

BUSINESS

Students help businesses with marketing

Deadline to apply is Friday

BY SPENSER BICKETT
Staff Writer

Businesses often have to pay big bucks for a new look at the financial or marketing side of their business.

Fortunately, a program from the University of Minnesota-Duluth lets fresh-faced students give businesses a fresh outlook, all for a small fee.

Each semester, the Student to Business initiative from the University of Minnesota Center for Economic Development lets UMD business and marketing students get a real-world learning experience by connecting them with a small business. The program connects students with the business community while giving the businesses they work with a fresh look at their marketing strategies and accounting processes, according to a news release.

The SBI is currently looking for six businesses to participate in the accounting program for the fall semester. The cost to participate in the program is \$50, which defers the cost of the final presentation materials presented to the business.

Sandi Larson, public engagement coordinator



Eric Johnson

with UMD CED, said the program started in 1999, and the application deadline is Friday. Over the years, she said businesses of all types have

participated in the program, from non-profit to for-profit, private schools, businesses that sell good locally, to businesses that sell goods internationally.

During the course of the semester, accounting students review a company's financial information and provide the business with:

- A three-year historical financial analysis.
- A three-year ratio analysis.

■ A trend analysis for the business.

■ The opportunity to expand QuickBooks usage and reporting for the business.

■ The opportunity to prepare next year's budget for the business.

The accounting students present this final information in a final presentation at the UMD CED and the business receives a report of their findings.

Larson said it's usually difficult to find businesses for the accounting program,

because a business is reluctant to turn its books over to anyone, let alone students. However, she said the information they get back is worth it.

"They've been impressed with the information they get back, and learn a lot about their business that they may not have known before," Larson said. "It's a great program, it's just convincing businesses to participate can be a challenge."

The program has featured multiple businesses from International Falls over the years, Larson said, including most recently Voyageurs Outfitters. Owner Eric Johnson said the marketing portion was a fabulous experience, and is a valuable resource for a smaller business that might not have a budget for a professional marketing plan.

"It's great to have someone with fresh eyes look at what you're doing," Johnson said.

Johnson said his initial business logo featured a canoe of voyageurs going over rapids, which both marketing teams thought looked scary. Instead, he said one group came up with a different logo that he loved, and has started using in business materials.

The program likes having businesses from International Falls, Larson said,

because it provides a new experience for UMD students who haven't been farther north than Duluth.

"We make the students go to the business location, so when they have to go this far, they say, 'where are we going?'" Larson said. "Some of these students are from the Twin Cities, so it's a pretty fun experience for them."

The SBI is also looking for businesses for the marketing portion of the program, which carries a \$300 fee for businesses. The fee covers the cost of the final presentation materials presented to the business.

During the semester, a student team, along with a professor, will work with the business owner to define the scope of work, and will present this information in a final presentation to the business. The business receives a report of the students' findings, including potential solutions and a suggested marketing plan.

Access to financial and marketing information is required including the past three years of tax statements. All participating students and CED staff sign confidentiality agreements, requiring them to keep all client information confidential.



Borderland's Favorite Pizza

FREE DELIVERY
THE BIGGEST BURGERS AROUND
283-2222
LIVE MUSIC

Or Try Other Foods on Our Full Menu!
Chamber Dollars Gladly Accepted Here!

LIVE MUSIC ON SUNDAYS 4:30 to 8:30 p.m.
with Patty O'Porter
Texas Holdem Thurs., Fri & Sat Nights!

BORDER BAR PIZZA PARLOR

283-2222 3rd Ave. & 5th St. • I. Falls
Mon-Thur 11:30am-10pm • Fri & Sat 11:30am 11pm • Sun 11:30am-9pm

ADVERTISEMENT FOR BIDS

Koochiching County
SP 036-707-001 (CSAH 107), Minn. Proj. No. HPPH H141(001), Aggregate Base, Bit'm. Surface, Curb & Gutter, Storm Sewer
BID OPENING DATE: **Thursday September 4, 2014 at 2:00 pm, local time**

