



Community Resilience Webinar Series

Jon Schallert



Jon Schallert is the only business consultant in the world teaching businesses and communities how to reinvent themselves into Consumer Destinations. Jon speaks to thousands annually on his trademarked 14-step “Destination Business” process, which he developed over the course of 32 years after interviewing over 10,000 independent business owners in nearly 600 cities and towns.

Using the Destination strategy, Jon helps independent businesses stand out and draw customers to them, even from hundreds of miles away. Jon’s teachings have been applied by consumer and tourist businesses in both large and small marketplaces, helping them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage.

Schallert has spoken at national and state tourism conferences around the country. His expertise with independent business owners is likewise sought out by major companies, like Kellogg’s, KitchenAid, Denver International Airport, Ace Hardware, Anheuser Busch, Hunter Douglas, and Glenwood Caverns Adventure Park, to name a few.

Prior to starting his company, Jon spent ten years with greeting card giant Hallmark Cards, where his Destination marketing strategies were publicized throughout the company as “the Schallert Method”.

Jon’s insight is seen in publications, such as The Wall Street Journal, The Washington Post, and Entrepreneur Magazine. He is a member of the International Downtown Association, the International Economic Development Council, and the National Main Street Network.