

Oshkosh • Fond du Lac

Entrepreneur's Connection

2008: Bigger, Faster, Stronger.

Wednesday, November 19, 2008

4:00 to 7:30 p.m.

EAA AirVenture Museum

Oshkosh

Do you have a great business or product idea which you just aren't sure how to get off the ground? Have you been working on a business plan or have you dreamed of starting your own business? Do you currently own a small business? Would you like to connect with others who face the same challenges as you? If you answered "yes" to any of these questions, you will want to attend E-Connect 2008. Held in celebration of Global Entrepreneur's Week, E-Connect 2008 has been designed with you in mind. From the topics to the timeframe, E-Connect will focus on the unique challenges, issues and concerns that matter to you – the hard-working, smart-thinking entrepreneurs who live and work in and around the Oshkosh area and Fond du Lac County.

Schedule of Events:

4:00 – 4:30 p.m. Registration and Networking

4:30 – 4:45 p.m. Welcome

4:45 – 5:30 p.m. Break Out Session 1

5:40 – 6:25 p.m. Break Out Session 2

6:30 – 7:00 p.m. Networking/Food

7:00 – 7:30 p.m. Keynote speaker: Craig Culver



Break-Out Sessions include:

Marketing and Sales: This session will provide you with an overview of small business marketing, including how to identify and research target markets, create a successful positioning message, and develop and implement successful advertising and sales programs.

Business Plan Competition: This panel will allow you to understand the value and process for competing in regional and statewide business plan competitions. Local participants will discuss their experience, along with how it impacted their business in terms of visibility with potential investors, improved their business concept and increased their chances of success.

Finance: In this session, you will learn how to finance the start-up, growth and expansion of a small business. In addition to traditional and non-traditional equity and debt financing methods, there will also be a

discussion of local, state and federal grant and loan-guarantee programs for small business.

Starting a Business : This discussion will be an overview of the process of starting a new business and the local resources available to assist you in the process. Topics would include how to determine if there is a market for your product or service, the profit potential of your product or service, an assessment of your management skills, and how to put the information together into a successful business plan.

High-Impact Entrepreneurship: This panel discussion will look at how to take your business idea with national or international market potential from concept to reality in a competitive business climate, the steps involved in creating a successful business in a fast growing industry, and the resources available to support entrepreneurs.

Cost of the event is \$30 per person. Registration deadline is Friday, November 14th.

Log on to www.econnectevent.com or call Melissa at 920.303.2266

to register or find out more.