

Missouri Bank's Small Business Course

September 28 – November 2, 2011

Wednesdays, 1:30 p.m. – 5:00 p.m.

mobank's Downtown Branch - 1044 Main Street, 2nd Floor Media Room

Few business owners begin with a formal education in business management. We have a passion for a product, or a talent for service, and the hardiness (or naiveté) to take off on our own. Initially, we focus on product quality and delivery, which can sustain business for years—or at least create the illusion that business is okay. But ultimately, success requires learning how to work *on* the business, not just *in* it.

Missouri Bank's Small Business Course teaches you how to focus on your business in areas most critical for building the creatively and financially rewarding business you envision.

Consultant and entrepreneur Dodie Jacobi facilitates this 6-week course, combining proven and practical information with actionable tasks that improve how you do business. Guest experts speak from a variety of fields, while homework and reading assignments reinforce their presentations.

Course size is limited to 12 participants to allow the course to respond to each owner's unique position. The confidential environment also provides a weekly forum for learning from peers by sharing challenges and success.

To get the most out of this course, plan to commit to each week's course attendance and allow an average of two additional hours for homework assignments and weekly readings from the mini-library of five books you'll receive.

The cost of the course is \$595, though **mobank customers receive a \$100 scholarship**. This fee includes all costs associated with the course, including parking, the mini-library of books, and brain-focusing snacks. The course fee may be paid by check payable to instructor Dodie Jacobi, transfer from your mobank account, or credit card (a 3% service fee will be added.)

Course Content

Week 1 - Where are You Growing?

Presenters: Dodie Jacobi

What do you ultimately want from your business? Dodie will help you identify where your business is in its development life cycle, what “type” of business you’re building, and how to use this information to grow a business that rewards your individual definition of financial and creative success.

Week 2 - Time Management for the Time Management Impaired

Presenter: Jenné Fromm

Everyone has the same 168 hours each week: how is it that some people accomplish so much more than others—and with so much satisfaction? Speaker/listener Jenné shares innovative time-based concepts that help focus resources and energy toward ultimate goals. When Jenné is touring in her role as a national spokesperson for Susan G. Komen For the Cure, Dodie presents this session.

Week 3 - Conversational Accounting

Presenter: Julie Nelson Meers

You don’t need to be fluent in the language, but a bit of conversational accounting allows you to communicate clearly with your bookkeeper, accountant, and banker. Julie teaches you how to speak the financial equivalent of “where’s the baggage claim?” so you can talk about your business’s financial statements without needing a professional translator.

Week 4 - Safety in Numbers

Presenter: Julie Nelson Meers

While there is no replacement for a business owner’s intuition, your new knowledge about accounting allows you to consider more objective information to aid in decision-making. Julie shows you how historic financial performance can help project available funds, determine your company’s breakeven point, establish a profitable fee structure, and uncover more truths from those numbers that never lie.

Week 5 - Sensible Human Resources

Presenter: Danielle Rodenbough

You decided when you left Corporate America that you wouldn’t have one of *those* companies stifled by senseless human resources protocol. Yet with complex employment laws that can be devastating to the unprepared business, some infrastructure is more than sensible. Part Q&A and part real life employer experiences (with names changed of course), Danielle gives you information to help you create a productive work environment that also is legally compliant.

Week 6 - Keeping up with the Online Joneses

Presenter: Margaret Lawlor

Constant innovation spawns new ways to channel the internet’s power nearly every day. Following a primer on the basics of interactive marketing, ecommerce pro Margaret shares the latest ways your web site, email, social networks, and online advertising can grow your business affordably and measurably.

Course Presenters



Dodie Jacobi
Small Business Consultant and Entrepreneur, dodiejacobi.com

From sole proprietor start-ups and “Mom & Pop” shop owners to multi-million-dollar-funded gazelles, Dodie has consulted with more than 100 companies from various industries in her 30-plus-year span creating marketing and growth strategies with entrepreneurial ventures. A three-time entrepreneur who also co-founded three not-for-profit organizations, Dodie was instrumental in developing business plans for several entrepreneurship support programs funded by the Ewing Marion Kauffman Foundation. Currently, Dodie consults with small businesses in the for- and not-for-profit sectors, teaches courses for small business owners at Missouri Bank, hosts Circles of Trust (peer think tank groups), and is a frequently quoted media source, having appeared in the Wall Street Journal, NPR’s Marketplace, and Good Morning America. Dodie graduated with a bachelor’s degree in Vocal Performance from Southern Methodist University. She lives in Hyde Park with dog George, and can be found quilting, dancing the Samba (really!), or riding horse Sami on the trails at the Saddle & Sirloin Club.



Julie Nelson Meers
Senior Vice President, Missouri Bank, mobank.com

Growing up the daughter of a community banker in a small town in central Kansas, Julie discovered her interest in banking and small business at an early age. Julie spent 8 years working with regional banks, Commerce Bank and Mark Twain Bank, as a middle market commercial lender, before joining Missouri Bank in 1996 as a commercial lender. She quickly developed a reputation as an advocate and financial educator for small business, particularly for those in the creative industry. Today Julie serves as Senior Vice President with responsibilities in both Commercial Banking and Marketing, and serves as part of the bank’s Executive Management Committee. She also co-owns Meers Advertising with her husband Sam Meers. Julie has served on numerous boards and committees and is a frequent guest speaker on a range of entrepreneurial, banking, and financial topics. Julie graduated from the University of Kansas in 1988 with a degree in Business. She lives in Brookside, Missouri with her husband Sam, daughter Katherine, and Golden Retriever Boulder.



