

Calendar of
Events

4/22/04

Entrepreneur Forum
Lunch,
Ralph Englestad Arena
11:30am - 1:00pm

4/29/04

R&D Showcase III
FARGODOME, Fargo
8:00am

5/13/04

6:00 Social/7:00 Dinner
Entrepreneur Hall of Fame
& Business Innovator of
the Year Awards

Inside this
Issue...

Networking Lunch:
**Bill Isaacson on
Tech Entrepreneurship**

**ND Entrepreneur
Hall of Fame Dinner**

March EF Review
**Ed Tupa's notes and
luncheon pictures**

Personal Marketing:
Article by Dan Harbeke

In the News...

April 22nd Entrepreneur Forum

Dr. Bill Isaacson and Susan Geib to speak on
Tech Entrepreneurship and Exporting

Dr. Bill Isaacson will be the feature speaker at this month's networking lunch entitled **Tech Entrepreneurship: An Opportunity to Re-Pioneer North Dakota.**

Dr. Isaacson climbed the ranks with renowned innovation firm 3M where he supervised many significant R&D projects within the company, where those efforts resulted in a number of inventions and patents. After his early retire-

ment from 3M he brought his experiences home to North Dakota where he is the President of Isaacson & Associates Inc.

Also speaking at this month's lunch will be Susan Geib, the Executive Director for The North Dakota Trade Office. Geib will speak on **Exporting: Expanding Your Business Overseas**

This month's lunch will also include special guests of

honor, a delegation from Sarpsborg, Norway, visiting to further explore Grand Forks exchange opportunities .

Everyone is welcome to attend this networking lunch **Thursday, April 22nd**, at the **Ralph Englestad Arena**. Cost is \$10 (\$8 for students).

Please RSVP by 4/21/04 to **Justin Schiele:**
justin@innovators.net
or by phone: **701-777-3281.**

North Dakota Entrepreneur Hall of Fame and
Business Innovator of the Year Awards

May 13th Awards Ceremony to honor business leaders

The annual North Dakota Entrepreneur Hall of Fame & Business Innovator of the Year Awards ceremony is set for May 13th at the Rural Technology Center and Hilton Garden Inn.

This year's ceremony will induct **Peter Nygard** and **John Miller** into the ND Entrepreneur Hall of Fame and **Randy Brown** as ND Business Innovator of the Year.

Peter Nygard is the founder and chairman of Nygard Int'l, a women's ready-to-wear garment business with annual sales in excess of \$500 million.

John Miller is the President of Turtle Mountain Corporation, providing comprehensive contract electronics manufacturing solutions, shipping over \$1 million each week in products.

Randy Brown is the CEO/Owner of Brown Corporations, which include AGSCO, Ag Depot, AgSupplier.com, Dakota Jet, Dakota Fusion, EnDyn and others.

The event is hosted by the Center for Innovation and tickets are \$20.

Please RSVP by Friday May 7th to 701.777.3132 or email chris@innovators.net

Ed Tupa and the March Entrepreneur Forum in Review



Above: Ed Tupa visits with Jack Hammen & Donna Remer

Below Top: Shaun O'Keefe, Bruce Gjovig, Rosa & Scott Lawley network after the event.

Below Bottom: Some of the lunch crowd on hand



Ed Tupa lends us his notes from the Entrepreneur Forum Lunch on March 26th

- When writing your business plan, knowing your audience is key and essential to drafting the content and focusing the material to either direct your company internally or attract outside financing.
- Define your core technology and be sure to have intellectual property protection, and make sure these components are verified.
- Detail and define your development plan, and be sure that these are not overly optimistic
- Have a realistic timeline for progression and achievements, know your capital “burn rate” and make sure you are financed *before* you need it
- Be competent to deliver what you say you will. Show an internal track record and have it verified with outside consultants
- Third party validation. This is important to validate and reference your competency.
- When soliciting Venture Capital or Angel Investors, send a non-confidential business plan ‘teaser’, which gives them an idea of what your trying to accomplish without exposing key intellectual property. If they are interested, they will pursue your venture further.
- Get leads and referrals to access Venture Capitalists and obtain third-party endorsements to give yourself credibility. If possible, endorsements from companies that have been financed by these VC firms will also increase your chances of getting funding.
- Research the VC market, find out if they have financed other ventures in a similar field.
- Present in person and follow up. Even if you are turned down by a VC, find out why and obtain new VC leads from them.

The North Dakota Trade Office

Gov. John Hoeven announced last month the formation of the North Dakota Trade Office, which will seek to increase exports of North Dakota products in international markets.

“With the establishment of the North Dakota Trade Office, we extend our economic development efforts outside our country’s borders,” Hoeven said. “That further enhances the ability of

our state’s businesses to diversify our economy, create new wealth and produce higher-paying jobs for our citizens.”

