



STROMCENTER

FOR ENTREPRENEURSHIP & INNOVATION

QUARTERLY NEWSLETTER

Quarter 4, 2011

LADIES NIGHT OUT TO BE HELD IN DOWNTOWN DICKINSON

The third annual Ladies Night Out has been scheduled for November 29th, 2011. Last year's event saw over 350 shoppers converge on the downtown area to visit nearly 30 retail stores, bars, and restaurants which stayed open late and featured special deals that night. Additionally, 20 direct sellers were available with booths inside the Park Square mall in downtown Dickinson.

Ladies Night Out is put on by the Strom Center and the Small Business Development Center and is designed to reacquaint area residents with Dickinson's downtown retailers. Kick off the countdown to the holidays by joining us at "Ladies Night Out." Bundle up for an extravagant evening of shopping, entertainment, and refreshments with your closest friends! Rediscover what downtown Dickinson has to offer.

Downtown businesses interested in participating should contact the Strom Center at info@StromCenter.com or call 701-483-2756.



Mark your calendars and come join us for LNO 2011!

Watch for more information at www.StromCenter.com/LNO, which will be continuously updated as details are finalized.

ALSO IN THIS ISSUE

*A message from Dr. D.C. Coston,
Acting President of DSU*

*An update from the Strom Center's
Executive Director, Steve Glasser*

Kyle Thiel Advances in Competition

Resources for Facebook Marketing

*Updates from the SBDC
& Business Challenge*



STROM CENTER EXECUTIVE DIRECTOR, STEVE GLASSER

Greetings from the Strom Center and Dickinson State University. Several exciting new initiatives have taken off since our last newsletter and I would like to briefly update you.

In our last newsletter I touched on a new Bush Foundation grant initiative centering around the communities that are being impacted by the current energy development. The original grant was for \$75,000, but we recently received notice that the Bush Foundation is awarding an additional \$50,000 to bring the total award to \$125,000.

We are extremely excited and appreciative about the continued support from the Bush Foundation.

The Strom Center is collaborating with DLN Consulting, Roosevelt-Custer Regional Council and the Center for Rural Entrepreneurship in Lincoln, Nebraska on this project. The project will focus on both short and long-term capacity and leadership development of the region and will be divided into three phases.

The other initiative that has really taken off is our Business Incubation Program which is being partially funded through the Economic Development Administrations University Center program. We currently have 10 clients from three communities enrolled in the program. The clients are working with a business coach/mentor and this has been a real positive experience for both the clients and the coaches.

We are close to launching a secure website that will include an electronic resource library and there will be a series of trainings and educational opportunities available for entrepreneurs in the region. We are proud of this program and I want to thank the business coaches for the commitment of their time and talent. If you would like more information regarding the Business Incubation Program please don't hesitate to contact me.

This is a challenging, but exciting time here in western North Dakota. Please let us know if there is anything that the Strom Center might be able to do to assist you with your business.

Thank you for your continued support and have a great fall.

Strom Center Marketing Services

***Does your logo need a makeover? Looking to create a professional website?
Need help developing a social media strategy?***

You can benefit from the Strom Center's marketing services!



- | | |
|---------------------------------|--|
| Product and Service Branding | Website Creation & Maintenance |
| Logo and Visual Identity Design | Improve Search Engine Rankings |
| Target Market Identification | Social Media Training |
| Strategic Marketing Plans | <i>To learn more, contact Clayton.Kraby@DickinsonState.edu</i> |

There is a palpable excitement in the air in Western North Dakota as the energy industry expands. This growth is in addition to continuing prosperity in agriculture and recreation-based business development. As these enterprises grow, there are also new business opportunities emerging around every corner. What an exciting – though at times almost overwhelming – time for our region!

The Strom Center at Dickinson State is aggressively addressing the issues that are vital to helping this region adapt to and prosper from rapid changes. The Strom Center, with support from the Bush Foundation and a number of government agencies, is working with communities throughout the region in planning to successfully absorb the growth and create quality of life for those who have been here for decades and for those moving to our region. The Strom Center also is working to assist existing and newly emerging businesses assess markets and to create enterprises that meet needs and grow successfully.

DSU is pleased that we are serving this region successfully at a time of great promise. Through the Strom Center’s efforts, we look forward to finding new and ever more effective ways to help Western North Dakota and our fellow citizens realize a future that will be prosperous and meaningful for generations to come.



