

# DESTINATION

## BUSINESS BOOTCAMP®



**WITH JON SCHALLERT,**  
**DESTINATION BUSINESS EXPERT**  
TRANSFORMING BUSINESSES INTO  
CONSUMER DESTINATIONS



Entrepreneurship  
Community  
Partnership



Jon Schallert's Destination BootCamp is an intense 2.5-day training that teaches businesses Jon's proprietary 14-step "Destination Strategy" to assess their current tactics, identify strengths, and apply new techniques to increase sales and profits. The goal of the workshop is to help entrepreneurs reinvent their businesses into consumer destinations. Business owners travel to Longmont, Colorado for

an immersive small-group training with Jon and other business owners where they learn to transform their business.

Jon has more than 30 years of experience consulting with thousands of independent business owners in large cities and small towns across the country.

Nearly 332 businesses and 35 Community Reinvention Program (CRP) groups from 48 E-Communities have participated in the program, which is partially underwritten by NetWork Kansas on a competitive basis.

*Please note: Numbers reported are as of February 1, 2022.*

## PROGRAM DETAILS

- Proprietary 14-step "Destination Strategy"
- Examples showing how Jon's 14-step strategy has helped other businesses succeed
- Applicable for rural or urban businesses
- A single business attending DBC costs \$1,395 + travel; the total cost for 6+ businesses attending DBC as part of the CRP has averaged \$15K in E-Communities

**Jon Schallert**  
Destination Business Expert

## PROGRAM BENEFITS

- Learn how to transform your business into a “Consumer Destination”
- Learn how to use the strategy and tools to keep local customers supporting your business
- Real-life examples from successful businesses that have used the “Destination Strategy” to grow
- Spend time outside of the daily grind to work “on” your business with a fresh perspective

## TRAIN-THE-TRAINER

- Learn how to facilitate the process of creating a destination business so you can bring solutions back to your community
- Learn solutions, best practices, and the changes a business must make to remain successful
- Facilitators will leave the class with the expertise, tools, and resources to organize a Destination Business Workshop on Jon’s proprietary process in the location of your choice
- Facilitators will leave with a facilitator manual, supplemental resources, and access to webinars, interviews, and other educational and marketing materials

## COMMUNITY REINVENTION PROGRAM (CRP)

- Develop your community into a destination and drive more sales to local businesses with the Community Reinvention Program.
- Send a group of 6+ businesses and one community coordinator from the same marketplace to Destination BootCamp® to participate in the CRP
- Businesses receive group consulting assistance for four months
- Jon comes to your community to present a 90-minute destination workshop (you pay only his travel expenses)
- During Jon’s visits, he conducts a 45-minute on-site consultation with each business in the CRP group



# TESTIMONIALS

“This class was helpful in stepping back to see your business via a big picture and working ON your business.”

CHRISTINE TANNER, ARKANSAS CITY, KS

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“Do take this class. Doesn’t matter how long you’ve been in business, you don’t know it all. This class will teach you, remind you, and I think reaffirm to you that you’re doing the right thing.”

RANDY WALDECK, DEXTER, KS

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“This is a game changing opportunity if you are motivated to apply the thoughts and curriculum that is taught. If you are a business person with experience or thinking of starting a business, this class will make you better.”

CHAD GILLILAND, LEAVENWORTH, KS

## CONTACT INFORMATION

To learn more or to discuss if Destination Business BootCamp® is right for your community, please contact your NetWork Kansas E-Community regional representative or e-mail [boardcertified@networkkansas.com](mailto:boardcertified@networkkansas.com).



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