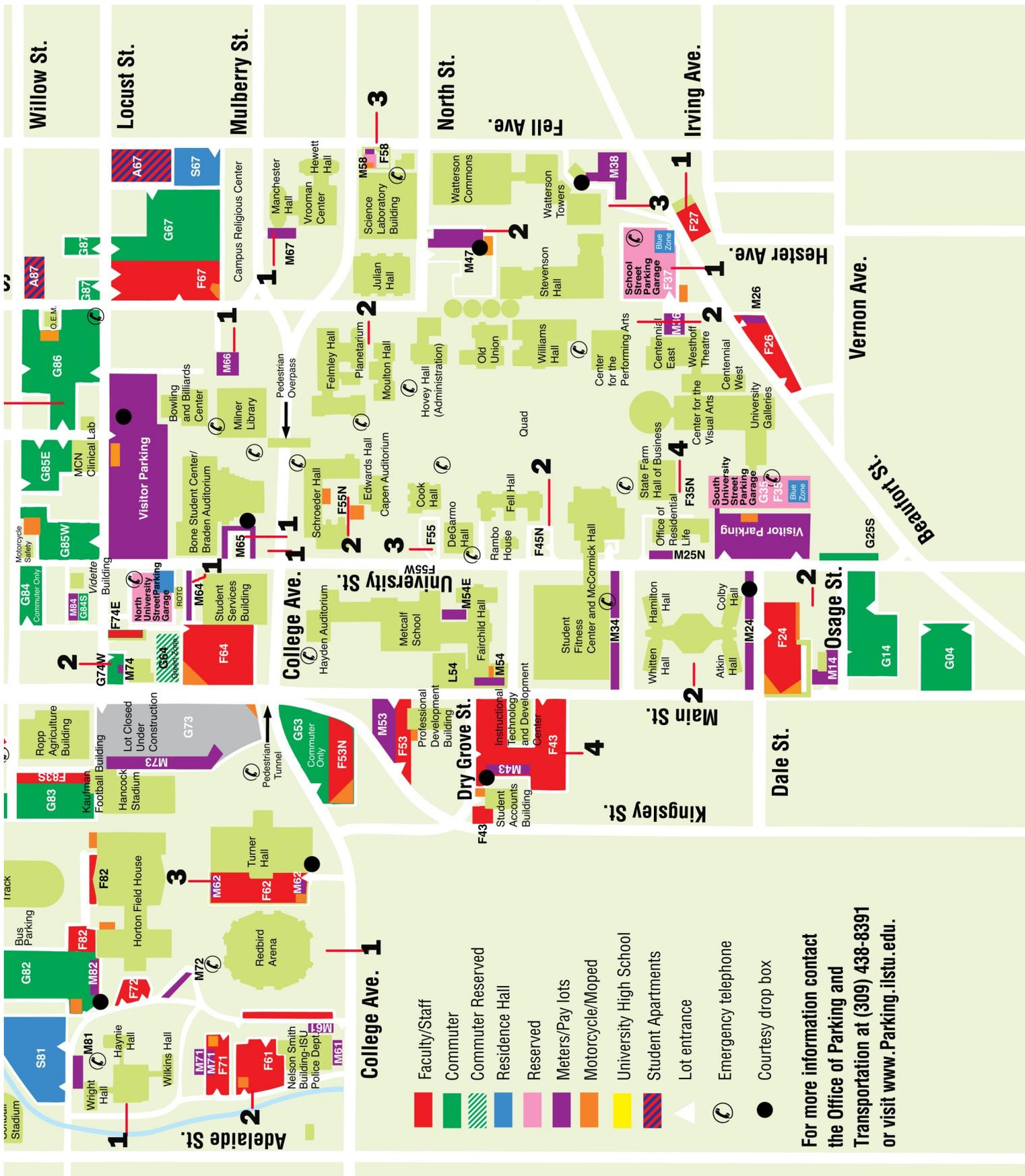
11:30 AM-12:00 PM General Session VI
DCEO Updates
Room 139, State Farm Hall of Business

State Farm Hall of Business 1st Floor



- 2. East Office Wing—Rooms 101-122
- 4. Country Insurance & Financial Services Atrium
- 5. North Classroom Wing—Rooms 144-150
- 6. South Classroom Wing—Rooms 130-136
- 7. East Classroom Wing—Room 139
 - CAT Auditorium (200 seat)

Parking Map





First floor (Orchestra)

- C Faculty/Staff Conference Room
- E E-mail Express
- Ea East Lounge
- F Family Restroom
- L Lobby Shop
- M Men's restroom
- N Campus Signage Solutions
- P Programming Office
- S Spotlight Room
- UPB University Program Board
- We West Lounge
- W Women's restroom
- Ⓢ ATM
- ⊠ Elevator

- Lounge Space
- Meeting Rooms
- Retail
- University Departments/ Services
- Other

