



## MTSU Global Entrepreneurship Week Fall 2009 Agenda

Department of Business Communication and Entrepreneurship  
Tennessee Small Business Development Center at MTSU  
Wright Travel Chair in Entrepreneurship  
Jennings A. Jones College of Business  
Department of Recording Industry  
College of Mass Communication  
Middle Tennessee State University  
Tennessee Board of Regents Access and Diversity Grant

All events listed on this agenda are open to MTSU students and the public.

For off-campus visitors, a campus map and parking pass can be obtained at the Tennessee Small Business Development Center, Rutherford County Chamber of Commerce Building, 501 Memorial Blvd., Murfreesboro, TN 37129.

For further information call 615.898.2902.

BAS = Business and Aerospace Building; COMM = John Bragg Mass Communication Building

### MONDAY, NOVEMBER 16

- 9:30 – 10:45      COMM 101      *Risk Evaluation and Risk Mitigation*  
Steve Moore, Senior Vice President, AEG Live/ Moore Entertainment  
President, Country Music Association  
AEG Live/Moore Entertainment  
Nashville, Tennessee  
[www.aeglive.com](http://www.aeglive.com)
- 12:40-2:05      BAS S338      *Zoning and Planning Issues: What Entrepreneurs Need to Know*  
Matthew T. Blomeley, Principal Planner  
City of Murfreesboro Planning and Engineering Department  
Murfreesboro, Tennessee  
[www.murfreesborotn.gov](http://www.murfreesborotn.gov)

### TUESDAY, NOVEMBER 17

- 11:20 – 12:45      BAS S324      Collegiate Entrepreneurs' Organization Chapter Meeting  
*Financial Planning for Entrepreneurs*  
Lee Moss, President and CEO  
MidSouth Bank  
Murfreesboro, Tennessee  
[www.midsouthbanking.com](http://www.midsouthbanking.com)



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[www.mtsu.edu/~entre](http://www.mtsu.edu/~entre)



## WEDNESDAY, NOVEMBER 18

- 9:40 - 12:00      TBA      ***Tour of Barrett Firearms Manufacturing, Inc.***  
**Hosted by Ronnie Barrett, President, and Ralph Vaughn, Business and Global Brand Marketing**  
Barrett Firearms Manufacturing, Inc.  
Murfreesboro, Tennessee  
Space is limited to 12 students. Please contact Dr. Rachel Wilson at [rcwilson@mtsu.edu](mailto:rcwilson@mtsu.edu) to be placed on the tour list or the waiting list.  
[www.barrettrifles.com](http://www.barrettrifles.com)
- 10:20 - 11:15      BAS S324      ***Industry Tips for Making It in the Music Industry***  
**Lorenzo Spikes, CEO**  
Eclipse Artist Management Group  
Murfreesboro, Tennessee  
[Eclipsemanager@att.net](mailto:Eclipsemanager@att.net)
- 12:40 – 2:05      BAS S324      ***Ten9Eight Film Screening***  
**Mary Mazzio, Director**  
Fifty Eggs, LLC  
TEN9EIGHT is a thought-provoking film which tells the inspirational stories of several inner-city teens (of differing races, religions, and ethnicities) from Harlem to Compton, and all points in between, as they compete in an annual business plan competition run by the Network for Teaching Entrepreneurship (NFTE).  
[www.ten9eight.com](http://www.ten9eight.com)
- 2:20 – 3:45      BAS S324      ***Dealing with Today's Economy***  
**Jim Gilmore, Partner**  
Audio Productions, Inc.  
Nashville, Tennessee  
[www.audioproductions.com](http://www.audioproductions.com)

## THURSDAY, NOVEMBER 19

- 11:20 – 12:45      BAS S343      ***The Middle Tennessee Business Climate and The Role of the Nashville Entrepreneur Center***  
**Joe Kustelski, Project Manager**  
Nashville Entrepreneur Center  
Nashville, Tennessee  
[www.entrepreneurcenter.com](http://www.entrepreneurcenter.com)



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FRIDAY, NOVEMBER 20

- 10:00 – 12:30**    **COMM 101**    ***Ten9Eight Film Screening***  
**Mary Mazzio, Director**  
Fifty Eggs, LLC  
TEN9EIGHT is a thought-provoking film which tells the inspirational stories of several inner-city teens (of differing races, religions, and ethnicities) from Harlem to Compton, and all points in between, as they compete in an annual business plan competition run by the Network for Teaching Entrepreneurship (NFTE).  
[www.ten9eight.com](http://www.ten9eight.com)
- 1:30 – 4:45**    **BAS S102**    **Entrepreneurship Speaker Series, State Farm Lecture Hall**  
  
Welcome  
Dr. Patrick Geho  
State Executive Director, Tennessee Small Business Development Centers  
Associate Professor, Department of Business Communication and Entrepreneurship  
  
Opening Remarks  
Dr. E. James Burton  
Dean, Jennings A. Jones College of Business
- 1:45 – 3:00**    ***Strategic Leveraging of Social Media: An Entrepreneur's Guide***  
**David Bullock, CEO**  
White Bullock Group  
Murfreesboro, Tennessee  
[www.profitengineer.com](http://www.profitengineer.com)
- 3:00 – 3:30**    REFRESHMENTS
- 3:30 – 4:45**    ***Ego and Pride--Driving Success and Failure***  
**Rich Miles, Managing Member**  
Capstone Business Advisors, LLC  
Brentwood, Tennessee  
[www.capstonebusinessadvisors.com](http://www.capstonebusinessadvisors.com)



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