

Welcome

On behalf of the entire team at the North Central Small Business Development Center (SBDC), I want to extend a warm welcome to you! We are thrilled that you have chosen to partner with us on your journey towards business growth and success.

At the North Central Small Business Development Center, **our mission is to help entrepreneurs and small business owners start, grow, and succeed**. Whether you are just starting out or looking to take your business to the next level, we are here to help you achieve your goals.

The North Central SBDC is hosted by Central Lakes College and works throughout an 11 county and two sovereign nation region. The geographic region served by the North Central SBDC includes: Aitkin, Cass, Chisago, Crow Wing, Isanti, Kanabec, Mille Lacs, Morrison, Pine, Todd, and Wadena counties and the sovereign nations of the Leech Lake and Mille Lacs Bands of Ojibwe.

As you begin your time as a North Central SBDC client, here are some helpful tips to make the most out of your experience:

- **Be prepared:** Come to your meetings with a clear understanding of your business goals, challenges, and questions. This will help your consultant provide more effective assistance.
- **Open Communication:** Be honest and transparent about your business situation. The more you share, the better your consultant can tailor their advice to your specific needs.
- **Set Realistic Goals:** Work with your consultant to set achievable and realistic goals for your business. This will help guide your efforts and ensure you make progress.
- **Act on Advice:** Implement the advice and recommendations provided by your consultant. Taking action on even the smallest steps demonstrates your commitment to your business' success.
- **Respect Time:** Be punctual for appointments and respect your consultant's time. If you need to reschedule, do so 24-hours in advance. This will help build a positive working relationship.
- **Provide Feedback:** Share your feedback with your consultant. Let them know what is working well and if there are areas where you need additional support.

All consulting is completely confidential. The North Central SBDC is funded in part through cooperative agreements with the U.S. Small Business Administration (SBA) and the Minnesota Department of Employment and Economic Development (DEED).

Once again, welcome to the North Central SBDC. We are excited to embark on this journey with you.

Best Regards,



Katie Heppner
Regional Director
North Central Small Business Development Center