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Fall Event Speaker News: Jill Blashack Strahan Illuminates Prairie Business Magazine on Her ...

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When it comes to recent economic trends, on the one hand there is a migration happening of consumers from urban to rural areas. On the other, though, consumers are not spending like they have in the past, regardless of where they live. This creates a unique challenge for owners and leaders of rural-based small businesses.

One company that has emerged as a success story despite the economy is Tastefully Simple, a 2009 finalist for Winning Workplaces' Top Small Workplace award. The story of how this 15-year-old, 350-employee food and beverage enterprise has thrived carries special meaning for me: the company is based in Alexandria, MN, where I spent many a summer growing up as I have family there.

As Tastefully Simple [Order Generic Cialis Online without Prescription](#) is now Alexandria's second-largest private sector employer, locals have known for years what *Prairie Business Magazine* reported earlier this month – that the company recruits and retains the best talent and continues to meet its sales goals because of its innovative workplace culture.

Tastefully Simple Founder & CEO Jill Blashack Strahan – a headlining speaker for our October 27-29 event with Inc. in Denver – is featured prominently in the *Prairie Business* article. Writer Dee George does an excellent job of showing how the firm's human capital strategies support Blashack Strahan's claim that "Our principles aren't just sayings on a wall. They are a way of life."

For leadership insights on everything from growth strategies to better employee engagement and team building for a more productive workplace, don't miss the Inc. Leadership Conference.

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