

AAM's
10th Annual
Minnesota
Small Business
Expo & Conference



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**2006 Small Business Expo & Conference
Keynote, Featured Speakers & Mini-Workshops**

May.15.2008

Minneapolis Convention Center
1301 Second Avenue South
Minneapolis Minnesota
9:00 AM - 4:30 PM

**The Largest
Small Business Expo
in the Midwest!**

**9:00 am - 9:10 am - Welcome
and Announcements
Ballroom B**

- [Ron P. Wacks](#), President, [American Association of Microbusinesses](#) - 612.721.4249
Co-chair, Minnesota Small Business Expo & Conference
2003 SBA Homebased Business Advocate of the Year, Midwest Region
- [Bill Hermann - Event Emcee](#), Entertainment Director, [Blue Chip Productions](#) - 952.440.1617
- [Scott Litman](#), Co-chairman, [Breakthrough Ideas - Organizer of The Minnesota Cup](#)



**9:10 am - 9:20 am
Special Guest Keynote
Introduction
Frank Vascellaro - Former
KARE11 TV News Anchor, the
Twin Cities most high profile
stay at home dad**

Fear, Change, and Principle as it Relates to Decision Making and Business

Frank Vascellaro may currently be the Twins Cities most high profile stay at home dad. The father of three young children, Frank resigned from KARE11 Television in December of 2005 and is now considering a number of new opportunities. Most recently, he has been the fill-in host on several talk radio stations and in his schedule is full with public speaking engagements.

During his nine-year tenure at KARE, Frank was the anchor of the 5, 6, & 10 pm newscasts, hosted the Saturday morning show, and anchored the early morning news for seven years as well. He has received individual honors in addition to a number of awards for the various new shows with which he was involved.

Frank attended the University of Colorado at Boulder. He studied the broadcasting industry at Columbia College in Chicago, Illinois, and he also attended the United States Air Force Academy in Colorado Springs, Colorado.

Frank is an Honorary Chair of the Greater Minneapolis Crisis nursery. He and his wife are also involved with a number of charities and organizations in the Twin Cities. They are regularly the master of ceremonies for the annual events of the Cancer Kids Fund, Big Brothers and Big Sisters, The Children's Cancer Research Fund, the Minnesota Children's Museum, Children's Heartlink, and many other organizations.

Frank married television anchor Amelia Santaniello in 2000 in Florence, Italy. They have 3 children, a son Sam and twins Joseph and Francesca. They live in Minneapolis, Minnesota.



9:20 am - 10:30 am - Keynote

Learning from Challenge and Change: the Best Buy Journey

What makes a man quit his job to start a business? What makes him bounce back when that business knocks him down?

Where does the stamina come from to work 60, 70, or 80 hours a week—not just for years but for decades? What are the personal costs? What are the lessons learned? And what are the rewards?

Confirming some entrepreneurial axioms and challenging others, Best Buy founder and chairman Richard M. Schulze tells the story of how he parlayed his love of electronics into North America's leading consumer electronics company—and why he could not have done it alone.

Presentation and Q & A
Richard M. Schulze, Founder,
Chairman and former CEO of
Best Buy

Prepare to be inspired from a bona-fide Minnesota success story. *This will be a can't miss presentation!*

Richard Schulze is founder and chairman of [Best Buy](#) (NYSE:BBY), a Fortune 100 company and North America's No. 1 specialty retailer of consumer electronics, personal computers, entertainment software and major appliances. The company's annual revenues for the most recent fiscal year were \$27.4 billion, from continuing operations. Schulze is responsible for board activities as well as future leadership development and long-range strategic planning.

Schulze has devoted more than half of his life to the consumer electronics industry. His wide-ranging career encompasses technical experience, retail and distributor sales, and management of the nation's leading electronics specialty retail chain -- including six years as an independent manufacturer's representative, selling national name brand consumer electronics components throughout a four-state area. This experience, coupled with an aggressive, contagious and enthusiastic management style, led Schulze to found Sound of Music in 1966. This chain of eleven stereo component retail stores served as the forerunner to the present Best Buy formed in 1983. Schulze ended his 35-year tenure as chief executive officer in June 2002.

In addition to serving on the Board of Trustees at the University of St. Thomas (in St. Paul, Minn.), Schulze also serves as the Executive of the Board of Governors at the St. Thomas Law School.

Equally active in philanthropic and civic affairs, Schulze has served on numerous committees and made many presentations to aid organizations such as the United Way's Keystone fundraising effort, Camp Courage of Minnesota and the Juvenile Diabetes Foundation. He also is Chairman of the Board for the Best Buy Children's Foundation.

Schulze, a native of the Twin Cities, was born and raised in St. Paul, Minn., where he graduated from St. Paul Central High School. He gained practical, secondary and technical electronics training in the U.S. Air Force with the Minnesota Air National Guard. He holds an honorary doctorate degree from the University of St. Thomas in St. Paul, Minn.

