

## Directions/Accommodations



We are pleased to be hosting EntreFest! 2011 at the **Hotel Julien!** Hotel Julien is a remarkable boutique hotel, offering the area's most elegant accommodations and impeccable service. After a \$30

million complete renovation, the Hotel Julien Dubuque is now a true landmark of luxury and sophistication. The hotel's contemporary elegance and luxurious comfort complement the grandeur of the historic Old Main District, which is home to many of the incredible sights and cultural experiences the region has to offer.

Experience the full service luxury of the Hotel Julien Dubuque. Guests have everything they could ever need including Caroline's Restaurant, Riverboat Lounge, an indoor pool and whirlpool, fitness center, shuttle service, business center, the outdoor River Terrace, free parking and so much more. There's no need to ever leave but the Hotel Julien Dubuque also provides guests with lists of area attractions, eateries and shopping.

We are pleased to offer a special room rate of \$99/per night for EntreFest! To make your hotel room reservation, contact the Hotel Julien Dubuque directly at 800-798-7098 or 563-556-4200 and ask for the EntreFest! room rate special! Online reservations cannot be accepted for this event.

## Keynote Speakers



**Bob Clements**  
President,  
Bob Clements International

Bob Clements is President of Bob Clements International, a training development company that specializes in the development of High Performance People. Bob is also the author of the bestselling book *"The 8 Greatest Sales Secrets in the World."* He is a feature writer for three national publications and a guest lecturer at the University of Notre Dame School of Business.

Bob's speaking and training has brought him national recognition; he is considered one of the top speakers and trainers in the country dealing with sales and business performance.



**Sarah Miller Caldicott**  
Founder,  
Power Patterns of Innovation

A great grandniece of Thomas Edison, Sarah Miller Caldicott has been engaged in creativity and innovation throughout her life. Inspired by a family lineage of inventors dating back five generations, Sarah co-authored the groundbreaking book *"Innovate Like Edison"* and is founder of her own Chicago-based consultancy, The Power Patterns of Innovation. Her clients include organizations such as Google, Microsoft and Motorola.

Sarah is a dynamic and award-winning speaker, whose engaging style combines substantive business content with humor as she speaks to audiences across the country. Her invaluable experience offers an ideal resource for businesses seeking innovation success in today's rapidly integrating global marketplace.

**University of Northern Iowa**  
Regional Business Center  
UNI Regional Business Center  
8120 Jennings Dr., Suite 13  
Cedar Falls, IA 50613

# EntreFest!

Learning, Sharing & Celebrating  
the Entrepreneurial Spirit!

February 24-25, 2011

Hotel Julien, Dubuque

Facebook, Twitter, SEO

Marketing That Works

Advertising Techniques

Motivating Employees

Cashflow Management

[www.entrefest.com](http://www.entrefest.com)

Increase Sales

Marketing Plans

Grants, Loans

Find Money

Network!!

# What is EntreFest!

Whether you've been in business for years or are just starting to kick the entrepreneurial tires, this conference is for you! EntreFest! is the one event where you can invest two days in the future of your business learning from nationally-acclaimed speakers and business experts, connecting with some of the state's premier service providers and having a ton of fun! Most of all, you can expect an abundance of networking opportunities to share tips, tactics and stories with other small business owners. Enjoying great food, exhibits, and many surprises along the way – including the chance to win a laptop computer and a \$10,000 market research project!

**Come to EntreFest!**

Learn, share and celebrate your entrepreneurial spirit!

# Our Sponsors



# Conference Agenda

## Thursday, February 24

8:30-10:00	<b>Conference Registration and Exhibits Open</b>
10:00-10:30 Grande Ballroom	<b>Welcome</b>
10:30-11:30 Grande Ballroom	<b>The Three Secrets to Running a Successful Business</b> Bob Clements, Bob Clements International Opportunities abound for small businesses who understand how to build a company that is fast and flexible. Bob Clements will share the three secrets to running a successful business and how any small business owner take can control their marketplace and win!
11:45-1:00 Grande Ballroom	<b>Lunch</b>
1:00-2:00 Fleur De Lis	<b>The SOS on SEO</b> Doug Mitchell, BirdDog Doug is back! EntreFest! welcomes back Doug Mitchell. His session in 2008 was standing room only; join him as he brings us a refresher on how to get the most our web presence!
Julien	<b>Catching Up With Running Ratios</b> Laurie Watje, John Pappajohn Entrepreneurial Center Reading financial statements can be a challenge- particularly running and understanding ratio analysis. Join Laurie Watje, a CPA at the University of Northern Iowa; she reads financial statements for entertainment! Laurie will help you learn what your financial statements are trying to tell you and offer some straight forward strategies for improving your bottom line.
River	<b>Shotgun or Laser Beam?</b> Josh Fleming and Jess Held, Lessing Flynn Are you using a shotgun approach to advertising? In this session join Des Moines based Lessing Flynn as they provide ideas to help create a laser beam focus for your advertising. Learn how to determine the best advertising methods for your business to engage customers, add value and help grow your market share in a competitive world!
Harbor Gallery	<b>Twitter Me This, Facebook Me That!</b> Nathan Kring, Catch Fire Media As a business owner you have plenty on your plate every day. Add in social media marketing and it might seem like your plate has overflowed. In this session, learn how to create a social media strategy to effectively and creatively engage your current customers, optimize your exposure and stay sane at the same time!
2:00-2:30	Networking Break - Exhibit Area
2:30-3:30 Fleur De Lis	<b>What's Happening, Iowa?</b> Rob Williams, MyEntre.Net Entrepreneurs in the state have long complained that finding help to start or expand their business is tough. From business intelligence and market research to connecting with service providers or their peers, entrepreneurs have long asked for a simpler way to connect. Join UNI's MyEntre.Net team as they showcase the new Connections resource and free market research assistance available to Iowa small business!
Julien	<b>Kneading Dough: The Recipe for Successful Cash Management</b> Rich Petersen, Small Business Development Center Do you manage your cash or does your cash manage you? Every business experiences cash shortfalls- but you can smooth out those highs and lows without losing sleep. Grab a cup of coffee and prepare for a high quality session on finance with cash flow expert Richard Peterson!
River	<b>Hiring Like a Pro</b> Bill Burch, Commercial Resources, Inc. Have you ever fired someone? Yep, don't want to experience that again, huh. Improve your hiring techniques to get more of what your business needs. Learn how to improve your hiring techniques beyond the basics to attract, select and keep the best employees for your business.
Harbor Gallery	<b>The Science and Art of Networking</b> Adam Steen, 25 Connections In this presentation, Adam will discuss Networking as a way to develop yourselves and grow your business to generate true economic development. These are not tactics but a way to identify gifts and resources you possess that can benefit others. This fresh perspective will make networking easier and more comfortable for years to come!

