

the entrepreneur

Newsletter for the "Developing Emerging Young and Other Entrepreneurs in South Australia's Mid North" project

Welcome to the second edition of "The Entrepreneur", the E-newsletter designed to keep those with an interest in the "Developing Young and Other Entrepreneurs in South Australia's Mid North" project informed. In this edition you will find details of the next awareness seminars and the dates for the short courses in 2008. There is also a profile on famous entrepreneur Richard Branson.

It has been a busy start to this project. We have coordinated 17 successful awareness seminars throughout the mid north. We have had great feedback from these seminars, with many participants registering for the short courses. The project Steering Group has also scoped the content for the short courses and set dates for these to begin in February 2008.

Building Entrepreneurship and Business Seminars

By now you may have attended one of these seminars, held throughout the mid north during September and October. Thank you for your participation. We hope we stimulated your thinking and that you took something away that was of immediate benefit to both you and your business.

We also hope that you are considering participating in future project activities, being either short courses, coaching and mentoring services or enterprise development groups. If you are interested, please register on www.mnrdb.com.au.

More Seminars Planned

If you think another member of your business, or another small business operator, would also benefit from attending a seminar, there are more sessions scheduled. Please register if you are going to attend.

Dates and locations are:

Date	Town	Venue	Time
26 November	Jamestown	Hubert Wilkins Room, Jamestown Airport	5.30 – 7.30 pm
27 November	Crystal Brook	Tennis Clubrooms	5.30 – 7.30 pm
29 November	Booleroo Centre	Booleroo Town Hall	5.30 – 7.30 pm

If you are a member of an existing group of small business operators we are also happy to run awareness sessions tailored to your group. Contact Colin Rawnsley on 08 8842 3115.

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PROFILE: Richard Branson

<i>Richard Branson</i>	<ul style="list-style-type: none">• Born in England 1950
<i>The Entrepreneur</i>	<ul style="list-style-type: none">• By the age of 16 Richard already has two failed endeavors under his belt – growing Christmas trees and raising budgerigars.• His first successful business was a student magazine, followed in his early twenty's by a small mail order record retailer called Virgin. By 1972 Virgin has opened their first shop and signed their first artist, Mike Oldfield. Virgin Music later signed household names such as the Sex Pistols, Culture Club, The Rolling Stones, Phil Collins, Genesis, and Janet Jackson.• In 1984 following the success of Virgin, Virgin Atlantic Airways was formed.• 1997 Virgin attempted to diversify with a move into the railway industry. The company also launched Virgin Mobile. Virgin has also had its own soft drink and vodka.• And finally – from 2008 Virgin Galactic plans to take customers into suborbital space for \$200,000.
<i>Adventurer</i>	<ul style="list-style-type: none">• Richard Branson has attempted several world record breaking feats.<ul style="list-style-type: none">• 1986 – fastest person to cross the Atlantic Ocean in a boat• 1987 – he broke his own record crossing the Atlantic Ocean again• 1991 – Crossed the Pacific Ocean at speeds up to 392km/hr• 1998 – Attempted to circumnavigate the earth
<i>Giving Back</i>	<ul style="list-style-type: none">• Richard continues to give to others less fortunate; he is currently a trustee of multiple charities.
<i>Luck or Skill?</i>	<ul style="list-style-type: none">• Richard has the ability to deliver old products and services in new ways, while focusing on industries in which the customers were poorly served, his companies succeed by serving them better.
<i>What a Life</i>	<ul style="list-style-type: none">• Richard now spends winter holidays with his family at his South African game reserve and summers at his private island in the Caribbean.• As he put it in a 2003 interview with Fortune, “I don't think of work as work and play as play. It's all living.”

Source: <http://entrepreneurs.about.com/od/famousentrepreneurs/>

Adapted from article by: Scott Allen, *Your Guide to Entrepreneurs*

Short course program

The short courses are the first of the scheduled project activities to commence in February 2008. The first two day short course is titled "Entrepreneurship and Innovation". It will expand your learning from the awareness seminars and increase your understanding of:

- the entrepreneurial process and its elements
- innovation and how it can become a competitive advantage for your business
- models for applying entrepreneurship
- elements of an innovation strategy
- developing an innovation policy

Initial dates and locations are given below. Venues and times will be provided later in 2007. Don't forget to register for these courses at www.mnrdb.com.au and in the meantime, please make an initial note in your diaries.

Dates	Location
Monday 11 February Monday 18 February	Clare
Tuesday 12 February Tuesday 19 February	Freeling
Wednesday 13 February Wednesday 21 February	Jamestown
Thursday 14 February Thursday 21 February	Kadina

We are also looking to form groups and run courses in additional locations. Other possible locations could include Port Pirie, Saddleworth, Balaklava, Crystal Brook, Gladstone, Eudunda and Booleroo Centre. The list is not exhaustive, we are happy to deliver wherever there is a demand. Please contact us if you are interested, or if you know of anyone that may be.

Enterprise Development Groups

Places are limited – Register now

Enterprise development groups are also scheduled to commence in early 2008. These groups will consist of either new or established groups of like minded business people that will work collaboratively together to develop entrepreneurial business opportunities throughout the mid north.

Activities within each group will be tailored to individual group needs, probably incorporating a combination of skill development and mentoring. Groups offer the opportunity for networking, developing concepts and acquiring capital. Projects can be developed either collaboratively or individually. Group members can act as "sounding boards", offering opinions and suggestions for those working on individual projects. Enterprise development groups are all about providing support to grow and execute new business concepts in the mid north region.

If you have an existing group that is interested, or you are thinking of participating yourself, please register.

How to register

Registration forms for seminars, short courses, enterprise development groups and coaching and mentoring are all available on the Mid North Regional Development Board (MNRBD) website www.mnrdb.com.au.

Alternatively contact: Colin Rawnsley on 08 8842 3115
Carlyn Mellors or Dave Heinjus on 08 8842 1103

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