

Upsize

Minnesota

2011 EDITORIAL CALENDAR

PRINT
EDITION

FEBRUARY • MARCH

BANKING & FINANCE — Lenders and investors agree on the most important element of business finance: matching each company with the most suitable capital structure for its stage. Financiers and owners tell how.

UPSIZING ENTREPRENEURS SERIES — 2011's first in a series of one-on-one interviews featuring notable CEOs with entrepreneurial backgrounds.

BUSINESS LAW — *Business Builder Emphasis (how-to articles written by local experts)*

EMPLOYEE BENEFITS — *Business Builder Emphasis*

HUMAN RESOURCES — *Business Builder Emphasis*

SMALL-BUSINESS SURVIVAL GUIDE I — *digital edition (posted in March)*

This semi-annual online resource will be emailed to 4,500 online subscribers in March, and posted at the Upsize website from March 2011 through August 2011. It includes:

- **Lessons learned** from local CEOs who have made it through tough times before, and share how to succeed against the odds
- **Best of the Business Builders** — Upsize editors select the best of the timeless advice that has appeared in Upsize over the past eight years
- **An Article Index** to 450 articles written for Upsize by local experts, so readers can click and find information that addresses their needs

PRINT
EDITION

APRIL • MAY

THE UPSIZING BUSINESS BUILDER EDITION — Upsize presents its **10TH ANNUAL** big book packed with how-to advice, featuring:

- **How-to articles** written by local experts on every topic important to the owners of growing companies: accounting & taxes, banking & finance, employee benefits, legal services, office space, sales & marketing, technology & telecom and much more.
- **Case studies** detailing how business owners tackle their biggest challenges, such as building revenue, improving operations, rolling out new products and managing employees.
- **Business Builder profiles** identify Upsize sponsors that serve the local small-business community, describing the services they provide and the people who provide them.

UPSIZING ENTREPRENEURS SERIES - The second in a series of one-on-one interviews featuring notable CEOs offering unique strategies for building successful enterprises.

PRINT
EDITION

JUNE • JULY

BUSINESS LAW — It's not just gadgets or products that can be protected by patent law. Many companies have business processes, trade secrets, and more that they can protect to gain a competitive edge. Here's how.

UPSIZING GROWTH CHALLENGE I — Part one of this two-part series reports the growth goals of winners of the 2011 Upsizing Growth Challenge, the contest that matches companies with expert advisers who can help them grow.

ACCOUNTING & TAXES — *Business Builder Emphasis*

BANKING & FINANCE — *Business Builder Emphasis*

COMMERCIAL REAL ESTATE — *Business Builder Emphasis*



UPSIZE 2011 EDITORIAL CALENDAR

PRINT
EDITION

AUGUST • SEPTEMBER

BUSINESS EXPANSION GUIDE — Economic development agencies, angel investor networks, public/private lending partnerships, real estate development assistance, academic institutions and many more resources seek to help business owners throughout Minnesota and the region. Upsize reports how companies are using these resources to grow.

UPSIZE ENTREPRENEURS SERIES — The third in a series of one-on-one interviews featuring notable CEOs with entrepreneurial backgrounds offering strategies and tactics for building a successful business.

EMPLOYEE BENEFITS — *Business Builder Emphasis* (how-to articles written by local experts)

HUMAN RESOURCES — *Business Builder Emphasis*

PERSONAL FINANCE — *Business Builder Emphasis*

SMALL-BUSINESS SURVIVAL GUIDE II — *digital edition (posted in September)*

An UPDATED version of this semi-annual online resource will be e-mailed to 4,500 online subscribers in September, and posted at the Upsize website from September 2011 through February 2012. It will include:

- **Lessons learned** from successful small-business owners to help Upsize readers grow their companies
- **Best of the Business Builders** — the best of the how-to articles that have appeared in Upsize since the first issue was published in 2002
- **Article Index** to more than 500 articles written by local experts, so readers can click and directly access a treasure trove of timeless information

PRINT
EDITION

OCTOBER • NOVEMBER — SPECIAL DOUBLE ISSUE

THE UPSIZE TOOLKIT EDITION — Upsize presents the 8th annual must-save resource, packed with smart tactics for building businesses and help from local service providers ready to serve, including:

- **Toolkits** — A collection of how-to articles, advice and contact information to local service providers and resources in sectors critical to managing a growing company, such as accounting & operations, banking & finance, human resources, legal services, real estate, technology and more.
- **Business Builder Profiles** — Upsize sponsors explain how they can help small, growing companies.

UPSIZE GROWTH CHALLENGE II — Featuring lessons learned from the winners of this year's Upsize Growth Challenge, with expert advice that helped them reach their goals.

PRINT
EDITION

DECEMBER • JANUARY

BUSINESS BUILDER AWARDS — Reporting the best business practices from finalists and industry experts in a number of operational areas (finance and operations, technology and innovation, communications and marketing, etc.).

UPSIZE BUSINESS BUILDER OF THE YEAR — Lessons learned from the overall winner of our biggest event in 2011.

BANKING & FINANCE — *Business Builder Emphasis*

OFFICE SPACE — *Business Builder Emphasis*

TECHNOLOGY — *Business Builder Emphasis*

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Minnesota

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