NOTICE TO CONTRACTORS: Sealed proposals will be received by the Board of County Commissioners of Koochiching County, Int'l. Falls, Minnesota until **Thursday September 4, 2014 at 2:00 pm** at the office of the County Auditor/Treasurer in the Koochiching County Courthouse 715 4th Street Int'l. Falls, Minnesota 56649 at which time they will be opened and read publicly for the following

Project Designation: SP 036-707-001 (CSAH 107), Minn. Proj. No. HPPH H141(001), Aggregate Base, Bit'm. Surface, Curb & Gutter, Storm Sewer

Project Location: On CSAH 107 between T.H. 71 and CSAH 2 in Int'l Falls, Total Length – 1.05 Miles

Major Project Quantities include:
-- 25,038 CY of Common Excavation (P)
-- 5,189 Linear Feet of Storm Sewer
-- 6,600 Tons of Bituminous
-- 24,778 SY of Geotextile Fabric
-- 18,464 Tons of Aggregate Base Class 5 (MOD.)

Final Completion Date: October 15, 2015

Proposals, Plans and Specifications are available at:
Koochiching County Highway Department
715 4th Street
Int'l. Falls, MN 56649

Cost for Plans: Cost of one set of plans and proposals is \$75 (Minnesota State Sales Tax Included). There is no cost for electronic plans and specs, they are at <https://egram.co.koochiching.mn.us> or phone (218) 283-1186 or email to joe.sutherland@co.koochiching.mn.us.

Bidder's Bond: Bids must be accompanied by a certified check or bidder's bond made payable to the Treasurer of Koochiching County in an amount not less than 5% of the total bid.

Bid shall be plainly marked on the exterior of the containing envelope: **"CSAH 107, Letting Date, September 4, 2014."**

Minimum wage rates to be paid by the Contractors have been predetermined and are subject to the Work Hours Act of 1962, P.L. 87-581 and implementing regulations.

READ CAREFULLY THE WAGE SCALES AND DIVISION A OF THE SPECIAL PROVISIONS AS THEY AFFECT THIS/THESE PROJECT/PROJECTS

The Minnesota Department of Transportation hereby notifies all bidders: in accordance with Title VI of the Civil Rights Act of 1964 (Act), as amended and Title 49, Code of Federal Regulations, Subtitle A Part 21, Non-discrimination in Federally-assisted programs of the Department of Transportation, it will affirmatively assure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded maximum opportunity to participate and/or to submit bids in response to this invitation, and will not be discriminated against on the grounds of race, color, disability, age, religion, sex or national origin in consideration for an award;

in accordance with Title VI of the Civil Rights Act of 1964 as amended, and Title 23, Code of Federal Regulations, Part 230 Subpart A-Equal Employment Opportunity on Federal and Federal-Aid Construction Contracts (including supportive services), it will affirmatively assure increased participation of minority groups and disadvantaged persons and women in all phases of the highway construction industry, and that on any project constructed pursuant to this advertisement equal employment opportunity will be provided to all persons without regard to their race, color, disability, age, religion, sex or national origin;

in accordance with the Minnesota Human Rights Act, Minnesota Statute 363A.08 Unfair discriminatory Practices, it will affirmatively assure that on any project constructed pursuant to this advertisement equal employment opportunity will be offered to all persons without regard to race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, membership or activity in a local commission, disability, sexual orientation, or age;

in accordance with the Minnesota Human Rights Act, Minnesota Statute 363A.36 Certificates of Compliance for Public Contracts, and 363A.37 Rules for Certificates of Compliance, it will assure that appropriate parties to any contract entered into pursuant to this advertisement possess valid Certificates of Compliance.

If you are not a current holder of a compliance certificate issued by the Minnesota Department of Human Rights and intend to bid on any job in this advertisement you must contact the Department of Human Rights immediately for assistance in obtaining a certificate.

The following notice from the Minnesota Department of Human Rights applies to all contractors:

"It is hereby agreed between the parties that Minnesota Statute, section 363A.36 and Minnesota Rules, parts 5000.3400 to 5000.3600 are incorporated into any contract between these parties based on this specification or any modification of it. A copy of Minnesota Statute 363A.36 and Minnesota Rules, parts 5000.3400 to 5000.3600 is available upon request from the contracting agency."

