DOWNTOWN BUSINESS WORKSHOP

AMES, IA
MAY 21, 2014
HOSTED BY:
MAIN STREET CULTURAL DISTRICT

A WORKSHOP FOR ALL TYPES OF BUSINESSES WITH BREAKOUT SESSIONS ON VARIOUS TOPICS, GEARED TO BETTER YOUR BUSINESS
TAILORED TO THE NEEDS OF THE SMALL AND VERY SMALL LOCAL BUSINESSES AND THE UNIQUE CHALLENGES THEY FACE
COME LEARN FROM INDUSTRY PROFESSIONALS HOW TO BOOST SALES, GROW YOUR BUSINESS, AND MUCH MORE

KEYNOTE SPEAKER
BEN ENGELMAN
Owner and founder of LogiClean

SCHEDULE
9:00AM - 6:00PM
9AM CHECK IN & REGISTRATION
304 MAIN ST. - CHAMBER BUILDING
10AM KEYNOTE SPEAKER
304 MAIN ST. - CHAMBER BUILDING
11:15AM BREAKOUT SESSION 1
SPONSORED BY BANKER'S TRUST
VARIOUS MAIN STREET LOCATIONS
12:45-1:45PM LUNCH
225 MAIN ST. - AMERICAN LEGION
2PM ROUND TABLES
3:30PM BREAKOUT SESSION 2
SPONSORED BY BANKER'S TRUST
VARIOUS MAIN STREET LOCATIONS
5-6PM SOCIAL HOUR
SPONSORED BY ENTIRE
212 MAIN ST. - LONDON UNDERGROUND

QUESTIONS
Email: Events@AmesDowntown.org

BREAKOUT TOPICS
SPONSORED BY BANKER'S TRUST
ADVERTISING
RISK MANAGEMENT
E COMMERCE
SOCIAL MEDIA
HR FOR SMALLER BUSINESS
RETAIL INTERIORS

REGISTRATION FORM
Name: __________________________
Phone: ________________________
Company: ______________________
Address: ______________________
City/State/Zip: __________________
Email: _________________________

REGISTRATION
Regular Registration
$5 - MSCD, CAA, CoC
$15 - General Registration
Dietary Restrictions

PAYMENT
☐ Check enclosed
☐ I’ll pay at workshop
Checks Payable to: Ames MSCD
Mail to: Ames MSCD
304 Main Street
Ames, IA 50010
DOWNTOWN BUSINESS WORKSHOP

AMES, IA

MAY 21, 2014

BEN ENGLEMANN
KEYNOTE SPEAKER

BEN IS CO-OWNER OF LOGICLEAN LLC. LOGICLEAN IS A COMMERCIAL CLEANING COMPANY LOCATED IN AMES, IA AND SERVICES STORY AND BOONE COUNTY. SINCE OPENING THE DOORS AT LOGICLEAN IN 2010, LOGICLEAN HAS EXPERIENCED AMAZING GROWTH. THEY HAVE GONE FROM 1 CUSTOMER TO SERVICING OVER 50 BUILDINGS AND EMPLOYING 40 AMAZING PEOPLE. BEN'S FAMILY HAS BEEN IN THE CLEANING INDUSTRY FOR OVER 50 YEARS AND HAS BEEN APART OF MULTIPLE COMPANIES. BEN SPENT 5 YEARS IN THE UNITED STATES NAVY BEFORE RETURNING HOME TO START LOGICLEAN. LOGICLEAN Focuses ON MORE THAN JUST CLEANING. THEY ARE COMMITTED TO HELPING THEIR EMPLOYEES TO TAKE THE NEXT STEP IN LIFE. BEN STAYS BUSY WITH HIS COMPANY, WIFE (TERESA) AND THREE SMALL CHILDREN (MOLLY, MAX AND MAGGIE). LOGICLEAN IS COMMITTED TO MAKING AMES AND CENTRAL IOWA A GREAT PLACE TO WORK AND LIVE.

