

# WELCOME TO SURVIVING & THRIVING IN A SEASONAL MARKET 2025



## **SURVIVING & THRIVING IN A SEASONAL MARKET**

Outwit, Outlast, Outperform—Building a Business That Endures  
February 27, 2025 | 8:30 AM - 3:30 PM | Safe Harbor Credit Union  
AGENDA

### **8:00 AM – 9:00 AM | BASE CAMP CHECK-IN**

- Hospitality, networking, and introductions
- Grab your survival kit (materials) and fuel up with coffee
- Meet your fellow competitors in the seasonal business game

### **9:00 AM – 10:00 AM | STRATEGY & PLAYMAKING**

*Lindsey Dotson, GD Placemaking*

- A deep-dive into Ludington's consumer base
- How to assess your business to identify areas that could be improved
- Is your business a destination?
- How collaboration is key to year-round success

### **10:00 AM – 11:00 AM | DIGGING DEEP: YOUR BUSINESS SURVIVAL TOOLKIT**

*Colleen Bearup, Entrenched*

- Financial Fortitude – Managing costs and cash flow through the off-season
- Sales & Marketing Strategy – Attracting customers before, during, and after peak season
- Leadership & Staffing – Building and retaining a resilient team
- Adapting to Market Shifts – Staying ahead of the competition

### **11:00 AM – 11:15 AM | REFUEL & RECHARGE (Hospitality Break)**

### **11:15 AM – 12:15 PM | BUILDING YOUR TREASURE CHEST**

*Brian & Tracy, Safe Harbor Credit Union*

- Access to Capital – Unlocking funding options
- Lower Interest Rates & Fees – Saving money where it counts
- Personalized Services – Tailoring financial tools to fit your business
- Community Impact & Collaboration – Thriving through local support

### **12:30 PM – 2:00 PM | LUNCH & LEARN – STORIES FROM THE FIELD**

*(Lunch provided by Cluck Bucket)*

Real seasonal business owners share their survival secrets for long-term success:

1. The Ability to Dream – Vision drives sustainability
2. Diversity in Services – Adapting to different markets & seasons
3. Disciplines for Success – The habits that build endurance

#### **Featuring:**

- Edith Pair – Mushroom House Tours
- Lindsey Dotson – GD Placemaking
- Sarah Decanter – Faire Heart
- Jamie Lemke - UpNorthLive Creative Marketing Consultant

### **2:00 PM – 2:30 PM | 7 BUSINESS SURVIVAL TOOLS**

*Colleen Bearup, Entrenched*

Every business must assess and adapt before moving forward. These key tools will help you evaluate, pivot, and strengthen your foundation.

### **2:30 PM – 3:30 PM | BREAKOUT SESSIONS: WHERE DO WE GO FROM HERE?**

Small group discussions focused on applying today's lessons to your unique business challenges.

# Surviving & Thriving Speaker Bios



## ENTRENCH'D - Colleen Bearup

Colleen Bearup brings over 40 years of experience in Entrepreneurship, business, sales, and marketing to her role as a coach, consultant, and event planner. She is known for her hands-on approach, delving into clients' pain points and strengths rather than focusing on fancy reports or high-level views. Colleen seamlessly transitions her leadership skills to mentor clients through business and event planning, addressing service-level challenges, unclear strategies, implementing new product lines, cash flow hurdles, and event showcasing or planning. Under her guidance, Entrench'd offers personalized solutions to uplift businesses and individuals. A Mason County native, Colleen enjoys traveling with her husband, Scott during her off-season, using these experiences to gain insights into various



business climates around the United States. Together, they have four children and six grandchildren. Colleen believes in leaving a legacy of Faith, hard work, entrepreneurship, risk-taking, and creating one's own destiny.

Colleen.bearup777@gmail.com | 517-290-3777 | www.entrenchd.com



## GD Placemaking - Lindsey Dotson

Lindsey Dotson is Co-Founder and CEO of GD Placemaking, a Consulting Firm specializing in small business support, historic preservation, and community revitalization. She has served as the Housing Ready Program Coordinator covering Emmet and Kalkaska Counties for Housing North since August of 2024 as a consultant. Before that, Lindsey served as the DDA Director and Historic District Commission Coordinator for the City of Charlevoix for over 7.5 years.



