



NEWS RELEASE

ST. JOSEPH
Chamber of Commerce

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FOR IMMEDIATE RELEASE

SMALL BUSINESS SUMMIT TO EDUCATE OWNERS & EMPLOYERS

(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, Oct. 30, 2019, 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 Leroy Shatto, founder of Shatto Milk Company.

Leroy Shatto has milked cows for more than 33 years. In the early 1990s, other local dairy farms were going out of business due to the low milk prices being paid by dairy cooperatives for bulk milk. In the mid-1990s, Leroy and his wife Barbara, began talking about their future. In 2001 they began investigating the idea of bottling the milk from their small herd that remained and selling it to the people of St. Joseph and Kansas City. In 2003, Shatto Milk Company made its first farm-fresh delivery to just less than 10 stores. Come learn how they made the change and saved the generations-old farm.

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 "How to Develop Your Entrepreneur Pitch and Gain Investors" with Jeff Shackelford, Mid-America Angels or "How to Diversify Your Sales Strategies" with Alyson Thompson, Garden Gate and Korey Massey, The Mark-It. The second breakout sessions offered from 11:10 to 11:55 a.m. are "H.A.V.E.-The Key to Success as it Applies to Entrepreneurs" with Kardell Sims, Visionary Hustler and "Financing Your Business" with Mo-Kan and Justine Petersen.

During breaks of programming, attendees are invited to speak with representatives from MWSU's Center for Entrepreneurship, the MU Extension, Mo-Kan and more.

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 Oct. 28 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 MWSU 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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