DR. LINDA NIEHM
SOCIAL MEDIA & LOW COST MARKETING

DR. LINDA NIEHM IS AN ASSOCIATE PROFESSOR AT IOWA STATE UNIVERSITY IN THE COLLEGE OF HUMAN SCIENCES, DEPARTMENT OF APPAREL, EVENTS, AND HOSPITALITY MANAGEMENT. DR. NIEHM TEACHES ENTREPRENEURSHIP AND RETAIL MERCHANDISING COURSES AT ISU AND IS EXTENSIVELY INVOLVED IN SMALL BUSINESS ASSISTANCE. HER RESEARCH EFFORTS THROUGH THE IOWA RETAIL INITIATIVE. HER PUBLISHED RESEARCH IS IN THE AREAS OF RETAILER COMPETITIVE STRATEGY, RETAIL MERCHANDISING, AND ENTREPRENEURSHIP.

RYAN EDGINTON
RISK MANAGEMENT

RYAN WORKS AS AN INSURANCE COMMERCIAL PRODUCER AT KNAPP-TEDISCO, CREATING COST SAVINGS STRATEGIES FOR WORKER'S COMPENSATION INSURANCE PROGRAMS. RYAN HAS BEEN IN THE INSURANCE BUSINESS FOR THE LAST 10 YEARS. HE PREVIOUSLY WORKED FOR ALLIED INSURANCE AND STATE FARM INSURANCE. RYAN'S PASSION IS TO HELP FAMILIES AND BUSINESS OWNERS LOOK AT ASSETS THAT THEY HAVE AND THE EXPOSURES THAT COULD TAKE THEM AWAY AND INSURE ACCORDINGLY. RYAN LIVES IN AMES WITH HIS WIFE LINDSAY AND THEIR DOGS AND DAUGHTER AVERY.

DR. DOREEN CHUNG
ONLINE SHOPPING & MOBILE MARKETING

DR. DOREEN CHUNG IS AN ASSOCIATE PROFESSOR OF DEPARTMENT OF APPAREL, EVENTS, AND HOSPITALITY MANAGEMENT AT IOWA STATE UNIVERSITY. SHE RECEIVED HER PHD IN CONSUMER BEHAVIOR FROM PURDUE UNIVERSITY. SHE TEACHES CONSUMER BEHAVIOR AND E-COMMERCE RELATED COURSES AT ISU. DR. CHUNG'S RESEARCH HAS FOCUSED ON CONSUMER BEHAVIOR REGARDING EMERGING TECHNOLOGIES, SUCH AS SOCIAL MEDIA MARKETING AND MOBILE MARKETING.

DR. JESSICA HURST
HR/INTERN PROGRAMS FOR SMALLER BUSINESS


LISA BATES
RETAIL INTERIOR


ANDREW ZELASKY
ADVERTISING

ANDREW ZELASKY IS THE OWNER OF HAZEL CREATIVE SERVICES AND OFFERS FREELANCE COMMUNICATION, GRAPHIC DESIGN AND SOCIAL MEDIA MANAGEMENT SERVICES, WITH EXTENSIVE EXPERIENCE IN WRITING FOR A VARIETY OF AUDIENCES, ANDREW HAS SERVED AS A NEWSPAPER REPORTER AND EDITOR, AND AS A PUBLIC RELATIONS AND MARKETING DIRECTOR. TODAY HE PROVIDES A WIDE RANGE OF SERVICES, PRIMARILY TO NON-PROFITS IN HEALTHCARE AND COMMUNITY SERVICES AND SMALL LOCAL-OWNED BUSINESSES. IN ADDITION TO PROVIDING A FULL RANGE OF COMMUNICATIONS SOLUTIONS, ANDREW OFFERS A FULL SUITE OF GRAPHIC DESIGN SERVICES. INCLUDING LOGO DESIGN, BROCHURES, NEWSLETTERS, MAGAZINES, DIRECT MAIL AND MORE. HE ALSO DEVELOPS AND MANAGES PRINT MEDIA WEBSITES AND OFFERS INTEGRATED MANAGEMENT OF SOCIAL MEDIA SERVICES FOR MORE THAN A DOZEN ORGANIZATIONS. ANDREW IS A NATIVE OF CALIFORNIA WHO HAS LIVED IN IOWA FOR NEARLY 20 YEARS. HE EARNED A BACHELOR'S DEGREE IN COMMUNICATIONS FROM WARTBURG COLLEGE AND A MASTER'S DEGREE IN PUBLIC ADMINISTRATION FROM DRake UNIVERSITY. YOU CAN FOLLOW HAZEL CREATIVE SERVICES ONLINE AT HAZEL-CREATIVE.COM, ON FACEBOOK BY SEARCHING "HAZEL CREATIVE SERVICES" AND ON TWITTER @HAZELCREATIVE.