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Maximizing Millennial Minds 2017 Set to Encourage SBDCs to 'Invest in Innovation'

Burke, VA - America's SBDC and the Louisiana Small Business Development Center (LSBDC) will host the second annual Maximizing Millennial Minds Conference (M3) on June 8-9 in New Orleans. The theme for 2017 is "Investing in Innovation."

Through professional development training, M3 will focus on recruitment and retention of the workforce's largest generation as well discover innovative ways to improve the consulting process when assisting entrepreneurs.

"It's exciting to see the M3 Conference return for its second year. Understanding generational strengths, weaknesses and opportunities is vital to retaining and attracting talent in the SBDC Network and in successfully advising clients and preparing SBDCs for the future. M3 is helping SBDCs carry on that important discussion," said Charles "Tee" Rowe, America's SBDC President & CEO.

According to the U.S. Census Bureau Data, more than one-in-three American workers today are Millennials, and Millennials have surpassed Baby Boomers as the nation's largest living generation.

"Ever since the LSBDC kicked off the Millennial focus with the first M3, the attention to understanding and discussing Millennial applicability in small business has spiraled upward. With Millennial Minds comes innovation, and I look forward to those new ways of consulting by Millennials, and for Millennials, as they are explored again at this second M3 conference," said Rande Kessler, LSBDC State Director.

M3 Creator and LSBDC Communications Specialist DeRon Talley said the ongoing conversation about the generational change continues to be a topic of interest in the entrepreneurial world.

"As leaders in the business community, it's important the SBDCs remain at the top of this discussion as we continue to assist entrepreneurs," Talley said.

"It's a non-traditional conference," Talley said. "We'll do things the millennial way in terms of technology, how we communicate, and more importantly it will be an experience the attendees are able to practice when they return to their communities."

The conference will feature renowned keynote speakers Gabrielle Bosché, Founder and President of The Millennial Solution; John Grubbs, best-selling author of the book "Leading the Lazy"; Blair Broussard, Vice-President of AR|PR; and Dima Ghawi, Leadership Coach. It will also feature training sessions

facilitated by GrowthWheel, Constant Contact, Kompass – North America, Xero, and United Midwest Savings Bank. [LEARN MORE](#) or [REGISTER NOW](#)

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