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Holten Works to Improve Local Businesses’ Online Presence

Summary: Cory Holten ’15, Starbuck, works with his hometown and CST to help local businesses get online.

(April 4, 2013)-Cory Holten, ’15, Starbuck, has returned to his hometown to help local business owners improve their online presence. In partnership with the University of Minnesota, Morris’s Center for Small Towns (CST), Holten is also working to have these businesses listed on the local Chamber of Commerce’s website.

Many of the small businesses with which Holten is working have little to no information online, making it harder for potential consumers to find and access them. Holten has been meeting with business leaders throughout Starbuck to assess the kinds of help they will need. He will either write a short article about them for use online or ensure they have the tools they need to do so themselves.

Holten is also offering to set-up additional online services for these businesses by creating Facebook pages or getting their locations added to Google Maps. His goal is to help area businesses be more connected and accessible to their customers.

Holten enjoys working with CST because of his history growing up in a small town. He adds, “any (work) I can do for them is something that’s beneficial for both them and me.” Holten hopes to complete the project, with all information accessible and functional, by the end of this semester.

The University of Minnesota, Morris Center for Small Towns (CST) is a community outreach program that serves as a point-of-entry to the resources of the University of Minnesota. Small towns, local units of government, k-12 schools, nonprofit organizations, and other University units are able to utilize the Center’s resources as they work on rural issues or make contributions to rural society. Their mission is to focus the University’s attention and marshal its resources toward assisting Minnesota’s small towns with locally identified issues by creating applied learning opportunities for faculty and students.

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