Leatherby Center for Entrepreneurship and Ethics | FALL 2012 Events

Entrepreneur Speaker Series with Sizhao “Zao” Yang, Farmville
Wednesday, September 26, 2012
5:00 PM - Networking
5:30 PM - Presentation
Beckman Hall 404, Chapman University

Zao designed the popular FarmVille iPhone application and worked on corporate development for Microsoft, Yahoo, Zynga Japan, and Zynga corporate strategy!

REGISTER NOW @ http://www.surveymonkey.com/s/ESS926

Leatherby Center Seminar
Forecasting the Unknown so you can Plan for Success
Presented by Phil Harding and Dick Dadamo

Thursday, September 27, 2012
1:30 PM - 3:30 PM
Argyros Forum 209A, Chapman University
Cost $40.00

Learn how to:
• measure the accuracy of your forecasts
• add flexibility to your forecasts
• minimize the gambling aspect of your forecast

REGISTER NOW to dickd@cox.net

TEDxOrangeCoast
“Redefining Relevance”

Wednesday, October 10, 2012
Segerstrom Center of the Arts

The theme for this year’s event is “Redefining Relevance.” To help lead us through the evolving definition of relevance, we have assembled a live cast of over 20 visionaries, scientific pioneers, storytellers, and provocateurs to share their vision and experience.

PURCHASE TICKETS NOW @ http://www.scfta.org/home/Events/EventDetail.aspx?EventID=1375&NavID=123&ps=y
You’ve got a great idea for a business; now what are you going to do with it? How are you going to let people know about it, how will you make money, how much will it cost you to start this new venture and where will you get the money? Going somewhere new, such as starting a business, takes planning and forethought. If you’ve ever taken a trip, you know that while you might not write down every detail for your journey, there are key elements that you have to plan for if you want your trip to be successful. Business is the same way. As you embark on this new business venture, planning helps to reduce your risks and ensure greater success. In this workshop, we will go over the 8 key elements to include in your BUSINESS ROADMAP so you can launch smoothly and successfully.

REGISTER NOW @ http://www.eventbrite.com/event/4338129462

Cross Borders
USA & Mexico Entrepreneurship Conference

Saturday, October 20, 2012
8:00 AM - 5:00 PM
Beckman Hall 404, Chapman University
General Admission: $65.00

The Cross-Border Conference seeks to inform Orange County businesses and private capital on recent developments and opportunities, as well as foster alliances between companies and investors in both the US and Mexico.

PANEL DISCUSSIONS: Cross-Border Funding Sources, U.S. and Mexican Government support programs, Nearshore Expansion Advantages, Roadmap for establishing operations in Mexico, Intellectual Property protection, Industrial & Technology Infrastructure available in Mexico, Real world experience of U.S. companies operating in Mexico, Workforce availability and/or training resources in Mexico

KEYNOTE SPEAKERS:
Alejandra García-Williams,
General Consul of Mexico in Orange County and
Kevin Klowden,
Managing Economist at the Milken Institute

REGISTER NOW @ http://cbec.eventbrite.com/

Food Entrepreneur’s Workshop
Transforming your unique food idea into a successful business

Friday and Saturday, October 26-27, 2012
8:00 AM - 4:30 PM
Argyros Forum 201, Chapman University
This workshop will answer these questions and more. Learn how to develop your product, find a manufacturer, negotiate with brokers and distributors, write an effective business plan, obtain capital backing, and market your product to insure that your product will move successfully into the marketplace.

REGISTER NOW @ http://foodewksp.eventbrite.com/
Deadline to register is Oct. 12. Registration after October 12 is subject to a $50 late fee.

**Startup Weekend  Orange County.**  No Talk, all Action.  Launch a startup in 54 hours.

**November 2-4, 2012**  
6:00 PM Friday - 8:00 PM Sunday  
Kennedy Hall 237, Chapman University  
General Admission: $99.00

Anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it’s a 54 hour frenzy of business model creation, coding, designing, and market validation. The weekends culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.

REGISTER NOW @ http://www.eventbrite.com/event/4032316768/es2?rank=1

**Entrepreneur Speaker Series with Jason Lucash, OrigAudio**

**Monday, November 12, 2012**  
5:00 PM Networking  
5:30 PM Presentation  
Kennedy Hall 237, Chapman University

Jason Lucash has traveled more than 600,000 miles in the past four years, it was in his travels that the idea for OrigAudio came about as an eco-friendly, portable solution, for listening to music. In August 2009 himself and business partner Mike Szymczak decided to form the company and it hasn’t stopped growing since. Their first product was named to Time Magazine’s “50 Best Inventions of 2009” list and later has gone on to sell close to 1,000,000 units of their Fold N’ Play Recycled speakers. Lucash also recently starred on season 2 and season 3 of ABC’s hit show “Shark Tank” and has his product in store such as Bed Bath & Beyond, Zumiez, American Eagle, Crate & Barrel and more. Lucash continues to travel for fun as he continues to expand the business and also heads up OrigAudio’s office in Costa Mesa, California.

REGISTER NOW @ http://www.surveymonkey.com/s/ess1112

**“Making the Pitch” Workshop Presented by Jan McCarthy**

**Wednesday, November 14, 2012**  
9:30 AM - 12:30 PM  
eVillage Large Conference Room, Chapman University  
General Admission: $125.00  
Student Admission: Please email launch@chapman.edu for information
Whether you are pitching to an investor or to someone in an elevator, you need to have a compelling statement to grab their attention and get them to say, “Tell me more!” In this workshop we will develop your PITCH and practice it so you can feel comfortable telling people what your business is, owning it, and getting them as excited as you are about what you are doing!

REGISTER NOW @ http://www.eventbrite.com/event/4366333822