

FOCUSED ON BUSINESS

Q3 2018

Business Spotlight - J&R Property Maintenance

Coleraine has a new business. Gina Smith, Jake Maki and Ryan Reed sought assistance from IEDC as they started their property maintenance business. Anthony Ward (SBDC Consultant) helped them with basic startup information including: business structure and registration, service pricing and profitability, business plan development, record keeping and basic business accounting functions.

As a result, J&R Property Maintenance was formed and operates out of a previously vacant building in Coleraine. Jake, Ryan and their crew offer tree removal, landscape maintenance, snow removal, gutter cleaning, and much more.

Gina, Jake and Ryan are grateful for Tony's help. *"As new business owners, it's easy to get bogged down in details. Tony has been a great resource and we have called on him many times. Whether it's to help us understand the big picture or to help us with a small question, Tony always takes the time to make sure we understand and can continue focusing on what is important – operating and growing our business!"*



Congratulations to
J&R Property Maintenance
Coleraine, MN

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Quick Snippets

- **Mark Zimmerman Retires from IEDC** - Mark Zimmerman, President of IEDC, retired from the organization on September 17th. The Staff and Board would like to thank Mark for six years of dedicated service and wish him the best in his retirement. The Board of Directors is conducting a search for his replacement to lead the organization into its 2019 Strategic Planning process.
- **3rd Annual Tactical Social Media Summit for Business** - The third time is the charm they say, and those attending the Social Media Summit might say they agree. Feedback on the Summit has been extremely positive. There were forty-six in attendance, along with presenters and staff. A HUGE thank you to Caralee Nowak, Pinnacle Marketing Group; Anna Anderson and Blythe Warwas, Art Unlimited; and Daniel Morrison and Stephanie Peterson, Aimclear for helping to make the event such a success. Kelley Eldien, Allete Corporation, had this to say: *"Attending the IEDC social media summit in Grand Rapids was worth the drive from Duluth. It was a great value for the price of "admission"; I received great tips on how to integrate more video in upcoming social posts, suggestions on free video software, helpful examples of what has worked for other organizations, how to get the most out of our analytics and so much more. A big shout out to the presenters and planning team."*
- **MN Power Substation** - The substation project at the former Ainsworth site continues to move forward. It is expected to be completed this fall. Thank you to all of our partners who helped make this project possible!



2018 Social Media Summit
Presenters: Caralee Nowak,
Anna Anderson, Daniel Mor-
rison, Stephanie Peterson
and Blythe Warwas



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Quick Snippets

Tis the season for continuing education. Tony Ward and Shannon Benolken attended the national America's Small Business Development Centers (ASBDC) conference in Washington DC September 4-7.

The ASBDC conference is an amazing week of workshops and networking. There were over 1,300 consultants participating in over 140 workshops throughout the week. The theme for this year's conference was Connect & Protect with one of the key note speakers being John Sileo, author of *The Hacker's Blacklist: 7 Critical Cybersecurity Threats & Solutions* and *Your Data is Showing*. Cybersecurity is not at all a romantic topic for business owners but the threat is real. (Watch for this topic to be covered further in an upcoming Social Media Breakfast event.)

Did You Know...

IEDC is one of five regional SBDC sites in the Arrowhead Region of Minnesota. Other offices are located in Virginia, Grand Marais, International Falls and just recently, Hibbing. All of the SBDC consultants across the region have advanced degrees and professional certifications along with extensive industry experience and as such they often call upon one another for additional exploration of issues, trends, and ideas as we learn more about clients' specific needs.

As a result of the SBDC network, Itasca County business clients benefit from the collective knowledge of all CED consultants across the region. Since 2014, other consultants in the region and the UMDCED interns have spent 1,212 hours helping 218 businesses in Itasca County.

2018 ASBDC Statistics



Small Business Development Center (SBDC) Updates



2018 YTD SBDC Update:

- Consulted with 126 unique clients
- Spent 836.5 consulting hours with those clients for an average of 6.6 hours per client
- Assisted 9 clients in starting a new business
- Recorded capital investment of over \$2.3 million YTD
- Helped clients create or maintain 102 jobs in the Itasca Area!

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