

Agenda

TIME	SESSION	LOCATION
FRIDAY, MARCH 7, 2014		
9:00 a.m.– 4:00 p.m.	Registration	Sheraton Hotel Lobby
4:00–4:30 p.m.	Transition	Sheraton Hotel
4:30 p.m.	Depart to the Whitman School of Management (WSOM)	Sheraton Hotel Lobby
4:30–5:15 p.m.	Headshots	Hallway Outside WSOM 104
5:15–6:00 p.m.	Orientation	WSOM 104
6:00–7:00 p.m.	Cocktail Reception PERFORMANCE BY: Blowin' In The Wind, LLC	Flaum Grand Hall
7:00–8:00 p.m.	Dinner	Flaum Grand Hall
8:00–9:00 p.m.	Opening Ceremony KEYNOTE: Dr. Vivian Greentree, <i>Director of Research and Policy, Blue Star Families; Senior Fellow, Institute for Veterans and Military Families</i>	Flaum Grand Hall

SATURDAY, MARCH 8, 2014

7:30–9:00 a.m.	Breakfast	Rachel's Restaurant at the Sheraton
9:00–10:15 a.m.	The Entrepreneurial Experience: Process, Opportunities, and Concepts Dr. Mike Haynie, Executive Director and Founder, Institute for Veterans and Military Families; Barnes Professor of Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203
10:15–10:30 a.m.	Break	2nd Floor Balcony Area
10:30 a.m.–12:00 p.m.	The Dream: Mission, Aspirations & Risk Dr. Mike Haynie, Executive Director and Founder, Institute for Veterans and Military Families; Barnes Professor of Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203
12:00–1:00 p.m.	Lunch SPEAKERS: Mr. Michael Houlihan and Ms. Bonnie Harvey, Co-Founders of Barefoot Cellars	WSOM 411 Milton Room
1:00–3:00 p.m.	Developing an Entrepreneurial Strategy Dr. G. Thomas Lumpkin, Chris J. Witting Chair in Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203
3:00–3:15 p.m.	Break	2nd Floor Balcony Area
3:15–4:15 p.m.	Business Case for Social Change Mr. Jared Lyon, National Program Manager, EBV, EBV-F, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203
4:15–5:30 p.m.	Benefits Planning & Leveraging for Entrepreneurship Ms. Janet D. Steveley, Senior Consultant, Griffin-Hammis Associates, LLC	WSOM 203
5:30–6:15 p.m.	Introduction to the Venture Pitch Mr. Mirza Tihic, Director of Program Support Services, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203
6:15–8:00 p.m.	Dinner/Transition	Rachel's Restaurant at the Sheraton
8:00–10:00 p.m.	Venture Pitch Development TOPICS: CORE CONCEPT AND MY PRODUCT OR SERVICE INSTRUCTOR: Mr. Mirza Tihic, Director of Program Support Services, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203

TIME	SESSION	LOCATION
SUNDAY, MARCH 9, 2014		
7:30–9:00 a.m.	Breakfast	Rachel's Restaurant at the Sheraton
9:00–10:15 a.m.	Introduction to the Business Plan Mr. Neil Tarallo, <i>Senior Lecturer, School of Hotel Administration, Cornell University</i>	WSOM 203
10:15–10:30 a.m.	Break	2nd Floor Balcony Area
10:30 a.m.–12:00 p.m.	Introduction to the Business Plan (continued) Mr. Neil Tarallo, <i>Senior Lecturer, School of Hotel Administration, Cornell University</i>	WSOM 203
12:00–1:00 p.m.	Lunch SPEAKERS: Mr. Samuel Wasko, Jr., <i>Co-Founder and CSO, inDegree; Florida State University EBV Class of 2008</i> Dr. Molly Wasko, <i>Co-Founder and CTO, inDegree; Florida State University EBV-F Class of 2012</i>	WSOM 411 Milton Room
1:00–3:00 p.m.	Building Your Personal Brand Dr. Tommy Karam, <i>Instructor, Department of Marketing, E.J. Ourso College of Business, Louisiana State University</i>	WSOM 203
3:00–3:15 p.m.	Break	2nd Floor Balcony Area
3:15–5:15 p.m.	Financing Your Venture Mr. Neil Tarallo, <i>Senior Lecturer, School of Hotel Administration, Cornell University</i>	WSOM 203
5:15–6:15 p.m.	Guest Entrepreneur Mr. Chris Gardner, <i>President, FMF&E Wealth Management, LLC</i>	WSOM 203
6:15–8:15 p.m.	Dinner/Transition	Rachel's Restaurant at the Sheraton
8:15–10:00 p.m.	Venture Pitch Development TOPICS: MARKET AND COMPETITIVE STRATEGY INSTRUCTOR: Mr. Mirza Tihic, <i>Director of Program Support Services, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University</i>	WSOM 203

