



*Kutztown University's  
Entrepreneurial Leadership  
Week*



Tuesday March 28th

Wednesday March 29th

Thursday March 30th

**eNTREPRENEURIAL  
LEADERSHIP CENTER**

## Special Thanks to Those Who Made This Event

### Possible:

**Interim Dean E. Gil Clary** - for his ongoing support of the Entrepreneurial Leadership Center.

**Dr. Duane Crider**- ELC Faculty Coordinator, for his work with students, faculty, staff and continued support of the Entrepreneurial Leadership Center

**Leslie Scroble**- College of Business, Dean's Office Secretary; for her invaluable aid and support.

**Ernie Post**- Director of SBDC; for his participation and leadership within the workshops.

**Alex Ogeka** - Senior Director of Development and Alumni Relations; for his assistance and dedication to ELC week.

**Allison Fanning**- College of Business Employee; for her assistance.

## ELC Week Description

Entrepreneurial Leadership Week is a celebration of student innovators who want to change the world, bring a creative new idea to life, or launch a new business! This three day event will be filled with various activities, workshops, and panels for students and business leaders looking to get into the mindset of an entrepreneur, and take their ideas to the world!



We welcome you to join the College of Business' Entrepreneurial Leadership Center (ELC) and the multitude of experienced and innovative speakers in some fun and educational activities designed to inspire the entrepreneur in all of us!

## Tuesday March 28

**Keynote Speaker: Julia Klein**

**AF 101 11:00 AM to 1:00 PM**

### Thinking Like an Entrepreneur

Julia Klein, Chairwoman & CEO, C.H. Briggs is a leader in the building materials distribution industry. With expertise in strategy, governance, mergers and acquisitions, technology and supply chain solutions in the residential and commercial construction industries, Ms. Klein has led C.H. Briggs for over 20 years.

Ms. Klein was a finalist for the Ernst & Young Entrepreneur of the Year Awards© in Greater Philadelphia, and was honored with the Junior Achievement Entrepreneurial Hall of Fame Award, the Athena Award, and as a Distinguished Girl Scout Alumna by the Girl Scouts of Eastern Pennsylvania. She also received the Smart CEO magazine Brava Award and Best Managed Companies in Philadelphia.

We welcome and are honored to have Julia Klein speak with us today!

## Wednesday March 29

### Entrepreneurship Recognition Panel

**AF 200 11:00 am to 1:00PM**

Facilitated by: **Stephen Hilborn**

### First Steps to Starting Your Business

**Room 250 in McFarland Student Union  
3:00 - 5:00 PM.**

Facilitated by **Ernie Post**: *Executive Director of Kutztown SBDC.*

**About:** This workshop covers a number of critical issues relevant to starting and operating a small business. Subjects include: legal issues, accounting issues, organization, and management. The workshop is designed for both entrepreneurs thinking about opening their first business and existing business owners looking for a “checkup”. This workshop is presented in partnership with the Small Business Assistance Center.

### Social Media Training: How to Help Your Small Business Reach it's Big Potential

**Room 250 in McFarland Student Union  
6:00 - 8:00 PM.**

**About:** An introductory social media training designed to help small businesses that are not familiar with, struggling with, or need a refresher on how social media can help their business reach its full, on line potential.

## Thursday March 30

### Entrepreneurial Student Marketplace

**Room 218 in McFarland Student Union 11:00 - 12:00 Noon.**

### Entrepreneurial Women's Panel

**Room 218 in McFarland Student Union 11:00 - 12:00 Noon.**

Facilitated by **Lori Donofrio-Galley**.

### **Women Panelists:**

**Kim Davis:** *KD Consulting*

**Pam Vecellio:** *Continual Impact*

**Robin Costenbader-Jacobson:** *RC-J Consulting*

**Nina Bohn:** *Illuminate Strategies*

**Caitlin Bodner:** *Magnifiscent Candles*

### Networking Luncheon 12:00 – 1:00 pm

### Successful Entrepreneur Workshop

Led by: **Kim Stout**, *KOP SPA*

**Laurie Sterner**, *KU SBDC*

**Room 218 in McFarland Student Union 1:30 - 3:00 PM.**