Lindsey has a master's degree in Historic Preservation from Eastern Michigan University, a bachelor's in Health Science from Grand Valley State University, and over 11 years of experience in community and economic development. Lindsey is a certified Main Street America Revitalization Professional and a facilitator of Jon Schallert's Destination Creation Course for small businesses.

Lindsey has been a member of the Michigan Historic Preservation Network Board of Directors since 2023. She is also an appointed Historic District Commissioner in her home of Norwood Township in southern Charlevoix County. She volunteers as an advisory member of the Charlevoix Historical Society Board and is on the Buildings and Grounds committee.

lindsey@gdplacemaking.com | 231-753-6102 | www.gdplacemaking.com



## Safe Harbor Credit Union Brian Pyrah

Originally from Manistee, Brian has worked in commercial banking for over 13 years and as a commercial lender with SHCU for over 2 years. He is a US Navy veteran and graduated from Davenport University in 2010 with a Bachelor's degree in Finance. He currently resides in Manistee with his wife and 2 sons.

bpyrah@safeharborcu.org | 231-252-1338 | Fax. 231-272-1847



## Tracy Walle

Tracy is SHCU's Business Relations Specialist. She has worked in banking for over eighteen years, with 8 of those at Safe Harbor. Tracy specializes in establishing business relationships with our community and helping them succeed with all their banking needs. She currently lives in Scottville with her son. Tracy loves living in a small community. "Helping businesses grow and succeed is extremely rewarding. They are my friends and neighbors. Our small businesses are the foundation of our great community."

twalle@safeharborcu.org | 231-252-1093

Safe Harbor Phone 231-843-2323 www.safeharborcu.org



# ADDED VALUE


As a valued Survivor participant, we wanted to offer the gifts below:

1. Tribal "Idol" with ENTRENCH'D—a complimentary business consultation audit that may not exceed 3 hours and must be booked within 30 days.
2. Discounted registration for the Destination Creation Course facilitated by Lindsey Dotson of GD Placemaking. Use Special Offer Code SURVIVOR when registering to save \$100.
3. A one-hour accountability follow-up session with GD Placemaking. Must be scheduled within 30 days.



## SMALL BUSINESS DESTINATION CREATION COURSE

Jon Schallerts' proprietary 14-step Destination Business Strategy will help you **make your business stand out, grow sales, attract more customers, and build a stronger business.** Lindsey Dotson of GD Placemaking, a certified Destination Creation Course facilitator, delivers this course.

DATES:   
APRIL 2 - MAY 21  
WEDNESDAYS   
2:00 PM - 4:30 PM

**REGISTER NOW**

(231) 753-6102  
[www.gdplacemaking.com](http://www.gdplacemaking.com)

*Exclusive Resources for Participants:*





MY NOTES

Lined area for writing notes.



MY NOTES

Lined area for writing notes.



Thank  
You

## **TRIBE RECOGNITION & THANK YOUS**

**Facility Host:** Safe Harbor Credit Union

**Presenters:** GD Placemaking, Entrenched, Safe Harbor Credit Union

**Lunch:** Cluck Bucket

**Snacks:** Entrench'd

### **Event Planning & Promotions Team:**

- Sherpa Leadership Group
- Gateway to Success Academy
- Entrench'd Event Planning Services
- GD Placemaking

## **BIG THANK YOU TO... YOU!**

To all the small business warriors who showed up today, your resilience keeps our community thriving!

*Colleen Bearup*





## SURVIVING & THRIVING EVENT SURVEY

Thank you for joining today's survival challenge! Your feedback helps us improve and better equip you for the journey ahead.

### BASE CAMP CHECK-IN

How was the check-in process and networking?

(circle one)

Excellent    Good    Neutral    Needs Improvement

Did you feel prepared for the day?

\_\_\_\_ Yes, fully equipped

\_\_\_\_ Somewhat, but more info would help

\_\_\_\_ No, I felt lost in the jungle

### STRATEGY & PLAYMAKING

Lindsey Dotson's session provided valuable strategies:

(circle one)

Strongly Agree    Agree    Neutral    Disagree

### DIGGING DEEP WITH COLLEEN

What would you say is the most valuable takeaway from this session?