TIME	SESSION	LOCATION
MONDAY, MARCH 10, 2014		
7:30–9:00 a.m.	Breakfast	Rachel's Restaurant at the Sheraton
9:00–10:30 a.m.	The Logic of Profit: The Economic Model Ms. Alexandra Kostakis, Assistant Professor of Entrepreneurial Practice, Whitman School of Management, Syracuse University	WSOM 203
10:30–10:45 a.m.	Break	2nd Floor Balcony Area
10:45 a.m.–12:00 p.m.	Guest Entrepreneur Mr. Ken Quaglio, Founder and CEO, QGC Group	WSOM 203
12:00–1:00 p.m.	Lunch SPEAKER: Mr. John Logan, CEO, Mirbeau Inn & Spa	WSOM 411 Milton Room
1:00–3:00 p.m.	Financial Literacy and Family Asset Accumulation Ms. Me'Shae Brooks-Rolling, Author "How To Save Money & Organize Your Finances"; President, Just the Basics Financial Literacy; Director of Special Events & Conferences, Institute for Veterans and Military Families	WSOM 203
3:00–3:15 p.m.	Break	2nd Floor Balcony Area
3:15–4:45 p.m.	Bootstrapping Your Venture Dr. Mike Haynie, Executive Director and Founder, Institute for Veterans and Military Families; Barnes Professor of Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203
4:45–5:30 p.m.	Transition	Sheraton Hotel
5:30 p.m.	Depart to Pastabilities (MEET IN FRONT OF SHERATON FOR BUS)	Sheraton Hotel
5:45–8:30 p.m.	Event at Pastabilities in Downtown Syracuse	Syracuse, NY
8:30 p.m.	Return to Bus	Syracuse, NY
8:45 p.m.	Arrive at Sheraton Hotel	Sheraton Hotel

TIME	SESSION	LOCATION
TUESDAY, MARCH 11, 2014		
7:30–9:00 a.m.	Breakfast	Rachel's Restaurant at the Sheraton
9:00–10:15 a.m.	Understanding the Numbers: Accounting for Small Business Dr. Mitch Franklin, Assistant Professor of Accounting Practice, Whitman School of Management, Syracuse University	WSOM 203
10:15–10:30 a.m.	Break	2nd Floor Balcony Area
10:30 a.m.–12:00 p.m.	Understanding the Numbers: Accounting for Small Business (continued) Dr. Mitch Franklin, Assistant Professor of Accounting Practice, Whitman School of Management, Syracuse University	WSOM 203
12:00–1:00 p.m.	Lunch SPEAKER: Ms. Kristina Guerrero, CEO & Founder, TurboPUP; V-WISE San Diego, CA Graduate and Citi Salutes Business Plan Competition Grand Prize Winner	WSOM 411 Milton Room
1:00–3:00 p.m.	Marketing & Selling in an Entrepreneurial Venture Dr. Amanda Nicholson, Associate Dean, Undergraduate Programs, Professor of Retail Practice and SU-SIFE Sam Walton Fellow, Whitman School of Management, Syracuse University	WSOM 203
3:00–3:15 p.m.	Break	2nd Floor Balcony Area
3:15–4:15 p.m.	Guest Entrepreneur Mr. Ryan Novak, Owner, The Chocolate Pizza Company	WSOM 203
4:15–6:00 p.m.	Presentation Empowerment Ms. Leslie English, President and Managing Partner, Dale Carnegie Training of Central NY	WSOM 203
6:00–8:00 p.m.	Dinner/Transition Mr. Howard Garrity, Veterans Business Development Officer & Business Development Specialist, U.S. Small Business Administration	Rachel's Restaurant at the Sheraton
8:00–10:00 p.m.	Venture Pitch Development TOPICS: MARKETING STRATEGY AND ECONOMIC MODEL INSTRUCTOR: Mr. Mirza Tihic, Director of Program Support Services, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University	WSOM 203

TIME	SESSION	LOCATION
WEDNESDAY, MARCH 12, 2014		
7:30–9:00 a.m.	Breakfast	Rachel's Restaurant at the Sheraton
9:00–10:15 a.m.	Managing Your Supply Chain Mr. Gary LaPoint, Assistant Professor of Supply Chain Practice, Co-Director of H.H. Franklin Center for Supply Chain, Co-Director of Harry Salzberg Memorial Program, Whitman School of Management, Syracuse University	WSOM 203
10:15–10:30 a.m.	Break	2nd Floor Balcony Area
10:30 a.m.–12:00 p.m.	Operations & Your Operating Model Dr. Tim Dowding, CDR USNR (Ret.), Professor-in-Residence, Operations and Information Management Department, School of Business, University of Connecticut	WSOM 203
12:00–1:00 p.m.	Lunch SPEAKERS: Ms. Melinda Sorrentino, Owner, Continental Warehousing Inc.; Co-Founder, Clear Path for Veterans Ms. Melissa Spicer, Co-Founder, Clear Path for Veterans	WSOM 411 Milton Room
1:00–3:00 p.m.	Leveraging Technology to Launch & Grow Your Business Mr. Scott Nadzan, Director of Marketing and New Media, Symphony Video Inc.	WSOM 203
3:00–3:15 p.m.	Break	2nd Floor Balcony Area
3:15–4:30 p.m.	Guest Entrepreneur Panel with EBV-F Graduates MODERATOR: Mr. Jared Lyon, National Program Manager, EBV, EBV-F, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University PANELISTS: Ms. Jenna Bazdaric, Owner, Tropical Smoothie Café; Syracuse University EBV-F Class of 2010 Ms. Sandra Gonzales, Owner, Docere eLearning Solutions LLC; Syracuse University EBV-F Class of 2013 Ms. Charlotte Moore, Owner, MyActiveChild.com; Florida State University EBV-F Class of 2013 Ms. Zona Schroeter, Owner, Couper Ellis; Florida State University EBV-F Class of 2013	WSOM 203
4:30–4:45 p.m.	Transition	WSOM 203
4:45 p.m.	Depart to Mirbeau Inn & Spa (MEET IN FRONT OF SHERATON FOR BUS)	Sheraton Hotel
5:15–8:45 p.m.	Event at Mirbeau Inn & Spa	Skaneateles, NY
8:45 p.m.	Return to Bus	Skaneateles, NY
9:15 p.m.	Arrive at Sheraton Hotel	Sheraton Hotel