Recent awards include:

- 2003 Minnesota Business Hall of Fame, one of five, awarded by Twin Cities Business Monthly
- 2002 International Association of Business Communicators (IABC) Excel Award recipient
- 2000 Outstanding Marketing Executive of the Year, awarded by Minnesota DECA
- 1999 National Ernst & Young Entrepreneur of the Year (EOY) award winner
- 1999 Lifetime Achievement Award, Minnesota Ernst & Young's Entrepreneur of the Year Award
- 1999 Recipient of America's Promise Red Wagon for Community Service, awarded by General Colin Powell
- 1999 Worth Magazine's Top 50 CEOs
- 1999 named Corporate Leader of the Year by Juvenile Diabetes Foundation
- 1992- present Board Member of National Entrepreneur of the Year Institute
- 1998 Honorary Doctorate Degree, University of St. Thomas, St. Paul, MN
- 1998 Decades Top Executive Award, one of five, awarded by Twin Cities Business Monthly
- 1997 Top 10 Retail Executive, awarded by Computer Retail Week
- 1997 Dealer's Pride Award, awarded by Dealerscope Merchandising
- 1997 Top 10 Retailer Award, awarded by Audio/Video International for sixth consecutive year
- 1997 Top 100 Retailer, awarded by Twice Magazine
- 1996 #1 Pentium® Processor Retailer in the World, by Intel Corp., 2nd consecutive year

Featured Speakers



11:00 am - Noon - Featured Presentation #1 - Ballroom B
Kris Solie-Johnson: Excelsior, Minnesota, President & Chancellor, [American Institute of Small Business](#), Author

3 1/2 Simple Ways to Make More Money And Work Less

If you are tired of struggling with your business or
 If you are worried that starting a business will take too many years of "hard labor" or
 You want to start a business, but don't know how, then this session is just for you.

According to the Small Business Administration, over 500,000 small businesses fail each year. What is the one factor new small businesses are missing that continues these failure rates?

One myth of running a small business is that it takes years of hard work to create a really successful business. Recently there have been some dramatic changes in the business environment that have made that myth a fallacy.

Although this session is not about time management, it is about creative techniques that can transform your business and give you the freedom you dream about.

You will learn:

- The *biggest* mistake small business make ... and how to avoid it!
- **3 Powerful methods for getting more clients ... without cold calling**
- How to generate sales even if you are on vacation
- **The most important element needed for making your competition non-existent**
- The Biggest Bonus you can give yourself for ultimate success

If you want to learn the secrets of Super-successful entrepreneurs, You can't afford to miss this session. For those attending, we will be giving away valuable prizes.

Kris Solie-Johnson, President of the American Institute of Small Business, best-selling author, educator, speaker and mother of three is an energetic and passionate entrepreneur. Her books are in public libraries, high schools, colleges and military bases both nationally and internationally. In addition, to speaking to over 2,000 high school students, she works closely with the Small Business Administration and SCORE counselors locally. Kris has developed an innovative school to help potential and current small business owners. This program will dramatically change the way small business success is taught across the country. *Kris has an MBA in Venture Management from the University of St. Thomas and over 19 years of experience helping entrepreneurs reach their goals quickly through joint venture partnerships, creative marketing programs and innovative financial options. Kris is dedicated to motivating and inspiring owners to achieve beyond their dreams. The American Institute of Small Business is an emerging partner of the American Association of Microbusinesses.*



1:00 pm - 2:00 pm - Featured Presentation #2 - Ballroom B
Alex von Allmen: Sacramento, California, President, [BrandMother and LogoLab, Inc.](#), co-founder, [Ponders & Principles, LLC](#)

Big Branding and Marketing Ideas for Small Business

Good branding is about developing a "positioning" for your company, products and services in the minds of target customers that stands out from competitors and substitute suppliers. It is also about building trust by fulfilling on "promise" of your brand and providing continued positive impressions and associations.

In this seminar, you will learn the following:

1. How a brand can be one of your biggest "intangible" assets
2. The difference between brand potential and brand equity
3. The 3 primary qualities of a good name
4. Six naming strategies and the strength and weaknesses of each
5. The elements of the marketing mix and the distinction between image and identity
6. How to optimize your mix and think in multiple dimensions
7. The difference between "core", "natural extensions" and "peripherals"
8. The 3 objectives of Marketing for growing a business
9. How traditional and new media compare and how they can be integrated
10. The DNA of the sales process and how it should be in all your marketing
11. The importance of tracking and the importance of focus
12. How companies have bootstrapped it big without venture capital

Alex von Allmen is an expert on brand marketing for business. As president of BrandMother and LogoLab, Inc. Alex has helped over 1500 entrepreneurial organizations worldwide, including three Inc 500 firms, improve their clarity of vision and marketing positionings. He is also the co-founder on Ponders & Principles, LLC, a Software as a Service (SaaS) provider of ongoing relationship building tools for business. *Well known clients have included AT&T Wireless, Harvard University, VF Wrangler and Sutter Health. Alex has held product marketing, sales and finance positions with several Fortune 500 companies and startups. He has an MBA from The Kellogg School at Northwestern University and a BA from Vanderbilt University.*



3:00 pm - 4:00 pm - Featured Presentation #3 - Ballroom B
Ken Belson: New York, New York, Business Writer, NY Times, Author

A Billion Dollars in Sales and No Advertising: The Hello Kitty Story

How This Strategy Can Work For Small Business

Ken Belson will be presenting via video link from Tokyo, Japan.

