

## Missouri Bank's Small Business Course

January 20 – February 24, Wednesdays, 1:30 p.m. – 5 p.m.  
Downtown Branch, 1044 Main Street, 2<sup>nd</sup> Floor

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.

Class 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 three-hour class session 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, Scott Vincent*

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. In addition to professional and personal goal-setting, this session includes Scott's presentation about how your company's legal structure affects the financial return when you're ready to exit.

## **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](http://dodiejacobi.com)**

From sole proprietor start-ups and “Mom & Pop” shop owners to multi-million-dollar-funded gazelles, Dodie has consulted with more than 75 companies from various industries in her 27-year span creating marketing and growth strategies with entrepreneurial ventures. A three-time entrepreneur who also co-founded three not-for-profit organizations herself, 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, 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 dogs Tilly, George, and Maddie, and can frequently be found riding horse Sami on trails.



**Julie Nelson Meers**

**Senior Vice President, Missouri Bank, [mobank.com](http://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.

QuickTime™ and a decompressor are needed to see this picture.

### **Jenné Fromm**

**JennéInk, [jenneink.com](http://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](http://www.jenneink.com).



**Margaret Lawlor**

**e-media bloc, llc, [e-mediabloc.com](http://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](http://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.



**Scott Vincent**

**Vincent Fontg & Hansen LLC, [vfhlc.com](http://vfhlc.com)**

Scott's primary practice areas include tax law (analysis, planning and controversies), health care law (specialty facility development and representation, as well as representation of professional practices), corporate law, real estate law and commercial transactions. Prior to founding Vincent Fontg & Hansen LLC, Scott was a shareholder and director at Shughart Thomson & Kilroy, P.C. Scott graduated in 1991 with Order of the Coif honors from KU's School of Law where he was a Raymond Rice Foundation Scholar and served as the Business Manager for the Kansas Law Review. His undergraduate degree, earned with Highest Distinction from KU, was in Accounting and Business Administration. A life-long resident in the Kansas City area, Scott is married with four children and is active in youth sports and activities.

## **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.

### ***Small is the New Big, Seth Godin***

As one of today's most influential business thinkers, Seth Godin helps his army of fans stay focused, connected, and dissatisfied with the boring ordinary. His books, blog posts, magazine articles, and speeches have inspired countless entrepreneurs, marketing people, innovators, and managers around the world. This book collects his excerpts from his blog, ranked by Feedster as number 70 out of millions published worldwide, as well as his most popular columns from *Fast Company* magazine and several short e-books.