



STROMCENTER

FOR ENTREPRENEURSHIP & INNOVATION

QUARTERLY NEWSLETTER

Quarter 3, 2011

STROM CENTER STAFF RECEIVE AWARDS

Several Strom Center staff members have been recognized for their commitment to excellence.

We invite you to join us in congratulating these outstanding individuals and to learn more about their accomplishments!

Deanna Bakken, administrative secretary for the Strom Center, received Dickinson State University's *Secretarial Staff Service Award*. Deanna was recognized as a terrific asset for the Strom Center, the Small Business Development Center, and DSU as a whole during May's commencement ceremony.

Bakken brings a consistently friendly, positive, and professional attitude to work and her dedication has shown her to truly be dedicated to the success of the Strom Center and DSU.



Chiedza Mazonde graduated this spring with a double major in Accounting and Business Administration with a minor in Leadership Studies. Chiezda was named a *2011 Outstanding Graduate* by the University and worked as an intern with the Small Business Development Center.

She has now accepted an employment offer in Minneapolis, Minnesota, to start on August 15, 2011, as an Audit Associate with KPMG LLP, one of the four largest accounting firms in the world.



Ray Ann Kilen, Regional Director of the ND Small Business Development Center and CEO of Innovative Environmental Consultants, Inc, has been named the Small Business Administration's *2011 North Dakota Women-in-Business Champion of the Year*.

This annual award recognizes individuals who have demonstrated a commitment to support the advancement of women's business ownership. As a Certified Women Business Owner, Kilen knows first-hand the unique challenges and opportunities that women business owners face and was selected after a statewide competition. The regional SBDC office is located in the Strom Center.



As the Southwest Regional Director for the North Dakota Small Business Development Center, Kilen shares her business experiences to assist others with business plans, financial planning, DOT Disadvantaged Business Enterprise designations, and registrations with state and federal contracting programs to increase market opportunities.

The efforts of these dedicated individuals make it possible for the Strom Center to accomplish its mission of inspiring leadership, developing business, and advancing community.

MESSAGE FROM THE PRESIDENT OF DICKINSON STATE UNIVERSITY

Dear Friends and Business Leaders,

Our summer months are fleeting and we are quickly moving toward the beginning of the fall semester and our next Homecoming celebration. As I write these thoughts, we have many exciting efforts underway at the Strom Center, and the format of this newsletter provides an opportunity to share this great news.

We are experiencing remarkable economic growth in western North Dakota. Our Strom Center programs, to be sure, are playing a major role to support and enhance this economic vitality throughout our region. With several major lines of educational effort underway, the Strom Center has emerged as one of the key pillars that continue to define DSU as an innovative and relevant University.

With the launch of our new Business Incubation program, we are developing a wonderful educational opportunity to connect emerging entrepreneurs and developing small businesses with established business leaders who will serve as mentors and coaches. This is a significant educational step. We believe higher education has a role to play in the process that fosters the spirit of entrepreneurship. We are encouraging young innovators to start their own small business or become business leaders.

Thank you for your friendship, and your commitment to the Strom Center and DSU. With your continued support and guidance, our collaborative efforts are making a difference and advocating economic vitality. By working together, we are advancing the quality of life within our communities and across our great state.



A handwritten signature in black ink, which appears to read "Richard J. McCallum".

Richard J. McCallum, Ph.D.
President, Dickinson State University

LOCAL BUSINESSES, ONLINE SUCCESS

Whether a person is looking for a good dry cleaner, a tree removal service, or a used car, they are far more likely to turn on their computer than open a phonebook. Quick online searches can provide local options, customer reviews, product descriptions, and a lot more. An increasing number of customers begin even their in-store purchases with online research. In order to reach this client base, businesses and organizations must develop an effective online presence.

In order to meet the needs of small businesses in this area, the Strom Center offers assistance in website development and also develops platforms for social media sites such as Facebook and Twitter, which offer a tremendous amount of opportunity to reach out to an online audience and start a dialogue. By adding social media to an effective website, small businesses and organizations can begin engaging their customer base in conversation.

