

# Shop Local First Series



## Chamber Begins Shop Local First Series

The Chamber, in partnership with Spectrum Reach, held the first in a series of Shop Local First workshops designed to help area businesses compete more effectively in an increasingly online environment. This workshop focused on leveraging accessible data to better understand customers and their needs. This series is a continuation of the Chamber's efforts to remind everyone that buying local – whether it is products or professional services – creates local jobs, strengthens our tax base and allows for a variety of services for all residents from students to seniors. Small business is a powerful economic force in our community. In fact one in three jobs in Olmsted County are generated by small businesses. This further highlights the importance of supporting local businesses. Future sessions will help local businesses – all types and sectors – improve their ability to attract new customers, increase customer loyalty and improve customer experience.



### NEXT IN SERIES



#### Reimagine Your Business Model: Business Model Canvas

**Location:** Saint Mary's University - Cascade Meadows  
**Date/Time:** Tuesday May 21st, 12:00-1:00 PM  
**Cost:** FREE

**Description:** Interested in figuring out what facets of your business to focus on, develop, or evolve for growth? Instead of writing or rewriting a complete business plan, would you like to learn how to use an interactive and simple business model design tool? Using the Business Model Canvas, we will share how to effectively create or pivot your business model by focusing on the 9 building blocks of a business model, learning how they are connected through the workshop, and participants will walk away with their own model for success.

### SMALL BUSINESS SERVICES

## Opportunities to Increase Your Personal or Organizational Effectiveness

The Chamber is committed to helping you find and connect with resources to assist you in growing your business. Below please find a variety of classes offered by different partner organizations to support you.

#### SCORE: Leveraging Technology to Market Your Business

**Location:** Merchants Bank 3586 55th St NW  
**Date/Time:** Tuesday, May 7, 2019, 10:45 am to 12:00 pm  
**Cost:** \$10 (Free for Chamber Members)

#### Rochester Community & Technical College – Business Writing

**Location:** RCTC Heintz Center, Room HA110  
**Date/Time:** Tuesday, May 7th, 9:00 AM – 12:00 PM  
**Cost:** \$85.00

#### Business Expert Series - Deep Dive: Essential Sales Skills - Shortening the Buyer Journey

**Location:** WSU-R on Broadway | 400 S Broadway, Ste. 300  
**Date/Time:** Thursday, May 9, 2019, 1:00pm – 3:30pm  
**Cost:** \$50

**Details:** This program will benefit both new and experienced sales professionals who want to improve their ability to effectively communicate value and to develop stronger relationships with their customers. This workshop offers WSU Continuing Education Units (CEUs): 2.5 clock hours/0.25 CEUs

#### EquityLogic Series Common Language: Communicating with Respect; Gender Equity and Respect

**Location:** Woodlake Meeting Center, 210 Woodlake Dr.  
**Date/Time:** Tuesday, May 14, 2019, 8:00 AM - 10:00 AM  
**Cost:** \$40

#### Getting Grants! Offered in partnership MN Council of Non-profits, Rochester Area Foundation, Rochester Area Chamber of Commerce

**Location:** Rochester Area Foundation  
**Date/Time:** May 16th, 1:00-4:00pm  
**Cost:** \$35 for MN Council of Nonprofits or Chamber members, \$45 for non-members of either organization.

#### Southeast Service COOP – Google Products

**Location:** Northrop Community Education, 201 8th St NW  
**Date/Time:** Friday, May 17th, 8:30 AM – 11:30 AM  
**Cost:** \$89.00 - \$109.00

#### Southeast Service COOP – Embracing Change

**Location:** Webinar  
**Date/Time:** Tuesday, May 21st, 9:00 AM – 11:00 AM  
**Cost:** \$65.00 - \$75.00  
**Details:** This session will review tips, tools, and technologies to be [even more] productive, efficient, and effective in our roles.

#### Southeast Service COOP – Written Communication

**Location:** Wood Lake Conference Center  
**Date/Time:** Tuesday, June 18th, 8:30 AM – 11:30 AM  
**Cost:** \$89.00-\$109.00

## OPENING WEEK CELEBRATION!

**OPENING NIGHT: TUESDAY, MAY 28 | 6:35 PM**

Special Guest appearance by Former Twins Terry Steinbach!



**THURSDAY, MAY 30 | 6:35 PM**

Rochester Area Chamber of Commerce Night!  
 Come Early to check out the Thirsty Thursday Specials!

**WEDNESDAY, MAY 29 | 12:35 PM**

Business Person's Special – Enjoy Lunch and Ballgame for just \$8!  
 Package includes reserved game ticket and a Honker Meal!



**FRIDAY, MAY 31 | 7:05 PM**

Fireworks Extravaganza  
 Presented by Lawrence Transportation and KAAL-TV!  
 1st 500 Fans receive a Honker Hanky from Lawrence Transportation!



**FOR TICKETS: www.rochesterhonkers.com | 507.289.1170**