Jenné Fromm
JennéInk, jenneink.com

Jenné believes each one of us is here for a reason. She further believes knowing our own unique purpose drives and satisfies us and not knowing it causes pain, confusion and hopelessness. As a keynote speaker, leadership consultant, facilitator and teacher, Jenné thrives on helping individuals and companies unleash their potential and find their purpose. Her personal stories and off-beat humor capture the attention of her audiences while her insight triggers sensible ideas for meaningful change. Audiences around the country have described her as motivating, soul stirring, no-nonsense and warm-hearted. With creativity, compassion and courage, Jenné brings her professional gift to every situation. She discerns the potential locked inside of people, helping them think differently about their work, the world and themselves in a way that helps them come alive. Jenné lives in Brookside, Missouri with her fabulous husband Steve and is a Bonus Mom to 10 year old Nena. They also share their home with two rotten (but lovable) dogs. Additionally, Jenné serves as the National Spokesperson for The Breast Cancer 3-Day. Jenné can be reached through her website www.jenneink.com.



Margaret Lawlor
e-media bloc, llc, E-mediabloc.com

In 1995, following 12+ years in print, direct mail and publishing, Margaret shifted her focus to the web. It's been a wild ride ever since. A seasoned marketer, Margaret works with companies of all sizes to develop web sites, choose third-party vendors, create user-and-search-friendly content, design and build sound email programs, develop on-site merchandising plans, build and manage cross-channel campaigns and strategize on customer acquisition programs. Formerly a founding partner of BOLD Internet Business Solutions, Margaret now heads e-media bloc, inc., based in Kansas City, and focuses on ecommerce marketing and online operations. e-media bloc helps such ecommerce ventures as Russell Stover Candies, J. Schmid & Associates, and Peruvian Connection use the Internet to work smarter, faster, and more cost-effectively. Equally adept at strategy and implementation, Margaret combines proven experience and a commitment to best practices with a passion for capitalizing on the latest opportunities in the fast-evolving web world. Margaret loves her peaceful, quiet home in Olathe and spends much of her time working outdoors.

Danielle Rodenbough
Trouble at Work, troubleatwork.net

Danielle is the principal of *trouble at work?*, a human resources consulting firm founded in 2000 that provides outsourcing and consulting services. She works regularly with non-profits, the federal government, municipalities, the hospitality industry, architectural firms, service and manufacturing organizations. Through her work, Danielle is regularly providing counsel about employee relations issues, performance management, culture development, time off practices, recruitment and selection, organizational development, conflict management and legal compliance. Before founding *trouble at work?*, Danielle was the Director of Human Resources for Hallmark's Crayola subsidiary, the Director of Sourcing and Immigration for Pasteur Merieux Connaught, an Aventis company, and consulted to Merck, General Electric and TransAmerica Financial Services. Danielle asked to use a picture of Katherine Hepburn instead of her headshot, but you'll just have to come meet her in person if you want a face for the name.

Mini-Library of Books

(Included with Course Registration)

The 7 Habits of Highly Effective People, Stephen Covey

Stephen Covey, an internationally respected leadership authority, realizes that true success encompasses a balance of personal and professional effectiveness, so this book is a manual for performing better in both arenas.

What I Learned Before I Sold to Warren Buffet, Barnett Helzberg

Helzberg shares his thirty years of experience in running a successful business and outlines the steps needed to prosper within a challenging business environment. Through "helpful hints" and words of wisdom, Helzberg offers a proven road map for entrepreneurs and business owners looking to build a solid company that will stand the test of time.

Growing A Business, by Paul Hawken

Paul Hawken is his own best example of success. In the early 1970s, while he was still in his twenties, he founded Erewhon, the largest distributor of natural foods, before starting Smith & Hawken, the premier mail-order garden tool company.

The Portable MBA in Entrepreneurship, William D. Bygrave, Andrew Zacharakis

This new and updated third edition equips real-world entrepreneurs with the same state-of-the-art business knowledge and information taught to MBA candidates in top business schools. Within this book you'll find all the entrepreneurial advice you need to run a business, including topics such as how to recognize great entrepreneurial opportunities, financing your business, marketing your business, and exit strategies. This is a vital reference for every business owner's shelf.

Crush It, Gary Vaynerchuk

After taking over his father's local liquor store, Shopper's Discount Liquors, and building it from a \$4 million business to a \$50 million one, he created the wine-tasting blog Wine Library TV and discovered the power of the Internet for driving sales. This book shares his experience and step-by-step advice for using Twitter, Facebook, etc., and suggestions for monetizing an online persona, reiterating that the Internet makes it possible for anyone to make serious cash by turning what they love most into their personal brand.