Ken will discuss how Japan's most famous character goods company found gold in a two-dimensional expressionless cartoon cat, Hello Kitty. Many adults dismiss Hello Kitty as a vapid cartoon that is plastered in too many places. But behind its ubiquity is a well-oiled marketing plan that, when dissected, can provide clues to other companies looking to cash in on animated characters, gift-giving items, brand management and anything marketed virally.

Take cues from his book, *Hello Kitty: The Remarkable Story of Sanrio and the Billion Dollar Feline Phenomenon*, Ken will outline the history of the company and how its founder, Shintaro Tsuji, followed his heart and intuition to transform a sleepy maker of silk products into Japan's version of Walt Disney. Tsuji, like many designers, was unaware of how powerful Hello Kitty would become. He also did not know why kids went crazy for it. But he did manage to build a sophisticated marketing and development system around keeping the brand and product alive.

There are, of course, big differences between Tsuji's experience in Japan and the much more competitive -- and fragmented -- American market. Yet Hello Kitty's success in the United States has shown that Sanrio's formula does indeed translate to the American market. Ken will discuss these points and how they translate to the world of the microbusiness owner and entrepreneur.

Ken Belson writes about telecommunications and cable companies for the New York Times.

Until 2004, he covered Japanese business, economics and government policy for the New York Times in Tokyo.

Prior to joining The Times, he wrote about technology and finance for Business Week magazine, covering the spread of the Internet through Asia. He was editor in charge of Asian programming at Reuters Financial Television. From 1996 to 1998, he covered the Japanese economy for Bloomberg News.

Ken's work has also appeared in Fortune, the International Herald Tribune and Barron's, among others. He also speaks frequently on The

World, a syndicated radio program produced by WGBH in Boston.

Ken Belson earned an M.S. with honors from the Graduate School of Journalism at Columbia University, which he attended on a Japan-U.S. Friendship Commission Fellowship. He won the Pulitzer Traveling Fellowship for finishing at the top of his class. He also holds a teaching certificate from Portland State University and a B.A. in history from Reed College, also in Portland, Oregon.

Belson is the co-author of the book, *Hello Kitty: The Remarkable Story of Sanrio and the Billion Dollar Feline Phenomenon*

He lives with his wife, Harumi, in New York. Hello Kitty magnets adorn their refrigerator.

Mini-Workshops

AAM Expo Stage Theatre

Education track for Start-up companies & entrepreneurs

11:00 – 11:30 am	Business Brands By Design Michael Natoli
11:30 am – Noon	Business Ownership through Franchising - Is It Right For You? Carolyn Herfurth & Dale Dissmeyer
Noon – 12:30 pm	The Basic Marketing Toolkit for Growing Businesses Jay Lipe
12:30 – 1:00 pm	Don't whisper, Roar: Marketing Communications for Entrepreneurs Mike Porter
1:00 – 1:30 pm	Masterful Communication Sue Lindgren
1:30 – 2:00 pm	Small Steps Toward Big Change Sarah Day
2:00 – 2:30 pm	Legal Issues for Emerging Entrepreneurs Sherri Rohlf
2:30 – 3:00 pm	Negotiate Your Success—for the Emerging Entrepreneur Sharon Stockhausen
3:00 – 3:30 pm	How Accounting Software Can Help You Manage Your Business Lisa Peterson
3:30 – 4:00 pm	Knowledge is Power: Financial Planning & Tax Strategies Daniel Streeter, CPA

Wells Fargo Expo Floor Theatre

Education track for Established businesses & entrepreneurs

11:00 – 11:30 am	Effective Internet Marketing: Using the Power of the Internet to Succeed Lin Combs
11:30 am – Noon	Using Effective Business Writing Techniques to Maximize Results Karen DeYoung
Noon – 12:30 pm	Entrepreneur's Success Strategies Sue Lindgren
12:30 – 1:00 pm	Is it Time for a Price Increase? Considerations for Service-based Businesses Sarah Day
1:00 – 1:30 pm	The Advanced Marketing Toolkit for Growing Businesses Jay Lipe
1:30 – 2:00 pm	Don't whisper, Roar: Marketing Communications for Entrepreneurs Mike Porter
2:00 – 2:30 pm	Negotiate Your Success—for the Established Entrepreneur Sharon Stockhausen
2:30 – 3:00 pm	Legal Issues for Operating Businesses Sherri Rohlf
3:00 – 3:30 pm	Connecting with the Hmong Business Community Dyane Garvey
3:30 – 4:00 pm	Connecting with the Ethnic Business Community Ezell Jones & Bruce Corrie, PhD

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