



# JAMESTOWN REGIONAL ENTREPRENEUR CENTER

## 2018 WOMEN'S BUSINESS SUMMIT

Reiland Fine Arts Center, Room 123, University of Jamestown campus

**March 13, 9:00 a.m.–3:15 p.m.**

### Program

9:00 a.m.	Registration
9:15 a.m.	Welcome Remarks <i>by JREC and Bank Forward</i>
9:30 a.m.– 10:15 a.m.	Google, <i>Cyber Security</i>
10:20 a.m.– 11:05 p.m.	Google, <i>Succeeding in a Micro-Moments World</i>
11:15 a.m.– 11:55 a.m	Bank Forward, <i>Taxes</i>
<b>Noon</b>	<b>Lunch in Main Lobby</b> <ul style="list-style-type: none"><li>• JREC services discussed</li><li>• ND Women's Business Center services discussed</li><li>• Sommer Jacob – Studio North</li></ul>
1:00 p.m.– 1:30p.m.	Mary Jo Van Horn, <i>How To Shift from Doubt and Procrastination To Creativity and JOY</i>
1:30 p.m.–2:15 p.m.	Bank Forward, <i>Small Business Financing</i>
2:25 p.m. – 3:15 p.m.	ND Compass, <i>Demographic Trends and Website Overview</i>

*This is event is co-sponsored by* **North Dakota Women's Business Center.**

# ABOUT THE PRESENTERS

## **Erin Bemis** | Google

Erin is a speaker for Google's Get Your Business Online program. She has spent the vast majority of her career working for and with small businesses and nonprofits in a variety of roles. Her passion for small business began with her family owned businesses. After college she learned the ins and outs of nonprofits, earning consecutive titles of Midsize Chamber of Commerce of the year as it's executive. In recent years, she's been working with marketing and technology companies like Constant Contact and Google, whose products make digital marketing easier for small businesses.

Erin has educated tens of thousands of attendees across North America in both small and large groups. A small business owner herself, she promises that you will leave today with simple, easy tips to immediately improve your marketing program. She holds a bachelor of arts degree in Marketing and Business Administration, along with a minor in French.

## **Jennifer Thielges, RTRP** | Bank Forward

At Tax Forward, we offer a variety of services including payroll, monthly financials, tax planning, and tax preparation. Our staff is highly trained and here to help you with all of your business needs.

I've been with Tax Forward for nine years. I'm a Registered Tax Return Preparer (RTRP) with experience in payroll, monthly financial statements, business start up, QuickBooks, and tax prep. I graduated from Jamestown College with a major in accounting and minors in business administration and information technology.

## **Deidre Hillman** | Center for Technology & Business

Deidre is motivated and inspired when meeting new people. She enjoys conducting training on a variety of business related topics. Her years of experience in Human Resources, Compliance and Safety bring a unique perspective to CTB's team. A devotion to community development is a priority for her.

She's an active volunteer with Make-A-Wish foundation, a Board member of the Dakota Zoo in Bismarck and a member of the Bismarck-Mandan Young Professionals. Deidre earned a B.A. in Business Administration and Masters in Business Administration, both from University of Mary, and is a graduate of the Bismarck-Mandan Chamber Leadership program. Deidre was named Top 25 Women in Business in 2018 by Prairie Business Magazine.

## **Sommer Jacob** | Brand Consultant, Studio North

Sommer Jacob is a design junkie and brand consultant with over 20 years experience in graphic design, branding and marketing. She is highly regarded for her ability to create visual brands and specializes in helping women entrepreneurs to not only attract more ideal clients, but build a brand that they love.

Founded in 2012, Studio North was created out of her passion for helping other entrepreneurs to grow their business and succeed by putting their best foot forward.

