

Invest in Success 2016 Presentation Descriptions

8:30 – Noon Breakout Session: Bureau of Business & Economic Research



Attend the BBER 2016 *Economic Outlook Seminar* at Invest in Success this year! “Rising Property Tax Bills: What you should know” keynote address by Doug Young is featured, in addition to outlook on every key Montana industry. [Read more on their website here.](#)

8:30 – 9:30AM Breakout Sessions

- **Start. Grow. Thrive. Business Fundamentals - Jennifer Webber, WEBBERpllc**
 - Learn the nuts and bolts of doing business in Montana. From the fundamentals in choosing, forming, and maintaining the business entity, to understanding necessary contracts and their requirement, including the implications of working with independent contractors. Attendees will also learn about the important issues that arise from doing business online, including protecting their intellectual property rights and avoid infringing the rights of others, understanding forming a business in Montana and awareness of steps to protect their business as it grows.
- **Wrongful Discharge Act - Rende MacKay, Department of Labor**
 - The Montana Wrongful Discharge form Employment Act contains specific requirements for employers who decide to terminate an employee. If not done properly, the employer may be guilty of wrongful discharge and the employee may be awarded lost wages and fringe benefits for up to 4 years from the date of discharge. This doesn't even include the cost of attorney's fees! Attend this session to learn how to protect your business when it comes to terminating employees in Montana.
- **Coaching your Employees to Success, Kim Kompel, Life Path Connections**
 - Participants will learn how coaching solves problems by creating opportunities. Other topics include: the difference between coaching vs. directing your employees; determining what drives your employees' behavior and how to address their needs; creating strategies that lead to more dynamic manager/employee relationships; key questions to ask and avoid when coaching employees; and how to create action-oriented next steps for your employee.
- **Marketing on a Budget in Rural Montana – Carol Kruger & Jen Fritz, Wendt Agency**
 - What defines a strong brand? What is importance of maintaining a consistent brand identity in all your marketing and communications? Learn about a variety of outreach tools and media tactics for small businesses to effectively use when trying to reach your target audiences.

Invest in Success 2016 Presentation Descriptions

- **What Every Entrepreneur Needs to Know About Intellectual Property - Toni Tease, Registered Patent Attorney**
 - Learn the basics of intellectual property protection, including patents, trademarks and copyrights. We will discuss the differences between the various forms of intellectual property protection and how each one applies to a small and/or start-up business. We will also discuss how to protect and enforce patents, trademarks and copyrights, as well as licensing of these forms of intellectual property.

9:45 – 10:45 Breakout Sessions

- **Financial Monitoring with Profit Mastery - John Balsam, SBDC Director**
 - Though most entrepreneurs and business owners would say they understand the concept of “breakeven,” in reality, they are generally unaware of how easy breakeven is to compute, and more importantly, what a powerful planning tool it is. John’s presentation will significantly simplify the process of computing breakeven levels of sales and units from a company’s income statement. Further, attendees will learn how this data can then be used, first, to compute the *true* cost of adding new fixed costs, and second, to explore the impacts of price increases and decreases *prior* to making these decisions. With the presentation handouts in hand, attendees will be able to apply these value tools immediately upon returning to their businesses.
- **Telework Panel - Be Location Independent - Anne Boothe, Triangle Communications**
 - Explore telework as a strategy for business, employees and prospective entrepreneurs; learn what telecommuting is and review the national statistics/technologies required; and look at advantages for allowing flexible or telecommuting from the business owner or employer perspective. For the entrepreneur, we’ll explore online resource to finding direct telework opportunities such as FlexJobs, liveops, odesk and more.
- **Overcoming Workplace Negativity- Sherry Winn, Ucancreatesuccess LLC**
 - If you want a positive culture, you create the culture by defining the desired positive characteristics and then promoting your “WINN”ing culture through positive action steps. By teaching and reinforcing the desired traits, your team members will value and honor the "WINN"ing culture which makes the work atmosphere fun and increases productivity and profitability.
- **Marketing to Consumer Behavior- Julie Jaksha, SBDC Director**
 - Learn how to market based on what your customers want and what they gravitate towards, not what you think they want. Understanding your consumers’ desires and challenges through observation, and creating

Invest in Success 2016 Presentation Descriptions

experiences and opportunities that embrace them.

