



Connecting Entrepreneurial Communities

# 2025 INAUGURAL CONFERENCE

# AGENDA

## THURSDAY, JUNE 26

**9:00 am** Registration, The Hangar

**10:00 am** Welcome

**10:15 am** Opening Speaker  
Julie Lyon

### 11:00 am Workshop Sessions

Legal Must-Knows for Small Business (A)  
The Art of Storytelling in Marketing (B)  
The Social MVP: Marketing and Branding (C)  
Using Your 401(k) for Startup Funding (D)  
From Competition to Collaboration (E)  
Building & Growing Your Food Business (F)

**Noon** Lunch, The Hangar

**12:30 pm** Keynote Address  
Gustavo Ustariz

### 1:30 pm Workshop Sessions

Funding the Future (G)  
So You Want to Start a Business (H)  
Blending Family and Business (I)  
Unlocking Supply Chain Success (J)  
Legal Must-Knows for Small Business (K)  
The Social MVP: Marketing and Branding (L)

### 2:30pm Workshop Sessions

Navigating the Loan Process Turning (M)  
Setbacks Into Success (N)  
Mindful Mindset (O)  
Youth Entrepreneurs: Join the Movement (P)  
Using Google and Local Search (Q)  
Old Spaces, New Possibilities (R)

**3:30 pm** Break, Explore & Shop!

**4:30 pm** Ask the Expert, The Hangar

**5:30 pm** Networking Event/Dinner

## FRIDAY, JUNE 27

**8:00 am** Breakfast, The Hangar

**8:30 am** Breakfast Show

**8:45 am** Opening Speaker  
Scott Mueller

### 9:30am Workshop Sessions

How Arts Bring Money & Tourism (A)  
Transition Imperative for Rural Grocery (C)  
Unlocking Capital for Startups (G)  
Starting a Biz: Identifying Local Need (H)  
Youth Perspectives Panel (I)  
Love, Kansas and ROZ (J)

### 10:30 am Workshop Sessions

Using Technology for Building Renewal (A)  
Dickinson County CEO Program (B)  
Using Your 401(k) for Startup Funding (C)  
Using Google & Local Search to Benefit Biz (D)  
Welcoming Communities (E)  
Reaching Non-Traditional Markets (F)

**11:30 am** Ask the Expert, The Hangar

**Noon** Lunch, The Hangar

**12:30 pm** Closing Remarks  
Nancy Daniels

**12:45 pm** Capnote Speaker  
Dr. Marshall Stewart

## SEE YOU NEXT YEAR IN COURTLAND!

*Letters indicate workshop locations.  
Locations and a map can be found on the  
back of this agenda.*