



**Destination BootCamp®**

**Community Reinvention  
Program**

**Destination Keynotes  
and Workshops**

**Bring  
Jon Schallert  
to your  
community  
or bring your  
community  
to Jon**



Jon Schallert is the only business consultant and professional speaker teaching businesses and communities how to reinvent themselves into Consumer Destinations.



## Destination Business BootCamp®



When you attend Jon Schallert's 2½ day Destination BootCamp®, held in historic downtown Longmont Colorado, you will learn his entire 14-step strategy to turn your business and community into a Consumer Destination.

*"The Destination BootCamp is a financial investment that has the ability to provide a larger Return-on-Investment than other form of economic development business attraction."*

Katelin Cook, Economic Development Director,  
Rio Blanco County, CO

Learn more at [DestinationBootCamp.com](http://DestinationBootCamp.com)

## Destination Keynotes and Workshops

For over 20 years, community leaders and Main Street Directors have been bringing Jon to their cities, towns, and conferences to motivate and educate their independent businesses. His Destination keynotes and workshops motivate and inspire the owners of restaurants, retail stores, service businesses, and professional practices who are looking for new ways to grow their customer traffic, sales, and business profits.

Learn more at [JonSchallert.com/Speaking](http://JonSchallert.com/Speaking)

## Community Reinvention Program



When your community sends a minimum of six different business owners and a coordinator to the Destination BootCamp®, your group becomes part of a 4-month follow-up training program and Jon will come to your community to present a free workshop, plus he consults 1-on-1 with all the business owners who attended the BootCamp.

*"The Community Reinvention Program was much more valuable to our downtown than any other consultants we've had in the past. Jon provides you with seasoned information and continues to stay in touch, which is much more valuable than a report that collects dust from other consultants!"*

Melinda Copp, Director, Main Street Jonesborough,  
Jonesborough, TN

Learn more at [CommunityReinvention.com](http://CommunityReinvention.com)

*"Thank you so much for speaking at the NC Main Street Conference. You offered a very dynamic keynote that got everyone energized. Your break-out session was fun, entertaining and full of good information that got attendees thinking about how to change the way they do business. Your presentations were a big reason that we attracted the largest NC Main Street Conference ever!"*

Liz Parham, Director, NC Main Street Center, Raleigh, NC



*“Business owners who attend the Destination BootCamp learn absolutely EVERYTHING they need to know about every aspect of running a small business. Owners learn so many high impact/low effort tools to help them improve their business in every area that, when utilized, increased traffic and sales are a given. The Return on Investment is higher profile, more successful businesses who bring new and larger sales and other tax revenues to the coffers.”*

Anita Brown, Director of Downtown Development,  
City of Waxahachie, Texas

*“We had Jon speak at a training for business owners from throughout Virginia. It’s a tall order to educate and impress such a diverse group of entrepreneurs. Jon successfully balanced humor with content and everyone walked away feeling inspired, more knowledgeable, and ready to roll with new ideas.”*

Andrea L. Dono, Executive Director, Harrisonburg Downtown Renaissance,  
Harrisonburg, Virginia

*“Your workshop was truly inspiring... The 170 participants walked away with concrete tools they could work with immediately. Not only were you fun and entertaining, but you presented cutting edge material in a way that was easy to understand and retain... As I looked around the room I noticed that every one of them was paying rapt attention throughout the entire presentation; no one wanted to miss a single thing.”*

Louise Wadsworth, Downtown Coordinator, Livingston County Economic Development,  
Geneseo, New York

Jon Schallert  
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