- **Lean principles of Manufacturing - Rob Cook, MMEC**
 - Lean principles in manufacturing will provide the attendee with a brief overview of the principles and practices employed by manufacturers to reduce defects and improve performance.

11:00 – 12:00 Breakout Sessions

- **3 Powerful Principles for Boosting Employee Accountability- Leslie Cunningham, Impact & Profits**
 - Attention owners, leaders, HR Directors and anyone in a management, supervisory or leadership position who wants to significantly boost employee ownership and accountability! Discover how to boost your bottom line with increased accountability, performance and follow through; inspire your team members to think like an owner or manager so they strive to go above and beyond what's expected; and motivate your employees to produce results so *it happens naturally without you and frees up your precious time!*
- **Business Leadership & Engagement - Tracy McIntyre, Rural Economic Designs**
 - Learn about six components of leadership and engagement through real life examples, hands on exercises, and concepts to take home to better yourself, your business and your community. This workshop will inspire business owners to engage with constituents, all while making their business more successful. Learn new leadership skills for leaders to create a better business community.
- **The Causes & Expenses of Workplace Bullying - Grace Wood, Impact Positive**
 - Learn what workplace bullying is, how it can affect a business, and some of the causes of this undesirable behavior. This session will be an interactive discussion format. A PowerPoint presentation, handout of web resources and a “workplace bullying quiz” will be included. Attendees will be invited to participate in discussion of the topic.
- **Crowd Funding Panel - Dena Johnson, SBDC Director**
 - Crowd funding to raise capital for startups and growing businesses has proven to be wildly effective. A panel of successful local business owners will discuss how they raised money using crowd funding, and provide ideas on how to take advantage of this growing trend.
- **Social Media for Agricultural Businesses - Steph Hystad, MT Department of Agriculture**
 - Perfect Pitch: Sell Your Idea in 20 Minutes with Only 10 Slides. Participants will be taking home a template for how to put together their own perfect pitch

Invest in Success 2016 Presentation Descriptions

for their next board meeting, grant proposal, investment pitch or in their business.

1:45 – 2:45 Breakout Sessions

- **Finance Panel - Roger Hopkins, SBA; Deanna Langman, PTAC; Jan Brown, MCDC**
 - Representatives from the Small Business Administration, the Procurement Technical Assistance Center and Montana Cooperative Development will be available to answer your questions on lending, government contracting and developing a cooperative.

- **Affordable Care Act – Gina Reilly, Payne West**
 - Learn how health insurance and the delivery of care in Montana are changing. The presentation will center on the latest information regarding open enrollment on the Health Insurance Marketplace, the latest trends in employer-sponsored plans, and how new models of health care delivery focus on improving health outcomes for patients.

- **Bridging the Generation Gap in the Work Place - Jane Rhodes, Professional Development Center**
 - For the first time in history four generations are working side by side in the workplace. Different values, experiences, styles, and activities create misunderstandings and frustrations. This workshop will explore the influencing events and trends of each generation and discuss how we can better communicate.

- **Social Media Marketing - Davey Madison, Governor's Office of Economic Development**
 - Social media marketing is an essential tool for small businesses to succeed in the new marketplace. This presentation will walk you through the steps of creating and implementing a social media marketing strategy for your business. This presentation will focus on targeting and engaging your audience across various social media platforms as well as an overview on little to no-cost tools and resources available for small business owners.

- **Food Safety Planning - Claude Smith, Food Manufacturing Specialist, MMEC**
 - The Food Safety Modernization Act of 2010 is in effect now. Compliance dates vary depending on business size, with small businesses required to be in compliance by 2017. This new law applies to almost all food manufacturers, and has many requirements that will take time to implement in your operation. This session will help you learn about those requirements so that you can start your planning now.