Library, Clay County EDC Host Small Business Bootcamp

Business Bootcamp Offers Entrepreneurs Free Advice on Marketing and Branding

Kansas City, MO – Mid-Continent Public Library’s Square One Small Business Services, in partnership with the Clay County Economic Development Council, is pleased to announce that it will host a Small Business Bootcamp on Friday, September 15, from 8:30 a.m. to noon at MCPL’s Woodneath Library Center (8900 NE Flintlock Road, Kansas City, MO 64157).

“Small business owners and entrepreneurs don’t have time to search all over the metro for educational opportunities,” said Morgan Perry, Square One Small Business Specialist. “We’ve created an event that gives them the greatest access to information in the least amount of time. This one-stop shop tackles multiple marketing, branding, and advertising subjects in one morning.”

The keynote speech will kick off at 9 a.m. with Stella Crewse of Morgan Miller Plumbing who will speak about her journey from part-time bookkeeper to CEO of the company, as well as how the company has utilized social media to reflect their brand and culture. Following the keynote speech, attendees will have the opportunity to attend two of six available breakout sessions led by industry experts including:

- **Traditional and Online Advertising** with Terri S. Turner, Marketing Expert and Founder of TST Business Strategies, LLC and EnCorps45
- **Building a Sales Lead List** with Kelly Head, Square One Business Information Librarian
- **A Brand Bible for Your Business** with Santina Cessor, Principle Owner of Threads Studio
- **Producing Your Own Business/Product Video** with Hanna Taylor, Square One Small Business Specialist
- **Creating an Editorial Video** with Sarah Mote, Marketing Director at KCSourceLink
- **Questions to Ask Before Spending Advertising Dollars** with Tiffiney Baumgarden, Social Media Manager at KCPT and FlatlandKC.org and owner of THREE: A Social Agency

Doors will open at 8:30 a.m. for networking. Complimentary coffee and snacks will be provided. Registration is required for this event at mymcppl.org/squareone.

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Access Your World

Mid-Continent Public Library is the largest library system in the Kansas City metropolitan area, operating 31 branches and four Library-To-Go locations and serving nearly 800,000 people in Jackson, Clay, and Platte Counties. The Library strives to enrich our citizens and communities through expanding access to innovation, information, ideas, and inspiration. MCPL is a 2014 National Medal for Museum and Library Service winner. Connect with the Library on Facebook, Twitter, and Instagram.

Square One Small Business Services at Mid-Continent Public Library supports local entrepreneurs through access to information, programs, and opportunities during regular library business hours. Small business specialists are available to meet with business owners by appointment. For more information about Square One Small Business Services, contact a Business Specialist at squareone@mymcpl.org or visit mymcpl.org/squareone.