

AGENDA
Collegiate Entrepreneurs' Iowa Conference
University of Northern Iowa Maucker Union
March 6, 2009

OLD CENTRAL BALLROOM

- 8:30 – 9:00 Registration Sign-in for All Conference and Competition Attendees
- 9:00 – 9:05 Welcome and Introduction of Dan Leese -- Dr. Farzad Moussavi, Dean College of Business Administration
- 9:05 – 9:45 **Keynote Speaker:** Dan Leese, President, 585 Wine Partners LLC
- 9:45 – 9:50 Breakout Session and Lunch Instructions – Katherine Cota-Uyar
- 9:50 – 10:00 BREAK
- Buses load in Maucker Circle for those attendees taking the Company Tours
- 10:00-Noon Company Tours (Pre-registration required)
- 10:15 –10:55 Company 1 – Wayne Engineering
- 11:05 – 11:45 Company 2 – ME & V
- 10:00 – 10:50 Breakout Session 1
- **COLLEGE EYE Room: Is There a Market for Your Product?** - Join two experienced market researchers and find out how to find a market for your product. Presenters: Christy Ryken and Sara Ehrig, UNI Strategic Marketing Services
 - **STATE COLLEGE Room: Great Business Plans** – Learn the basics of what goes into writing an effective business plan. Presenter: Lynn Allendorf, University of Iowa John Pappajohn Entrepreneurial Center
 - **PRESIDENTIAL Room: Real Estate Entrepreneurs** – These entrepreneurs will teach you there are many different types of real estate that may satisfy your entrepreneurial spirit. Presenters: Katie Hesse, Century 21 LSB Real Estate; Nathan Drew, Drew Holdings Inc. Moderator: Heath Baker, UNI Entrepreneurship Student
 - **ELM Room: Managing Multiple Priorities** -- Learn strategies for handling all of the many priorities of being an entrepreneur. Presenter: Victoria Robinson. Department of Educational Leadership, Counseling, and Postsecondary Education. Moderator: Stephen Rausch, UNI Student Business Incubator
 - **PURPLE PEN Room: Entrepreneurial Art** -- Learn the business of art and the art of business. Learn how to bid a project and promote your projects. Presenters: Beth Nybeck, UNI student and artist; Tom Stancliffe, UNI Art Professor and artist. Moderator: Travis Steffen, UNI Student Business Incubator
 - **MULTICULTURAL CENTER: Running a Successful Business in Your 20s: Student Entrepreneurs Panel** -- This panel will talk about their businesses and what it is like to run a business (successfully) in your teens and 20s. Presenters: Ben Frein, E-Holdings LLC; Tim Hackbarth, Edash Marketing; Erin Thatcher, SmarterRX. Moderator: Bryan Hoyer, UNI Student Business Incubator

- OLD GOLD Room: **High School Teachers: Running a Business Plan Competition.** Presenter: Dawn Bowlus, University of Iowa Jacobsen Institute for Youth Entrepreneurship
- JPEC STUDENT BUSINESS INCUBATOR TOUR: Pre-registration required. Presenter: Laurie Watje, UNI John Pappajohn Entrepreneurial Center
- UNI CAMPUS TOUR: Pre-registration required. Presenter: UNI Ambassadors

10:50 – 11:00 BREAK

11:00 – 11:50 Breakout Session 2 -- Repeat of Breakout 1 Sessions except for this new session

- ELM Room: **Work/Life Success Strategies** – Learn strategies from a professor/entrepreneur on how to have balance in your life and career. Presenter: Kris Pond-Burtis, UNI Department of Communications. Moderator: Stephen Rausch, UNI Student Business Incubator

11:50 – 12:00 BREAK

OLD CENTRAL BALLROOM

12:00 – 12:30 Attendees prepare lunch plates in buffet lines; Speakers and invited guests served at reserved tables

12:30 Luncheon & Elevator Pitch Introduction – Randy Pilkington, UNI John Pappajohn Entrepreneurial Center

12:30 – 1:15 Elevator Pitches – Pappajohn Business Plan Competition Entrants

1:15 – 1:30 Pappajohn Business Plan Competition Winners Announcement – Matt Kinley, Equity Dynamics

1:30 – 1:35 Introduction of John Hall – Mark Watje, UNI CEO President

1:35 – 2:15 **Closing Speaker:** John Hall, President, Goose Island Brewery

2:15 – 2:18 CEO National Announcement – Judi Eyles, Iowa State University John Pappajohn Entrepreneurial Center

2:18 – 2:22 Concluding Remarks: Katherine Cota-Uyar, UNI John Pappajohn Entrepreneurial Center

2:22 – 2:45 CEO Prize Drawings – Rachel Ruplinger, UNI CEO Officer, and Adam O’Leary, UNI CEO Member