



NEWS RELEASE

ST. JOSEPH
Chamber of Commerce

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FOR IMMEDIATE RELEASE

ENTREPRENEURS WELCOME AT SMALL BUSINESS SUMMIT

(St. Joseph, MO) -- Small business owners and employees are all invited to the St. Joseph Chamber of Commerce Small Business Summit. The event will be held on Wednesday, Nov. 28, 2018, at the Fulkerson Center at Missouri Western State University, 4525 Downs Drive. The event will be held from 8:30 a.m. to 1 p.m. and also will feature breakout sessions, a Cup of Joe session, a resource fair and a keynote presentation by Joe Bisogno, founder of Goodcents Deli Fresh Subs.

Bisogno is a true visionary and serial entrepreneur with history building successful businesses across a variety of industries. His entrepreneurial journey started at the ripe age of 6 when he started a lemonade stand, then he started his own ice cream truck at 18, and purchased a gas station and used car lot at 22. Knowing he always wanted to start his own restaurant, Bisogno took a position with McDonald's Corporation as an instructor of the company's franchise program. He spent more than 10 years observing and understanding the business and operations that would one day help him build his own. In 1989, Bisogno left McDonald's to start Mr. Goodcents Inc. and opened his first restaurant, Mr. Goodcents Subs & Pastas in Lenexa, Kan. The franchised company now has more than 70 locations across the country and Bisogno remains involved in the day-to-day operations. Bisogno also owns several other companies including Custom Foods, a leading bread manufacturer, as well as a technology company and outdoor wildlife hunting retreat.

The day will begin at 8:30 a.m. with registration and networking and will continue with a free Cup of Joe presentation from 9 to 10 a.m. Cup of Joe is a simple way to engage entrepreneurs in communities around the world. Each week, Cup of Joe offers local small business owners an opportunity to share experiences with a diverse audience of mentors, advisors, and fellow business owners. Two presenters are showcased who prepare a 10-minute educational presentation and engage in 15 minutes of feedback and questioning afterwards. Entrepreneurs gain insightful feedback while connecting with a supportive community that cares about their progress.

Attendees are encouraged to attend one of two breakout sessions from 10:15 to 11 a.m. on "Finding & Keeping Good Employees" with small business owners Bob Wollenman, Don Tolly and Amber McKnight or "An Intro to Facebook Advertising" with Justin Turner, On the Top Search. The second breakout sessions offered from 11:10 to 11:55 a.m. are "Charting the Course for Your Small Business" with Greg Hatten, Hatten & Associates, and "The Language of Finance" with Matt Johnson, of CliftonLarsonAllen.

During breaks of programming, attendees are invited to speak with representatives from MWSU's Center for Entrepreneurship, the MU Extension, Mo-Kan and more. Bisogno's address will be at 12:10.

Cost to attend is \$20. This event is open to the public and usually garners attendees from throughout Northwest Missouri and Northeast Kansas. RSVPs are requested by Nov. 26 and can be made online at saintjoseph.com, by calling (816) 232-4461 or by e-mailing redmond@saintjoseph.com

The event is held annually with the Steven L. Craig School of Business and Family Investment Center is the presenting sponsor.

About the Chamber: Since its inception in 1862 as the Board of Trade of St. Joseph, the St. Joseph Chamber of Commerce has been the catalyst for economic growth and development in Northwest Missouri. The Chamber strives to be the unified voice of business that advocates, promotes and inspires the St. Joseph area. The Chamber's mission, supported by more than 1,300 members, is to create an environment that allows business to thrive and the community to prosper.

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