



## Small Business is Everybody's Business virtual conference April 24

21 hours ago • [iGrow](#)

BROOKINGS | SDSU Extension will host the Small Business is Everybody's Business Virtual Conference April 24, at eight locations across the state.

"Rural communities have real advantages when it comes to attracting new entrepreneurs and retaining small businesses," said Peggy Schlechter, SDSU Extension Community Development Field Specialist. "This virtual conference will provide communities an opportunity to hear nationally-known speakers share information about how rural places can support small businesses."

Site locations for this virtual conference include: DeSmet, Faith, Gregory, Irene, Sisseton, Tri-Valley School, and Wall. For registration and location details, visit <http://igrow.org/store>.

Dell Gines, Senior Community Development Advisor, Federal Reserve Bank of Kansas City is the keynote speaker. Gines has spoken to audiences across the nation on entrepreneurship based economic development, entrepreneurship ecosystems and developing local rural and urban economies through developing entrepreneurship growth strategies. He is the author of the "Grow Your Own Guide to Entrepreneurship Based Economic Development."

Craig Schroeder is the afternoon keynote speaker. **Schroeder is with the Center for Rural Entrepreneurship in Lincoln, Neb.** Schroeder has committed his career to helping rural communities create more prosperous futures. Schroeder's work extends across 47 states involving well over 40,000 youth.

Closer to home, Schroeder created the Youth Attraction Formula© to help rural communities in the Great Plains set attainable goals for addressing chronic youth out-migration and population loss.

In addition to keynote speakers, each site will host a panel of local leaders and businesspeople sharing information on local outlook and support for entrepreneurs. Participants from the same community and region will also have time to strategize about ways they can promote small business growth and retention.

## Center for Rural Entrepreneurship

Who should attend? Community leaders, business owners, prospective business owners, young people, school board members, economic development board members, city council, county commissioners and anyone who is interested in the vitality of his/her community.

This conference is sponsored by SDSU Extension, USDA Rural Development, West River Electric and the REED (Rural Electric Economic Development, Inc.) Fund.

For more information, contact Schlechter at 605-394-1722 or [peggy.schlechter@sdstate.edu](mailto:peggy.schlechter@sdstate.edu).

**The Center for Rural Entrepreneurship's** mission is to help community leaders build a prosperous future by supporting and empowering business, social and civic entrepreneurs. With our roots and hearts in rural America, we help communities of all sizes and interests by bringing *empowering research* together with *effective community engagement* to advance *community-driven strategies* for prosperity.

Our **Solution Area Teams** empower community leaders to find their own answers to the economic development challenges and opportunities they face:

- **Community Development Philanthropy** provides effective strategies to build local philanthropic capacity and generate development resources.
- **New Generation Partnerships** provides a framework for engaging young people now and attracting them in the future.
- **Entrepreneurial Communities** provides a roadmap for designing and delivering entrepreneurship strategies that work.

For tools and resources, visit the departments in e2 University at <http://www.energizingentrepreneurs.org/library/e2university.html>.

To learn more about the Center, go to [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org).

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