The office will expand export-related business in the state through advocacy, education, expertise and incentives. In addition, the Trade Office will conduct research via export roundtables in six cities across the

state to identify key trade barriers and opportunities among current exporters. For more information on Export North Dakota and The North Dakota Trade Office, contact:

Susan Geib, Executive Director
 1100 - 3rd Ave S
 Fargo, ND 58103
 701-237-0986
 Susanne@exportnd.com
 www.exportnd.com

Personal Marketing: *Positioning, Strategy and Image*

Article by Dan Harbeke

When starting a new business as an entrepreneur or thinking of how to gain more business once already established, one cannot help but think of personal marketing.

Personal marketing often comes down to *positioning, strategy, and image*. This comes to mind because as an entrepreneur it breaks down to marketing not only the idea that you may have, but yourself as the person behind that idea, product, or service. The following are just a few brief thoughts on personal marketing as it applies to business development and growth today.

-Positioning-

As an entrepreneur, you must learn to *position yourself*. That is, you must learn how to see and be seen. Go out and about the town. Go to Barnes & Noble and have a coffee. Attend the networking event. Attend the

Chamber ribbon cutting. Show up to the company barbecue...of another company. By positioning yourself to see and be seen, you will no doubt come across opportunities for you and your business.

-Strategy-

Successful entrepreneurs develop a *strategy*. Strategy, as Jack Trout suggests in his book *Trout on Strategy*, is 'what makes you unique and what is the best way to put that difference into the minds of your customers and prospects.' Find out what it is that makes you and your offering unique and from there, determine how to best implant that into the minds of your market.

-Image-

Entrepreneurs must learn to *reflect success*. As an entrepreneur, you must play the part. If you want to be the best, you must act the best. If you want to gain business, you must

give business. If you want to market and plug yourself, learn to market and pay tribute to others. As those rascals in the movie *Boiler Room* suggest, 'act as if.'



Dan Harbeke is currently finishing his fourth and final year at Creighton

University in Omaha, Nebraska, studying marketing and political science. Originally from West Fargo, North Dakota, Harbeke is the author of '*Get In! How to Market Yourself and Become Successful at a Young Age.*'

For more information or to sign-up for the free 'Get In!' monthly newsletter, log-on to www.danharbeke.com today!

Entrepreneur Forum Announces Sponsorship Opportunities

The EF has announced sponsorship opportunities available to businesses and supporters of the EF and its sponsored programs.

Sponsors of the EF support the annual operations of the organization as a whole, which includes funding for monthly networking seminars and lunches, the EF website, the upcoming business

plan competition Idea!Fest and our monthly newsletters and e-newsletters. Sponsors also help to develop new programs and initiatives.

Sponsors will receive numerous benefits from logo placement on EF letterhead, newsletters and the EF web page with links and company profiles, recogni-

tion on broadcast emails, sponsorship at monthly events and Idea!Fest business plan competition, and marketing distribution at EF events and Idea!Fest.

Sponsorship levels and benefits are available online or by request to Justin Schiele at Justin@innovators.net or 701.777.3281.

Rural Technology Incubator
4300 Dartmouth Drive
Grand Forks ND 58203
Phone: 701.777.3132
Email: Justin@Innovators.net
Postal: 1611-8178

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*A division of the UND
College of Business and
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Center for Innovation helps
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technologies, products and
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and marketing plans, access
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In the News.....

Norwegian Delegation to be in Grand Forks

Nordic Initiative, UND leaders and City officials are hosting a five-member delegation from Sarpsborg, Norway April 18-24th to expand and further explore exchange agreements on international tourism, tech incubators, entrepreneurs and innovation programs, conflict resolution, and trade opportunities.

“The city (Sarpsborg) is transforming their economy to one that attracts higher paying careers through technology and knowledge-based jobs,” says Bruce Gjovig, Director of the Center for Innovation. “Grand Forks is going through a similar transformation, and we can learn from each other.”

Sarpsborg is located an hour southeast of Oslo and is a culturally rich city filled with sculptures and history. The city has an agricultural economy bolstered by lumber, paper production and fishing. A delegation from Sarpsborg visited Grand Forks last August and their visit was reciprocated by a Grand Forks Delegation led by Mayor Mike Brown last November, where a sister-city agreement was signed.

For more information or to schedule a time to meet the Sarpsborg Delegation, contact **Sunniva Hoff** at **701.777.6506**

THE ENTREPRENEUR FORUM

has been founded to support and create peer-to-peer networking and learning around entrepreneur issues. The EF is the newest entrepreneur initiative offered through the Center for Innovation.

The aim of the EF is to accelerate venture growth and success in the local region and provide a business environment that increases and fosters:

- Networking
- Learning
- Entrepreneurial Success