3:45-4:45 Fleur De Lis	<b>Lessen Liability and Lower Taxes!</b> Christopher Lueth, O'Connor & Thomas, P.C. Is your business structure the right fit? Join attorney Chris Lueth as he discusses how the legal structure of your business can protect you and your business from liability, protect your assets and save you money.
Julien	<b>Fishing For Lenders</b> William Callahan, Dubuque Bank & Trust Attracting the right lender for your business needs can be as difficult as landing a trophy fish; it takes planning and skill to find the right person and funding mechanism to meet your needs. This session will provide guidance to those seeking capital from traditional, angel or other financial sources.
River	<b>Been There, Done That: The Fest! Entrepreneur Panel</b> A Fest! Favorite. Our 2011 entrepreneur panel promises to offer up both thorns and roses for the Iowa business experiences over the past year.
Harbor Gallery	<b>The SOS on SEO</b> Doug Mitchell, BirdDog Doug is back! EntreFest! welcomes back Doug Mitchell. His session in 2008 was standing room only; join him as he brings us a refresher on how to get the most our web presence!
5:00-7:00	Evening Reception

## Friday, February 25

7:30-8:30	Buffet Breakfast and Morning Greeting/Exhibits Open
8:30-9:45 Grande Ballroom	<b>The Biz Info Smorgasboard</b> In a 'speed-meet' setting get advice from a buffet of business experts – come ready for answers to your most burning business questions!
9:45-10:15	Networking Break - Exhibit Area
10:15-11:15 Fleur De Lis	<b>Beyond Balance: Find Your Entrepreneur Equilibrium</b> Jean Vaux, Vaux Communication and Resources Entrepreneurship can make you feel as though you are going round and round at a dizzying pace. Don't get off the merry-go-round, move to the center and enjoy the ride! Throw away those Post It notes and red markers. Find your equilibrium and enjoy the experience of being an entrepreneur with these powerful strategies from presenter Jean Vaux.
Julien	<b>Shotgun or Laser Beam?</b> Josh Fleming and Jess Held, Lessing Flynn Are you using a shotgun approach to advertising? In this session join Des Moines based Lessing Flynn as they provide ideas to help create a laser beam focus for your advertising. Learn how to determine the best advertising methods for your business to engage customers, add value and help grow your market share in a competitive world!
River	<b>Put Down That Sofa Cushion!</b> Maureen Collins-Williams, UNI Regional Business Center ...there are other ways to finance your business needs other than sofa change! Maureen will offer some ordinary and some highly unusual (but generally legal!) options for finding cash for your business. <i>We promise you'll have money at the end of this session!</i>
Harbor Gallery	<b>Marketing-Smartketing</b> Jeff Quint, Cedar Ridge Vineyards You know <i>your</i> business. But if your business isn't in marketing, you may struggle with how to build a marketing strategy that works. Join Jeff Quint of Cedar Ridge Winery as he talks about how he developed his own marketing plan, using a bit of research, some common sense advertising strategies and good evaluation tools to launch his business.
11:30-12:30 Grande Ballroom	<b>Innovate like Edison: How to think like an Innovator in Today's Economy</b> Sarah Miller Caldicott, Power Patterns Most people know that Thomas Edison was an amazing innovator, but did you know he was also a small businessman? Sarah will reveal the techniques Edison used to advance his thinking as an entrepreneur and innovator, and how you can apply these techniques today in your business today.
12:30-1:00	<b>Closing Remarks</b> Announcement of Market Research Award Winner Prize Drawings Box lunches will be Provided

# Registration

Registration fee for EntreFest! 2011 is still \$79 per attendee. (\$99 registration after February 23, 2011)

**Register early for your chance to WIN!!\***

\*Register by February 17th and you could be one of six lucky attendees who will enjoy a private lunch with keynote presenter, Bob Clements during EntreFest!

To register or get more information: go to [www.entrefest.com](http://www.entrefest.com) or contact Amy Kuhlers at 319-273-4328 or [amy.kuhlers@uni.edu](mailto:amy.kuhlers@uni.edu)

# Exhibiting

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