

Printed by Permission of the River Reflections
McKenzie River Reflections
Thursday, February 29, 2024

Owners show up for business boot strapping **Destination Creation class generated strong local turnout**



It was a full house last Saturday in the newly constructed Vida McKenzie Community Center when entrepreneurs gathered to learn ways to strengthen their businesses' bottom lines

VIDA: As she opened a business improvement class last week, Melissa Prestinario advised people to open up to ways they could effectively compete with “businesses that are bigger and better” by identifying their unique qualities to connect with customers. Prestinario of RAIN (Regional Accelerator & Innovation Network) organized the 2-day event that features filmed sessions with Jon Schallert, a motivational speaker who developed his Destination Creation course by studying and interviewing over 10,000 independent business owners in over 500 cities and towns.

Part of Schallert’s advice included examining how a business elevates its unique qualities - as well as identifying customers they can appeal to - and what they find most important. Independent business owners who apply those strategies, Schallert says, can attract more local consumers - along with others from outside their traditional marketplace. Another DestinationCreation class is scheduled for next Saturday, from 9 a.m. to 3 p.m. at the VMCC.