"It is hereby agreed between the parties that this agency will require affirmative action requirements be met by contractors in relation to Minnesota Statute 363A.36 and Minnesota Rules 5000.3600. Failure by a contractor to implement an affirmative action plan or make a good faith effort shall result in revocation of its certificate or revocation of the contract (Minnesota Statute 363A.36, Subd. 2 and 3)."

A minimum goal of 2.7 % **Good Faith Effort** to be subcontracted to Disadvantaged Business Enterprises.

The Koochiching County Board reserves the right to reject any or all bids, to waive irregularities and informalities therein, and to award the contract in the best interests of Koochiching County.

Dated at International Falls, Minnesota**July 31, 2014.**


Joe Sutherland, Koochiching County Highway Engineer
Phone: 218-283-1186
Email: joe.sutherland@co.koochiching.mn.us

For the most current information on Rainy and Namakan Lake levels, visit the following:

www.ijc.org/en/RLWWB
(click on the 'Data' link)

OR

boisepaper.com



Reach two-million Minnesota readers for only \$199

Your 25-word ad will appear in 240 state newspapers in the "MCAN" statewide classifieds from the Minnesota Newspaper Association. Call The Journal at (218) 285-7411 to learn more.





6TH ANNUAL CHAMPIONSHIP Car Show!

Featuring a drive thru the Big Tent!
Saturday, Aug. 23rd
10 a.m. - 4 p.m.

Smokey Bear Park
8 a.m. : Car Show Registration
10 a.m. : Car Show Begins
4 p.m. : Car Show Awards!

Pat and Debbie Harris • 218-283-4938
ptharris@frontier.net or pdharris1955@hotmail.com
"Check out the weekend events @ ifallsbass.com"





Your Blue Ribbon State Fair Tradition

Park. Ride. Find your fun.

Buy your ticket in advance and save!
metrotransit.org/StateFair



PULL TABS • PULL TABS AVAILABLE • PULL TABS AVAILABLE • PULL TABS

VFW Post

Friday & Saturday
Friday & Saturday August 15 & 16
"Music by"
VFW DJ Service
Coming Aug. 29
Comedian "Jack Willhite"
Daily Specials
Mon. Taco Bar & Margarita's Tues. Late Night
Happy Hour Wed. Buckets of Beer & Free Pool
Thurs. Throw Back Beers Fri. Meat Raffle @ 6:30 pm

RENT OUR BANQUET ROOM FOR A GREAT RATE!

BINGO
Every Tuesday at 7 pm
Now Play Electronic Pull tabs & Bingo!
Reg. games still available
Mon. 6:30 pm - Whist • Wed. 6:30 pm - Gin
Sat. 2:00 pm - Cribbage

Play Pull Tabs • VFW 2948 Gambling Lic. #A-00071

PULL TABS • PULL TABS AVAILABLE • PULL TABS AVAILABLE • PULL TABS

NOTICE OF PUBLIC HEARING CITY OF RANIER MINNESOTA SMALL CITIES DEVELOPMENT PROGRAM APPLICATION

Notice is hereby given that the City Council of Ranier will hold a Public Hearing on Monday, August 18th, at 6:30 PM in conjunction with its Regular Council Meeting at the Ranier Community Hall.

The purpose of the Public Hearing is to provide information and receive public input on The City of Ranier's submission of a Minnesota Small Cities Application to the Minnesota Department of Employment and Economic Development. The application will request funds for owner occupied housing rehabilitation and commercial rehabilitation.

All persons interested are invited to attend the Public Hearing to offer their comments related to this project. Written comments can also be submitted to the City of Ranier, PO Box 186, Ranier, MN 56668-0186 or e-mailed to cityofranier@frontiernet.net.

ALL AMERICAN CUSTOMER APPRECIATION PICNIC

WEDNESDAY, AUGUST 13th 4-6:30pm
Border State Bank • International Falls

Please join us for our annual customer appreciation as we **THANK** all customers throughout the area!
Come hungry for a complete meal as the Bank staff serves all the fixins!
Everyone welcome.
Need not be BSB customer to participate.

1414 Highway 71, Int'l Falls • 283-5556

Online Banking: www.borderstatebank.com
Mobile Banking: www.bsbmobile.com
24HR Voice Banking: 1-866-BSB-24HR