TIME

SESSION

LOCATION

THURSDAY, MARCH 13, 2014

7:30–9:00 a.m.	Breakfast	Rachel's Restaurant at the Sheraton
9:00–10:15 a.m.	Partners, Teams, Human Resources & Other People Issues Mr. James Schmeling, J.D., <i>Managing Director and Co-Founder, Institute for Veterans and Military Families, Syracuse University</i>	WSOM 203
10:15–10:30 a.m.	Break	2nd Floor Balcony Area
10:30 a.m.–12:00 p.m.	Partners, Teams, Human Resources & Other People Issues (continued) Mr. James Schmeling, J.D., <i>Managing Director and Co-Founder, Institute for Veterans and Military Families, Syracuse University</i>	WSOM 203
12:00–1:00 p.m.	Lunch SPEAKER: Mr. Jared Lyon, <i>National Program Manager, EBV, EBV-F, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University</i>	WSOM 525
1:00–3:00 p.m.	Doing Business with a Government Prime Mr. Lee L. Sorenson, <i>Vice President, Global Supply Chain Operations, Lockheed Martin, Information Systems & Global Solutions</i>	WSOM 203
3:00–3:15 p.m.	Break	2nd Floor Balcony Area
3:15–5:00 p.m.	Supplier Diversity Mr. James Schmeling, J.D., <i>Managing Director and Co-Founder, Institute for Veterans and Military Families, Syracuse University</i>	WSOM 203
5:00–6:00 p.m.	Work/Life Balance Ms. Kelli LaPage, <i>Founder and CEO, WellTrail, Inc.</i>	WSOM 203
6:00–8:00 p.m.	Dinner/Transition	Rachel's Restaurant at the Sheraton
8:00–10:00 p.m.	Venture Pitch Development TOPICS: OPERATIONS, FINANCIALS, FUNDING AND MANAGEMENT TEAM INSTRUCTOR: Mr. Mirza Tihic, <i>Director of Program Support Services, Institute for Veterans and Military Families; Adjunct Professor of Entrepreneurship, Whitman School of Management, Syracuse University</i>	WSOM 203

TIME	SESSION	LOCATION
FRIDAY, MARCH 14, 2014		
7:30–9:00 a.m.	Breakfast	Rachel's Restaurant at the Sheraton
9:00–10:15 a.m.	Legal Issues in Small Business Mr. David Turner, Associate, Corporate & Securities, DLA Piper LLP	WSOM 203
10:15–10:30 a.m.	Break	2nd Floor Balcony Area
10:30 a.m.–12:00 p.m.	Legal Issues in Small Business (continued) Mr. David Turner, Associate, Corporate & Securities, DLA Piper LLP	WSOM 203
12:00–1:00 p.m.	Working Lunch	WSOM 411 Milton Room
1:00–4:00 p.m.	Student Presentations: Final Venture Pitches	WSOM 301, 302, 304 & 306
4:00–5:00 p.m.	Transition	Sheraton Hotel
5:00–6:00 p.m.	Class Photograph	Sheraton Hotel Staircase
6:00–7:00 p.m.	Cocktail Reception PERFORMANCE BY: Syracuse Jazz Group E.S.P.	Flaum Grand Hall
7:00–8:00 p.m.	Dinner KEYNOTE: Ms. Barbara Carson, Deputy Associate Administrator, Office of Veterans Business Development, U.S. Small Business Administration AWARD PRESENTATION: Entrepreneurial Spirit, Dreamer & Doer and Most Outstanding Venture	Flaum Grand Hall
8:00–9:00 p.m.	Graduation & Closing Ceremony SPECIAL PRESENTATION	Flaum Grand Hall
SATURDAY, MARCH 15, 2014		
All Day	Depart Syracuse	Shuttle from Sheraton Hotel