Some examples of recent client work can be seen at www.FaithExpressionsChristian.com, www.APIDickinson.org, and NDSubstanceAbuse.com. Those interested in learning more about the benefits of being online, or would like details on Strom Center services, can visit us online at www.StromCenter.com/services.



EXPANDING PARTNERSHIPS

In the fall of 2010, the Strom Center teamed up with the Bush foundation to facilitate a series of listening sessions titled 'Prospects & Possibilities.' The purpose of these discussions was to give community members the opportunity to voice opinions about their concerns, stimulate discussion, and generate ideas on how to solve problems in the state. Sessions were also designed to share information about the trends affecting the future of North Dakota and allow community members to connect with through conversation.



The meetings were structured to enable participants to learn about challenges in North Dakota, connect with others, generate ideas to address tough problems and influence decisions in the state and in communities. The Strom Center conducted five meetings in Dickinson, Killdeer, Medora, and Beach using Bush Foundation material and guidelines.

Established by 3M executive Archibald Bush and his wife, Edyth, the Bush Foundation strives to be a catalyst to help leadership solve tough public problems and to improve the well-being of communities in Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geography. In doing so, the Foundation is pursuing three major goals: increasing educational achievement, supporting the self-determination of Native nations and shaping the next generation of public services.

The Prospects and Possibilities program falls into the latter category. During these sessions attendees voted on the top concern in the state of North Dakota. While the impact of increased oil production on the local infrastructure and economy was a common topic, demographic change was the No. 1 issue. Forty-two percent of participants rated it as the state's biggest problem to solve. This concern covered many areas, including an aging population, outmigration, and a rural to urban population shift. After establishing top concerns, the conversation shifted to discussing potential solutions to address these issues.

Collectively, North Dakota participants generated several ideas. Marketing the benefits of small town living, focusing on state-wide job creation, providing tuition reimbursement and tax incentives to stem the flow of outmigration, and ensuring a positive entrepreneurial climate were all discussed at length.

The Bush Foundation will take the input from these sessions into consideration when engaging policymakers, academic institutions, and community leaders. It will also help guide the philanthropic objectives of the Foundation. To read the complete notes from the individual sessions or to weigh in with your ideas and opinions, go to www.CitiZing.org/projects/northdakota. If you would like to receive a copy of the final report from the Prospects & Possibilities sessions, please email info@stromcenter.com.

***Stay up to date on Strom Center news via our
blog at www.StromCenter.com/blog***



STROM CENTER EXECUTIVE DIRECTOR, STEVE GLASSER

The last couple of months have been a busy and exciting time for the Strom Center. In April we hosted the 11th Annual Strom Entrepreneurship Conference. Despite a major snow storm over 200 community leaders, business owners and university students filled the Ramada ballroom. The conference featured two nationally acclaimed keynote speakers in Dr. Jeff Stamp and Eddie Slowikowski, as well as several great breakout sessions. Feedback on the quality of the conference was excellent.

The Strom Center continues to advance the mission of the EDA University Center grant to develop a business incubation program for the region. Much progress has been made as we are screening and interviewing clients for the program. One of the first services of the program is to match clients with an experienced business coach/mentor to assist them with the start-up, expansion and growth of their business. Clients throughout southwestern North Dakota will be accepted into the business incubation program.

The Strom Center is also in the process of developing a new Bush Foundation grant initiative. This new grant will provide funding for the Center to work with energy impacted communities in building capacity and leadership. The scope of work is in the infant stages, but will be fully developed by August 1. I will be meeting with Jane Leonard from the Bush Foundation on July 12 to further discuss the direction of this exciting project.

I would like to publicly congratulate Ray Ann Kilen, Small Business Development Center director on being selected as the SBA's 2011 North Dakota Women in Business Champion of the Year. It is so nice to see that Ray Ann's tireless work with her SBDC clients is being recognized and appreciated.

I would like to close by thanking everyone for all of their support for Dickinson State University and the Strom Center and wishing all a happy and safe summer.

Strom Center Professional Services

***Does your logo need a makeover? Looking to create a professional website?
Need help researching solutions for your next project?***

Check out the Strom Center's professional consulting services!

Marketing, Web, & Social Media

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