## **Mary Jo Van Horn** | Life Coach

Life Coach Mary Jo Van Horn, helps busy Women Business Owners eliminate STRESS with the power of thought so they can build their business and get through their days without needing coffee, soda or energy drinks to stay alert and upbeat, or comfort food, gossip and alcohol to relax and unwind. Her work focuses on the power of our thoughts and the direct correlation between our thoughts and our desired results. Mary Jo teaches that if you don't like your results, you must first change your thoughts! She is creator of The Stress Eliminator and Living Your Divine Life Public Facebook groups. Mary Jo is a member of Master Networks Bismarck, Women Entrepreneurs Bismarck, the International Association of Women In Coaching, and a Volunteer Mentor for the Bismarck-Mandan SCORE Chapter.

**Courtney VanDyke** | Ag/Commercial Loan Officer, Bank Forward

Courtney VanDyke joined the Bank Forward team as an ag/commercial loan officer in 2017. She comes to us with twelve years of financial experience and a bachelors' degree in finance with a minor in accounting from the University of Mary in Bismarck. Courtney has knowledge within all aspects of agricultural and commercial lending including programs that utilize the SBA (Small Business Administration), FSA (Farm Service Agency), and BND (Bank of North Dakota).

Courtney is a Bismarck native who grew up with livestock and now lives near Jamestown on a grain farm. "I truly enjoy all aspects of farming and love helping business men, women, farmers, and ranchers with all of their financial needs. Helping others succeed and making their dreams come true is my passion."

**Kendra Erickson-Dockter** | Project Director and Research Specialist, North Dakota Compass, Center for Social Research, NDSU

Kendra Erickson-Dockter is the North Dakota Compass project director and a research specialist at the Center for Social Research located at North Dakota State University (NDSU). In her role as director, she leads the design and operation of the ND Compass project, in addition, she strives to increase awareness and understanding of ND Compass and ensure the project's sustainability. Kendra earned her Bachelor's and Master's degree from the NDSU in Sociology. In addition to her duties with ND Compass, Kendra is completing a doctorate in Human Development, with an emphasis in Applied Gerontology.

**Ina Cernusca** | Research Specialist, North Dakota Compass, Center for Social Research, NDSU

Ina Cernusca is a research specialist with the North Dakota Compass project and the Center for Social Research at NDSU. She has an extensive experience in market and social research and participated in many projects that involved quantitative and qualitative research, grant writing, project management, and outreach/extension activities. As part of the ND Compass team, Ina contributes to the project by creating and implementing strategies to continually grow and improve the quality of the website, by developing and monitoring performance measures, implementing impact evaluation methods, and conducting research projects associated with ND Compass.

## Women's Business Summit Coordinator



**Katherine Roth** | Executive Director, Jamestown Regional Entrepreneur Center

Katherine Roth is the executive director of the Jamestown Regional Entrepreneur Center, which is co-located at the University of Jamestown. In her role she leads the development of partnerships, collaborates with regional economic development stakeholders to deliver business education programming, and provides business assistance to current and nascent entrepreneurs to support the creation and sustainability of small businesses in the nine counties of Wells, Foster, Griggs, Stutsman, Barnes, Logan, LaMoure, McIntosh, and Dickey. Additionally, she provides grants administration for the USDA Rural Business Development grant that significantly sponsors the business development activities of the Jamestown Regional Entrepreneur Center. Katherine earned her Bachelor of Arts degree at the University of Jamestown with majors in business administration, communication, Spanish, and German. She completed a Master of Business Administration at the University of Wisconsin - Whitewater.



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## UPCOMING 2018 EVENTS

### Friday, March 30

Noon–1 p.m. Coffee Hour with Ellie Lux, owner of Rustic Roots, *LaMoure*

### Thursday, April 12

7 p.m.–8 p.m. Intro to Social Media Training, *Valley City Public Library*

### Monday, April 16

7 p.m.–8 p.m. Intro to Social Media Training, *University of Jamestown Campus*

### Thursday, April 19

Noon–1 p.m. Coffee Hour with Jill Vandehoven, owner of Looks for You Hair Salon, *Carrington*