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## MTSU National Entrepreneurship Week Spring 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  
Middle Tennessee State University

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

**BAS = Business and Aerospace Building**

### MONDAY, FEBRUARY 23

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|-------------|-----------|--|
| 9:10-10:05  | BAS S130A | <b><i>Building a Business by Doing What You Love</i></b><br>Jenny Piper, Owner<br>Pied Piper Creamery<br>Nashville, Tennessee<br><a href="http://www.myspace.com/piedpipercreamery">www.myspace.com/piedpipercreamery</a>  |
| 10:20-11:15 | BAS S130A | <b><i>Entrepreneurial Opportunities in Sustainable (Green) Design</i></b><br>Kevin Guenther, President/CEO<br>Design Resource<br>LaVergne, Tennessee<br><a href="mailto:kevinguenther@comcast.net">kevinguenther@comcast.net</a> (website under development)   |
| 12:40-2:05  | BAS S324  | <b><i>Franchise Contracts</i></b><br>Dr. Patrick Geho<br>State Executive Director, Tennessee Small Business Development Centers<br>Associate Professor, Department of Business Communication and Entrepreneurship<br>Jennings A. Jones College of Business<br>Middle Tennessee State University<br>Murfreesboro, Tennessee<br><a href="http://www.tsbdc.org">www.tsbdc.org</a> |
| 2:20-3:45   | BAS S324  | <b><i>Landscaping Outside the Box: Using Native Plants, Rain Gardens, and Green Roofs for Sustainable Design</i></b><br>Mike Berkley, Owner<br>GroWild, Inc.<br>Fairview, Tennessee<br><a href="http://www.growildinc.com">www.growildinc.com</a>  |



**Department of Business Communication and Entrepreneurship**

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## TUESDAY, FEBRUARY 24

- 9:40-11:05**      **BAS S324**      ***An Entrepreneur's Story: From Tennis to C3***  
Beth Chase, President/CEO  
C3 Consulting  
Nashville, Tennessee  
[www.c3-consult.com](http://www.c3-consult.com)
- 1:00-2:25**      **BAS S324**      ***Music Industry 101 and Music Marketing: Getting Seen and Signed***  
Lorenzo Spikes, CEO  
Eclipse Artist Management Group, LLC  
Murfreesboro, Tennessee  
[www.myspace.com/eclipseartistmanagementgroup](http://www.myspace.com/eclipseartistmanagementgroup)
- 2:40-4:05**      **BAS S324**      ***Diversity vs. Downturn***  
Jim Gilmore, Partner  
Audio Productions  
Nashville, Tennessee  
[www.audioproductions.com](http://www.audioproductions.com)

## FRIDAY FINALE, FEBRUARY 27

- 1:00-4:15**      **BAS S102**      **Entrepreneurship Speaker Series, State Farm Lecture Hall**  
  
Opening Remarks  
James E. Burton, Ph.D., CPA, CFE  
Dean and Professor of Accounting, Jennings A. Jones College of Business
- 1:00-2:00**      ***Stories and Lessons Learned from the Nashville Internet Boom***  
**Questions 2:00-2:30**      Robert A. 'Bobby' Frist, Jr., CEO  
HealthStream, Inc.  
[www.healthstream.com](http://www.healthstream.com)
- 2:30-2:45**      REFRESHMENTS
- 2:45-3:45**      ***A Lot of Fun and a Lot of Luck***  
**Questions 3:45-4:15**      Benjamin and Max Goldberg, Co-owners  
Strategic Hospitality, Inc.  
Nashville, Tennessee  
[www.paradiseparkonline.com](http://www.paradiseparkonline.com) (website of the Goldbergs' successful Nashville diner)



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