



*Gina Schaefer*  
Speaker | Founder | Author

# Reviving Main Street: The Power of Community and Local Business

## Summary

When she moved into a forlorn neighborhood that needed a hardware store, she built one. When she thought the recovery community needed businesses to believe in them, she became one. When she suggested that inequality could be helped with business ownership, she began selling hers to her team.

In this inspiring 45-minute keynote, Gina shares how community passion can revitalize neighborhoods, empower marginalized groups, and foster economic growth. She delves into her journey of transforming struggling areas into thriving communities through local business initiatives.

Gina's stories highlight the importance of investing in Main Street America and the profound impact it can have on creating vibrant, inclusive communities.

## Testimonial

"Gina's powerful story and passion inspired our 400 conference attendees. Her message is perfect for inspiring any audience."

– Chris Cooper, Director Ohio Employee Ownership Center

## Contact

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## Key Takeaways

### 1. Engage and Empower Your Community

Discover how to transform your local area by actively engaging with community members and supporting local initiatives. Learn to differentiate your business by hosting community events and collaborating with smaller voices.

### 2. Innovative Hiring Practices

Uncover strategies for inclusive hiring that can help revitalize your business and community. Understand the impact of hiring from diverse backgrounds, including the recovery community, and see how these practices can lead to business success.

### 3. Build Strong Alliances

Learn the importance of finding and collaborating with allies, both within and outside your industry. See how sharing your space with non-profits and other local businesses can create a network of support and growth, benefiting both your business and the community at large.

## References

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