



# Entrepreneurship and Social Media

## The Building of a Global Brand with Scott Armstrong

**Entrepreneur and CEO Scott Armstrong** shares how he and his partners created the entertainment and events information app **Dibbs**, and the lessons learned. Dibbs has developed the world's first Awareness Engine™ that finds and pulls in all of the events going on around a user, based on the user's personal taste. Dibbs currently serves the High Sierra Region of Reno, Sparks, Lake Tahoe, Truckee, and Carson City and is well on its way to being a global brand. **Check it out at [www.gotdibbs.com](http://www.gotdibbs.com).**



***This event is FREE and open to the public.***

**Thursday, Sept. 16, 2010, 6-7:30 p.m.**

**Location:** Wells Fargo Auditorium, lower level, Mathewson-IGT Knowledge Center, UNR.

**Parking** is available in the Brian J. Whalen Parking Complex (or use the metered parking at 15th and Virginia St. and walk across the street to the UNR Knowledge Center).

**Co-Host/Moderator:** Bret L. Simmons, Ph.D.  
University of Nevada, Reno  
[www.bretlsimmons.com](http://www.bretlsimmons.com) | (775) 682-9163

**Co-Host:** Kathleen Carrico,  
Nevada Small Business Development Center

**Co-Host:** Jim McClenahan, MBA,  
University of Nevada, Reno, Extended Studies

Presented by:



The social media marketing conference for professionals, small businesses, nonprofits, gaming and tourism.  
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