

“Relationships Matter” - 4th MNwest Entrepreneur Summit & CEO Forum

November 1, 2023 8:00 A.M. – 3:45 P.M.

Minnesota State Community & Technical College - Moorhead

1900 28th Ave S, Moorhead, MN 56560

AGENDA

8:00 Registration, Networking and Resource Showcase – Coffee, Breakfast Bars and Fruit Buffet

8:55 Convene, Welcome and Recognitions – Dave Neville, President Minnesota Innovates
Host - Marsha Weber, Interim Academic Dean and Dean of the Business School, M State
Historical Perspective and Introductions – Jerry Covington, Minnesota Innovates Board of Directors

Morning Program

9:15 **CEO & Founder Insights Panel**

Introduction: Tara Bitzan, Alexandria Lakes Area Chamber of Commerce

Tracy Heald, Alexandria – Country Blossom Farms

Darrin Froemming, Ashby – TFC Poultry

Chris Taffe, Starbuck - Precision Auto Body & Frame

Patrick Lundberg, Fergus Falls – Outstate Brewing

Kara Ahles, Detroit Lakes – Lakeshirts and Lakeshirts Founders (Virtual)

Matthew Thielen, Wheaton – Circular Sands, LLC

Matt Gendreau & Ben Goelz

Thank you and Morning Agenda Guidance

10:10 **Session 1 Discussions**

Operations

– **Launching a Startup – There are Important Questions to Ask and People to Help**

Presenters:

Ian Carlstrom, West Central MN SBDC, Moorhead

Christine Fischer, Southwest MN SBDC, Marshall

Austan Wellman, Fargo Patent & Business Law

Kirsten Kennedy, MNCEO

Kailin Oliver, MN Cup

Featured Company: Creation Shop, Blayze Buseth, ILT Academy 2023, Fergus Falls

Indigenous Visioning, LLC, Barb Fabre, MN Cup 2023 Semifinalist, White Earth

Financing

– **Local Government and Regional Foundation Financing & Support**

Presenters:

Greg Wagner, Business and Economic Development Director, West Central Initiative

Ryan Tungseth, Greater Fergus Falls, Economic Development

Amy Thorpe, Economic Development Program Administrator, Moorhead

Cheryl Kuhn, Executive Director, Stevens County Economic Improvement Commission, Morris

Julia Nelmark, Pres., Midwest Minnesota Community Development Corporation, Detroit Lakes

Featured Company: Precision Auto Body & Frame, Chris Taffe, Starbuck

Marketing & Sales

– **Protecting and Building Your Brand as you Scale Distribution**

Introduction: Amy Johnson, Mayor of Ashby

Presenters:

Matt Kulseth, Esq., Mighty Marks

Kate LaBrosse, Brand Builders KLC, Alexandria

Featured Company: TFC Poultry, Darrin Froemming, Ashby

Equity Investment and Specialized Financing

– **Main Street, Commercial & Housing Financing**

Introduction: Brent Frazier, Mayor of Pelican Rapids

Presenters:

New Market Tax Credits – Tim Swenson, MMCDC, Detroit Lakes

Historic Preservation & Reuse – Michael J. Burns, Michael J. Burns Architects, LTD, Moorhead

Community Dev. & Small Cities Dev. Prog. – Jordan Grossman, Pelican Rapids & CEDA

Energy Credits - Steve Schoeneck, Vice President Customer Service, Otter Tail Power Company

Featured Company: GoodNeighbor Properties, LLC, Ted Christianson, Alexandria

Technology Applications & Opportunities

– **Generative AI Applications & ChatGPT in the Classroom**

Discussion Initiators:

Lori Ryan, Lorignite, LLC

David Bjorklund, BlueSky Online

Ava Strika-Jacobs, Moorhead High School Senior

Jaden Jinu Lee, Moorhead High School Junior

Brandon Lunak, Superintendent, Moorhead Public Schools

10:50 **Session 2 Discussions**

Operations

– **Specialized Assistance for Food & Ag Companies**

Introduction: Benjamin Schierer, Mayor of Fergus Falls

Presenters:

Jason Robinson, AURI Director of Business Development-Food

Featured Company: Country Blossom Farms

Tracy & Troy Heald, Co-Founders, Country Blossom Farms, Alexandria

Taylor Heald, Country Blossom Farms – Hard Cider, Alexandria

Financing

– **Financing Business Formation, Purchase & Growth – Key Resources**

Introduction: Anthony Loosbrock, SVP Business Banking Manager, Bremer Bank, Alexandria

Presenters:

Brandi Nelson, Senior Vice President – Director of SBA Lending, Bremer Bank

Andrew Gag, MN Business and Cooperative Programs Director, USDA, Detroit Lakes

David Schornack, Director of Business Development and Sales, Arvig, Perham

Andrew Donahue, State Director SBDC, DEED

Featured Company: Outstate Brewing, Patrick Lundberg, Fergus Falls

Marketing & Sales

– **Sharing your Brand & Story through Traditional & Social Media**

Introduction: Ken Harty, Publisher, Wicks Communications, Fergus Falls

Presenters:

Drew Swenson, Be More Colorful (CareerViewXR), Fargo

Kate LaBrosse, Brand Builders KLC, Alexandria

Featured Company: Project 412, Amy Stoller Stearns, Executive Director, Detroit Lakes

Equity Investment and Specialized Financing

– **Scaling & Selling - Legal, Accounting, and Operational Guidance Important to Investors & Acquirers**

Presenters:

Tom Kading, Fargo Patent & Business Law

Kayce Halley, Eide Bailly

Jeff Nelson, Executive Director, Office of Business Finance, DEED

Paul Moffat, Encore One, LLC

Dan Hodgson, Linn Grove Ventures

Featured Company: Be More Colorful (CareerView), Matthew Chaussee

Technology Applications & Opportunities

– **Robotics – Increased Productivity, Future Opportunities & Education’s Role**

Introduction: Kara Ahles, Vice President of Human Resources, Lakeshirts

Discussion Initiators:

Dave Neville, Cofounder and President, Infinity Robotics

Josh Mickolio, Business Development Manager for IOT & Wireless, DigiKey, Thief River Falls

Mary Anderson & First Robotics Team, Greenbush, MN

Berlyn Burkel, Brooklyn Wahl, Carissa Prevost, Vincent Stenberg, Sawyer Strand.

