

POWERED BY



2018 VETERAN & MILITARY SPOUSE ENTREPRENEURSHIP FREEDOM SUMMIT

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Saturday June 30, 2018
8:30AM — 5PM

5100 Sierra College Blvd
Rocklin, California 95677

Registration Deadline
June 22, 2018

WELCOME BY

William H. Duncan IV - Superintendent/President, Sierra College

KEYNOTE SPEAKER

Stephanie Brown - Founder/CEO, The Rosie Network | 2018 SBA Veteran Small Business Champion of the Year

PANEL DISCUSSION • WORKSHOPS & NETWORKING

Nationally recognized speakers/subject matter experts

PITCH OFF COMPETITION with \$10,000 Grand Prize

Led by Canice Wu, Entrepreneur and former President, Plug and Play Tech Center



REGISTER ONLINE

www.vetucation.org



Event Registration Fee \$25 (\$35 After June 15)

▶ Includes Continental Breakfast & Lunch

SCHEDULE

- 8:30 - 9:00 Registration & Check-In at Dietrich Theater
Continental Breakfast & Networking
- 9:00 - 9:20 Color Guard & Opening Ceremony
- 9:25 - 9:40 Keynote Speaker
- 9:45 - 10:15 Small Panel Discussion and Q&A
- 10:15 - 10:25 Transition to Cafeteria
Drawing #1 (*\$500 Amazon card*)
- 10:25 - 11:00 Speed Networking with Exhibitors/Sponsors Marketplace
- 11:10 - 12:40 Morning Breakout Sessions (*see below for more details*)
- 12:45 - 1:45 Lunch at Round Tables in Cafeteria with Experts/Exhibitors/Sponsors Marketplace
- 2:00 - 3:30 Afternoon Breakout Sessions (*see below for more details*)
- 3:45 - 5:00 Pitch Competition — \$10,000 cash Grand Prize
Drawing #2 during deliberations (*iPad*)



BREAKOUT SESSIONS — Choose 4 out of 10 below. You may pick from one or both categories.

Workshops

- BUSINESS 141 - STARTING A SMALL BUSINESS USING KICKBOX METHOD AND HACKER LAB-SIERRA MAKERSPACE (PROFESSOR DENNIS WINGATE AND DAN CASAS-MURRAY)** Learn more about Sierra College's unique hands-on course created to meet the demands of new entrepreneurs. In this course students will go through all of the steps necessary to test an idea for market potential. The course uses the same template that Adobe uses in their innovations group. A semester long project allows students to work from idea, market testing and creating a pitch for their idea. This is not a hypothetical project but an actual idea. Incorporated into the course are sessions held at Hacker Lab.
- BUSINESS 140 - INTRO TO ENTREPRENEURSHIP, GIG ECONOMY, 21ST CENTURY SKILLS (PROFESSOR NATASHA PALUMBO AND AMY SCHULZ)** Are you a budding entrepreneur? Are you a small business owner who'd like to sharpen your tools and learn new ones? Are you curious about entrepreneurship and small business management and would like to learn more? If you answered YES to any of the above questions, attend this workshop and learn more about Sierra College's Business 140 course.
- FRANCHISING (JIM FITZGERALD AND DICK HUMPHREY)** 50% of retail sales in the U.S. comes from franchised businesses, which historically have a significantly higher success rate than independent brands. With over 3,000 franchise concepts, in all price ranges, many offer veterans discounts on the franchise fees. It's also easier to obtain debt financing for a franchised business. Check it out!
- FUNDING FOR VETERANS BUSINESS (MIKE MCGRANE AND SAFE CREDIT UNION)** Access to Capital is always a big question. Come talk to a couple financing experts that help Veterans to start, grow or acquire a small business.

"Meet the Experts" — topic-specific sessions

- HR, TEAMWORK, TAXES & RELATED ISSUES** — Mike Malone: CPA, attorney, Vistage chair, retired Marine colonel, San Diego
Jim Wong: Chairman, National Veterans Transition Services, Inc. (aka REBOOT), Mustang U.S. Marine officer
- LEGAL ASPECTS & ISSUES OF SMALL BUSINESS OWNERSHIP** — Bob Litchfield: Thirty-six years of experience in Business Law. Graduate of West Point. Author. Sierra College Instructor. Former Judge Pro Temp-Placer Peer Court.
- INTERNSHIP FOR ENTREPRENEURS AND THE BUSINESS COACH PROGRAM** — Joe Molina: Veterans Chamber of Commerce, CSUSM, Director. DSN-Small Business, San Diego Region.
- INTELLECTUAL PROPERTY** — Tim Brisson: Attorney and entrepreneur. Brisson Law Group.
- ACCOUNTING** — Anne Diamond: CPA, MBA. Sierra College Professor. Past auditor and small business bookkeeping consultant.
- MARKETING/SOCIAL MEDIA** — Tyler Campbell: Air Force Vet and owner of Tytanium Ideas, from Rocklin, CA.