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Which tool do you need the most help with? (Check all that apply)

\_\_\_\_ Finances

\_\_\_\_ Sales & Marketing

\_\_\_\_ Leadership & Staffing

\_\_\_\_ Adapting to Market Changes

### BUILDING YOUR TREASURE CHEST

Safe Harbor Credit Union provided valuable insights:

(circle one)

Strongly Agree    Agree    Neutral    Disagree

What financial challenge is your biggest hurdle?

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## LUNCH & LEARN – STORIES FROM THE FIELD

Which story inspired you most?

- ☐ Edith Pair – Mushroom Houses
- ☐ Lindsey Dotson – GD Placemaking
- ☐ Sarah Decanter – Faire Heart
- ☐ Jamie Lemke - UpNorthLive
- ☐ All of them!

What's one lesson you'll apply to your business?

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## 7 BUSINESS SURVIVAL TOOLS

Did this session help you assess your next steps?

- ☐ Yes, I have a clear plan
- ☐ Somewhat, but I need more guidance
- ☐ No, I still feel lost

## WHERE DO WE GO FROM HERE?

Biggest “aha!” moment today?

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How can we improve future events?

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## FINAL TRIBAL COUNCIL

Would you recommend this event?

- ☐ Absolutely!
- ☐ Maybe, with a few tweaks
- ☐ No, I'd rather fend for myself


Do you have any final thoughts before we pack up camp?

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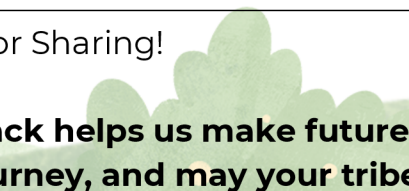
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Thank You for Sharing!



**Your feedback helps us make future events even better. Safe travels on your business journey, and may your tribe grow stronger!**



## 7 Survival Steps for Thriving in the Next Season

Know where you stand before you can outwit, outlast, and outperform! Reflect on the past season, adapt, and build a stronger future.

### Scout the Terrain: Review Last Season's HIGHLIGHTS

- What were your biggest wins?
- What challenges did you overcome?
- What strategies helped you advance?

### Identify Your Strengths: What Went Well?

- What strategies kept your business afloat?
- What brought the most rewards?
- What made you feel unstoppable?

### Learn from the Storms: What Was Hard? What Did You Learn?

- Where did you struggle the most?
- What blindsided you?
- What lessons will help you next season?

### Drop the Dead Weight: What Will You STOP Doing?

- What's draining your energy or resources?
- What hasn't been worth the effort?
- What will you leave behind?

### Stick to What Works: What Will You CONTINUE Doing?

- What's been successful and sustainable?
- What habits or strategies should you maintain?
- How will you keep momentum?

### Build for the Future: What Will You START Doing?

- What new strategies, services, or habits will help you grow?
- Where will you invest for long-term success?
- What's one bold move you'll make?

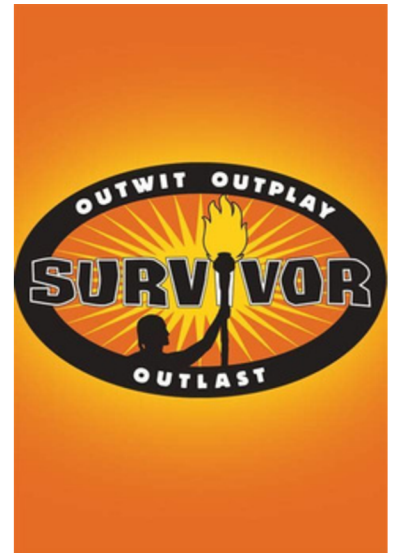
### Take Action NOW: What Can You Do TODAY?

- What's the first step forward?
- What action will set you up for success?
- How will you create momentum right now?

### Final Thought:

***"The best Survivors don't wait—they adapt, strategize, and take action NOW."***

Are you ready to thrive in this next season?



COLLEEN BEARUP  
ENTRENCH'D  
BUSINESS COACH

[entrenchd.com](http://entrenchd.com)