D. C. Coston
D. C. Coston, Acting President
Dickinson State University

KYLE THIEL ADVANCES IN DEVELOPER COMPETITION



Kyle Thiel of Frontrunner Technologies was recently announced as a top fifteen finalist in the *Layar Creation Challenge*. This competition pitted more than 200 developers from around the world in creating the best smartphone application utilizing Layar’s platform, which focuses on immersive, ‘augmented reality’ user experiences.

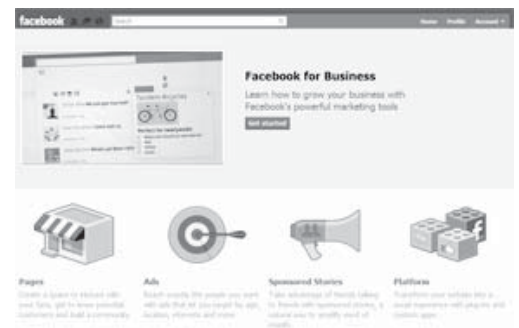
Thiel worked with Strom Center’s Marketing Specialist Clay Kraby in developing ‘Fan Vision,’ which enhances sporting venues by allowing spectators to access real time stats, video, and other information on their smartphone.

This concept offers sports fans a quick and easy portal to online stores to purchase items on their smartphones while attending live events or watching from home. An example of Thiel’s concept can be viewed online at bit.ly/nlHABw

The top ten finalists in the competition will be announced on October 18th. **Good luck Kyle!**

FACEBOOK FOR BUSINESS

Facebook has launched a new site to assist small businesses in developing a strong presence for their company on Facebook. www.Facebook.com/Business contains great information on how to set up a Fan Page, navigate Facebook’s advertising options, take advantage of Sponsored Stories, and incorporate Facebook elements onto your website, such as a like button or news feed.



Whether you have been on Facebook for a while or are just now testing the waters, this is a highly recommended resource for getting the most out of your Fan Page. Additionally, the Strom Center website has many great resources on how to utilize social media in your marketing efforts. Bookmark www.StromCenter.com/news to get updates on this topic and many others!

BUSINESS

SMALL BUSINESS DEVELOPMENT CENTER

The Small Business Development Center's services are in great demand as the economy in our area continues to boom. We are experiencing a lot of new clients looking to start businesses in the oil industry.

The SBDC teamed up with the Dunn County Jobs Development Authority to engage youth in providing feedback about their vision of Dunn County's future. The Youth Engagement Team (YET) was formed in May and has since completed a SPOT (Strengths, Problems, Opportunities, Threats) analysis of Dunn County along with a "One Thing" dream of what they would like to see in the next couple of years in their community. The five-member group has presented their findings to the Dunn County JDA, Dunn County Commissioners, and Killdeer School Board. The group will present to the community at large and carry through with their "One Thing" dream to make it a reality.

QuickBooks Level 1 and Computer Basics Boot Camps were held this summer in Dickinson and Bowman. Cory McCaskey and Kim Braun taught the classes at the Strom Center and Bowman Public Library. QuickBooks Level 1 gave participants an essential coverage of QuickBooks 2010 software, while Computer Basics was an introductory computer course covering basic computer concepts and word processing.

Coming Up

Marketplace of Ideas will be held October 28-29 at Bismarck State College and the Bismarck Career Academy. The featured keynote is inventor, entrepreneur, publisher, and author Louis J. Foreman. For more information, visit marketplaceofideas.org. Additionally, QuickBooks Level 2 Boot Camp will be coming soon!

Business Challenge is gearing up to celebrate its 35th birthday in summer 2012. Even though our participant numbers were down last year due to the state wide flooding issues, Business Challenge 2011 was a great success. And we are looking forward to increasing our numbers and creating another successful program in 2012.

Since its conception, the program has touched over 8,000 participants lives. We are busy reorganizing and restructuring our curriculum to reflect the latest in technology for entrepreneurship and business. We are searching for new and innovative speakers which are a large part of the curriculum, to help instill proper business etiquette and ethics onto our participants.

Business Challenge has a commitment to invest in our youth's future, and help create strong business leaders in North Dakota and America. The program wouldn't be successful if not for our wonderful sponsors who lend their time, talent and funding to help educate our youth. We are working on a fundraising campaign to help secure scholarships for next year's participants.



If you would like to be included in this wonderful program or would like to see a complete list of donors, please log on to our website at www.GoBusinessChallenge.com.