

KEYS

FOR SMALL
BIZ
SUCCESS

Start Up
Expansion
Transition

Western Iowa Advantage 2023 Small Business Summit

Wednesday, October 11, 2023
9:30 a.m. - 3:15 p.m.

Swan Lake Conservation Education Center
22676 Swan Lake Trail, Carroll, IA 51401

To Register Click [HERE](#).

9:30 am **Registration**

10:00 am - 11:00 am **Welcome!** ♦ Sara Slater, Audubon County Economic Development
Opening Keynote: Bring Your A-Game and Get That Small Biz Rolling!
♦ Brenda Clark Hamilton, Fresh Coffee Professional Growth Programs

11:00 am - Noon **Proofing the Idea to Keep Your Idea Fresh**
Business plans, market analysis, how to implement new ideas, marketing and branding, how to find a building/location or make sales online
♦ Shelly Greving, Emerge Marketing Solutions ♦ Audra Fisher, Small Business Development Center

Noon - 1:00 pm **Success Stories and Lunch**
♦ Shelby Smith, Gym-N-Eat Crickets ♦ Jamie England, The Market Place
♦ Amy Healy, Wise Monkey Quilting

1:10 pm - 2:20 pm **Financing Your Idea or Expansion**
Buildings and rent, equipment, working capital, banks loans, RLF, community grants, collateral, pooling funds, and investors
♦ Nick Sorensen, Iowa Downtown Resource Center ♦ Ryan Milligan, Commercial Saving Bank
♦ Tami Lehmann, Region XII Development Corporation ♦ Carrie Peters, CHIRP Coffee
♦ Anna Lensing, IEDA Innovations Program Manager

2:30 pm - 3:10 pm **Transition Your Business for the Future**
Valuing your business while finding and/or growing a buyer with a strategy for exit
♦ Stacy Mullenix, Advance Iowa
♦ Shelly or John Tiefenthaler, Tiefenthaler Quality Meats

3:10 pm **Closing Comments**

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