Featured Company: DigiKey, Thief River Falls

11:20 “Powering Startups & Business Growth Showcase”

Networking & Showcasing Regional Startups, Presenters, Sponsors, and Academic Programs

Noon Program

Lunch Served in Two Locations

12:00 Student Lunch

Program: **“Edge Tech & Tomorrow’s Opportunities” Panel, Founder Presentation & Campus Tours**

Presenters:

Marsha Weber, Interim Academic Dean and Dean of the Business School, M State, Moorhead

Amy Anderson, Associate Director, West Central Minnesota SBDC, Moorhead

Abby Dahlberg, Founder, Abby Dahlberg Photography

Matthew Thielen, Circular Sands, LLC, Wheaton

Matthew Versaggi, Senior Leader in Artificial Intelligence in the Healthcare Space

David Deetz, CEO Immune IQ, Serial Entrepreneur, Technology leader in AI analytics

Dave Neville, President and Co-Founder, Infinity Robotics

12:00 Oscar Bergos Center Buffet Lunch

12:15 Convening Remarks – Steve Schoeneck, Vice President Customer Service, Otter Tail Power Company

“MNwest Voices Award”- Presentation – Lois Josefson, Greater MN Development Services, LLC

12:30 **SBDC Guidance and Connections Across Regions - Andrew Donahue, State SBDC Director, DEED**

12:35 Keynote Discussion – **“Fostering Future Founders for Flourishing Communities”**

Dr. Shelly Stowman – M State & Josh Haag – Principal, Moorhead High School Career Academy

12:55 Dr. Matthew Versaggi – Future Opportunities and Paths to Meet Them

1:10 Concluding Remarks – Marsha Weber, Interim Academic Dean and Dean of the Business School M State

Afternoon Program

1:25 DEEP DIVE DISCUSSION Sessions

Technology Applications & Opportunities

– **Seeing & Seizing Opportunities**

Introduction: David Arvig, Vice President and COO Arvig, Perham

Opportunity Presenters:

Kate LaBrosse, Naturally MN

Lynn Kotrba, Shephard's Gift for GM1 (Harvest Hope Farm)

Wes Sanda, R5 Lab

Dave Neville, CanAm Spaceport

David Deetz, CEO Immune IQ, Serial Entrepreneur, Technology leader in AI analytics

Dan Hodgson, Linn Grove Ventures and Workforce Hope

Matthew Versaggi, Senior Leader in Artificial Intelligence, Quantum, and Cognitive Technology

Future Planning for Individuals and Communities

– **Business Succession – Alternative Approaches**

Introduction: Staci Malikowski, Chief Financial Officer, Arvig, Perham

Presenters:

Paul Moffat, Encore One, LLC

Kirsten Kennedy, Executive Director, Minnesota Center for Employee Ownership (MNCEO)

Darren Moenter, Northern Regional Program Director, MNCEO

Featured Company: Arvig, Staci Malikowski, Chief Financial Officer, Arvig, Perham

Equity Investment and Specialized Financing

– **Structuring Financing for Growth and Development in These Times**

Introduction: David Schornack, Director of Business Development, Arvig, Perham

Featured Resources:

Anthony Loosbrock, SVP Business Banking Manager, Bremer Bank, Alexandria

Brandi Nelson, Senior Vice President, Director of SBA Lending, Bremer Bank

Jeff Nelson, Executive Director, Office of Finance, DEED

Andrew Gag, MN Business and Cooperative Programs Director, USDA, Detroit Lakes

Julia Nelmark, Pres., Midwest Minnesota Community Development Corporation, Detroit Lakes

Tom Kading, Fargo Patent & Business Law

Featured Company: TFC Poultry, Darrin Froemming, Ashby

Government Affairs

– **Navigating New Regulatory & Tax Regimes and Helpful Local Resources**

Introduction: Shelly Carlson, Mayor, City of Moorhead

Featured Resources:

Kayce Halley, Eide Bailly

Cheryl Kuhn, Executive Director, Stevens County Economic Improvement Commission, Morris

Justin Neppel, Executive Director, SVEDA, Breckenridge

Derrick LaPoint, President/CEO, Downtown Moorhead, Inc., Moorhead

Featured Company: Tiny Tykes Preschool, Battle Lake and Wahpeton

2:15 Break

2:25 **Closing Keynote: "GOVERNING TO GROW"**

Panelists:

Brian Holmer, Mayor of Thief River Falls

Pat Baustian, Mayor of Luverne

Allen Arvig, President and CEO, Arvig, Perham

Karie Kirschbaum, Economic Development Director, Crookston

3:10 **Closing** – David Neville, President, Minnesota Innovates

3:15 **Reception – "Connecting for the Future"** and Facility tours of the M State Campus

4:00 Facility tour - **Moorhead High School Career Academy**