

Getting Started with BR&E
A Business Retention and Expansion Techniques
Workshop

9:00 a.m. to 2:00 p.m., including lunch
Thursday, November 13th

Region 5 D.C. Headquarters
403 Prairie Ave NE
Staples, Minnesota

A workshop for economic development professionals, volunteers
& other community leaders to learn how to conduct effective
firm visits and learn about BR&E resources from
University of Minnesota Extension

Cost: \$25 per person or \$50 per community team (2 to 4 people)

Why attend?

1. To learn an essential economic development skill
2. To learn more about University resources for BR&E
3. If you already know these things, then this is your chance to bring along others in your community for enlightenment, information, and experience.

Who should attend?

- Economic development professionals and board members
- Elected and appointed public officials
- Certified BR&E Project Coordinators with a team of prospective leaders for a BR&E program
- Anyone else who wants to involve their community in economic development

In order to pre-schedule business visits, the registration deadline is
Friday, November 7th.

Call: 888-241-4591 or 320-203-6109

**Presenters: Michael Darger, BR&E Program Director
Adeel Ahmed, Extension Educator, Community Economics**

8:30 Doors Open, Registration and Coffee & Rolls

9:00 Overview of the Benefits and Features of BR&E Visitation

- Includes highlights from case studies

9:20 How to Effectively Conduct BR&E Visits

- Observe and discuss an Interview. Watch the Role Play DVD
- Overview the written survey instrument and the businesses that we will be visiting

10:00 Practice Visit with Real Businesses

- Visits are being arranged with real companies in Staples.
- Workshop participants will be assigned to teams to visit a business

11:30 Post-Visit Discussion and De-brief

- What did the survey team learn about visitation
- Identify any opportunities for the community to respond

12:00 Lunch (included)

12:30 Professional Services Available from Extension's BR&E Program

- Overview of BR&E courses, consulting and research services including both the BR&E Strategies Program and the new BR&E Toolkit

1:30 Wrap-up and Q&A session on BR&E

For more information please contact:

Adeel Ahmed

Extension Educator – University of Minnesota
Center for Community Vitality
Ahme0004@umn.edu
320-203-6109

Lee Miller

Economic Development Director – Region Five
Development Commission
Lmiller@regionfive.org
218-894-1328

Registration Form

Name _____ Title _____

For team registrations, list up to 4 other persons attending

1. _____ Title _____

2. _____ Title _____

3. _____ Title _____

4. _____ Title _____

Organization _____ Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ E-mail address _____

Enclosed is my check payable to the University of Minnesota

(\$25 for an individual or \$50 for a team)

Amount Enclosed: \$ _____

Will Pay at the Workshop (check or cash only)

(For public entities only) Please bill me. P.O. # _____

Please send your registration and payment to:

Adeel Ahmed
Extension Regional Center Office
Midtown Office Complex
3400 1st N, Suite 400
St Cloud, MN 56303-4000

**Or register online at: <http://www.extension.umn.edu/workshops/>
And search for item **P030184****