

Date:

Second Wednesday of
each month

Time:

7:00 to 7:30 a.m. -
Registration and Breakfast
7:30 to 8:30 a.m. -
Training Seminar

Location:

Minnesota WorkForce Center
St. Cloud Technical College
1542 Northway Drive, Door 2
St. Cloud, Minnesota
Parking Lot B

Cost:

\$25/per session

Register by calling
Rosie Beager at
320.308.5701
or e-mail

admissions@workforceu.com

Affirmative Action/Equal Opportunity/ Employer /
Americans with Disabilities Act
This material is available in alternate format upon
request.

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Breakfast with the B.E.S.T.

Building Excellence
through
Strategic Thinking

A Monthly Training
Series presented by
Choice Business
Leaders



Breakfast with the B.E.S.T.

Building Excellence through Strategic Thinking

July 14, 2010:

“How to Create a Culture of Innovation in Your Business”

Presenter: Rob Weber, Vice President of Business Development/Co-Founder Freeze.com (W3i)

Between the ages of 20 and 30, Rob Weber grew a company from start-up to 65+ employees. Over the past ten years, this company has been one of Central Minnesota’s fastest growing companies.

Rob operates in an industry where “innovation is the lifeblood. There are no lifestyle businesses in our industry. If you don’t innovate, you die.”

His company, *Freeze.com (W3i)*, has had to define their culture and values to ensure growth from their early entrepreneurial years to their more mature, growth business.

Attendees will learn:

- * *How to compete given very disruptive market forces.*
- * *How to model your company based on the successful innovation formulas used at top tech growth companies like Google.*
- * *How values play a role in defining a company’s culture, and how you continuously reinforce culture.*
- * *What are the top tech trends impacting businesses and new employees entering the workforce.*
- * *How to create a culture of accountability, and not of whining/complaining.*

About The Presenter:



Rob Weber co-founded W3i in 2000. As CEO, from inception through November 2007, and as VP of Business Development thereafter, Rob grew W3i into a leading distributor of consumer applications. Today, Rob oversees and focuses on the growth of the W3i Application Network, an application network that increases revenue, distribution, and engagement for Windows applications and plug-ins.

Since establishing his first website in 1995, Rob has co-founded other interactive media businesses, including a free application editorial site and a display ad network. In 2006, Rob shared the Ernst & Young Entrepreneur of the Year award with his twin brother, and partner, Ryan Weber. Rob was also named to the 2007 Inc. 5,000—CEO’s Under 30 list.

Rob received his B.S. in Entrepreneurship from St. Cloud State University. He is a Board Member of W3i and is a private angel investor in a number of music, game, and mobile application start-ups. Rob enjoys sharing his passion for the Internet and entrepreneurship with students at St. Cloud State University and other youth-mentoring venues.

Upcoming Breakfast with the B.E.S.T. Seminars:

August 11, 2010:

Key Concepts to Successfully Pass an OSHA Inspection

Presenter: Vikki Sanders, Workplace Violence Prevention Coordinator Minnesota Department of Labor and Industry

September 8, 2010:

Legal Update

Presenter: Sharon Hobbs, Shareholder Rinke-Noonan

October 13, 2010:

Managing Change Effectively

Presenter: Matt Steinkamp, Midwest EAP Solutions

November 10, 2010:

The Non Profit Advantage of Business

Presenter Panel: Noreen Dunnells, United Way of Central Minnesota; Mark Sakry, Boys & Girls Clubs of Central Minnesota.; Steve Bresnahan, Catholic Charities; and Steve Joul, Central Minnesota Community Foundation

December 8, 2010:

Banking Topic

Presenter: Tom Rickers, President & CEO, Bremer St. Cloud

Coffee is on! Breakfast is waiting!

