



Entrepreneurship Week 2008 Agenda

All events listed on this agenda are open to MTSU students and the public. Please check the website for an additional agenda from our Partner, the Tennessee Department of Community and Economic Development (or [click here](#) if viewing this document online).

MONDAY, FEBRUARY 25

ON CAMPUS

- | | | |
|-------------|----------|--|
| 10:20-11:15 | BAS S324 | "Owning Your Own Accounting Firm and Setting Up Your Business for Financial Success"
Randall Matlock, CPA
Randall Matlock and Associates, CPA
Murfreesboro, TN |
| 12:40-2:05 | BAS S324 | "Funding and Growing a Nonprofit Camp for Grandchildren and Grandparents"
Marti Carelli-Gilbert
Grandma's Camp
Auburntown, TN |
| 2:20-3:45 | BAS S324 | "Turning an Artisan Desire into an Internationally Successful Business"
Alfred Sharp
Alfred Sharp, Cabinetmaker
Woodbury, TN |
| 4:30-5:00 | BAS S315 | "The First Musician's Social Network: bandFIND.com"
Chris Purifoy, Co-Founder
bandFIND.com
Murfreesboro, TN
bandFIND.com |



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- 5:00-5:45** **BAS S315** **"Bottle Bill Means Business: The Economic Benefits of a Social Entrepreneurship Initiative in the Recycling Industry"**
 Dr. Kim Sadler, MTSU Center for Glade Studies
 Marge Davis, Ph.D., Coordinator
 Pride of Place/Tennessee Bottle Bill Project
 Mt. Juliet, TN
TnBottleBill.org
- 6:00-6:45** **BAS S315** **"Finding Balance as an Entrepreneur"**
 Kate Taylor Butler
 Nashville, TN
MySpace.com/KateTaylorArtist
KateTaylorMusic.com

OFF CAMPUS

- | | | |
|--------------------|--|--|
| 10:00-11:00 | Mullins' Jewelers
19 Public Square
Murfreesboro, TN | "Beating the Odds: Four Generations in Business"
The Mullins Family |
| 2:00-3:00 | State Farm Insurance
803 N. Thompson Lane
Suite B102
Murfreesboro, TN | "Business Insurance 101"
Celeste Middleton, Agent |
| 3:00-4:00 | Dog Lab Records
Eclipse Artist Mgt. Group, LLC
610 W. College St. Suite 150
Murfreesboro, TN | "Getting Into the Music Industry/Music Productions"
Lorenzo M. Spikes, CEO |

TUESDAY, FEBRUARY 26

ON CAMPUS

- 8:00-9:25** **BAS S324** **"Starting a Home-Based Business"**
 Rose Marie Shipley
 Murfreesboro, TN



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9:40-11:05	BAS S324	<p>“Predicting the Future by Inventing It” Jon D. Jaques, CPA Murfreesboro, TN</p>
11:20-12:45	BAS S324	<p>“Capturing Insights from 153 Years of Entrepreneurial Experience at the Southwestern Company” Lee McCroskey, Director of Sales Development Southwestern Company Nashville, TN Southwestern.com</p>
1:00-2:25	BAS S130A	<p>“My Entrepreneurial Journey: From Real Estate to Franchising to Real Estate” Rhett Smith, President Citylife Group, L.L.C. Brentwood, TN</p>
2:40-3:05	BAS S130A	<p>“A Young Entrepreneur's Story: Building a Successful Women's Boutique” Lona Dunn Anastasia's Murfreesboro, TN</p>
2:40-4:05	BAS S324	<p>Business Card Competition (Introductory Presentation: “Integrating Old and New Media”) Judge and Speaker: Christian Hidalgo, Owner and Art Director Navigation Advertising, LLC Murfreesboro, TN NavigationAdvertising.com Open to All Students</p>

OFF CAMPUS

10:00-11:00	<p>Reeves-Sain Drug Store 1801 Memorial Blvd. Murfreesboro, TN</p>	<p>“Entrepreneurship in the Health Care Sector” W. Shane Reeves, Pharm.D.</p>
10:00-11:00	<p>WGNS Radio 306 S. Church St. Murfreesboro, TN</p>	<p>“Operating a Family-Owned Business: Radio Station” Scott Walker</p>
11:00-12:00	<p>Smyrna Bowling Center 95 Weakley Lane Smyrna, TN</p>	<p>“Executive Flexibility in a Small Business” Roy Baudoin, President</p>
1:00-2:00	<p>Byrn-Roberts Inn 346 East Main Street Murfreesboro, TN</p>	<p>“Purchasing and Growing a Bed and Breakfast” Julie and David Becker</p>



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3:00-4:00 **TSBDC Office**
Chamber of Commerce Building
501 Memorial Blvd.
Murfreesboro, TN

“Services Available at the Tennessee Small Business Development Center (TSBDC)”
Bud Klika, Small Business Specialist

WEDNESDAY, FEBRUARY 27

ON CAMPUS

8:00-8:55 **BAS S343** **“It All Boils Down to Where You've Been, Where You Are, and Where You're Going”**
Chad Hill, Vice President
Regions Bank
Murfreesboro, TN

9:10-10:05 **BAS S324** **“Better to Be Lucky Than Smart”**
Jim Gilmore, Partner
Audio Productions
Nashville, TN

10:20-11:15 **BAS S324** **“Owning and Managing a Full-Service Advertising Agency”**
Dawn Jones, Owner
Jones Media
Murfreesboro, TN

2:20-3:45 **BAS S343** **“Strategic Planning--Map to Success”**
Roy Baudoin, President
Smyrna Bowling Center
Smyrna, TN

4:30-5:30 **BAS S324** **“Zoning and Planning Issues: What Entrepreneurs Need to Know”**
Matthew Blomeley, Principal Planner
Planning & Engineering, City of Murfreesboro
Murfreesboro, TN



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10:00-11:00

Counselor Leadership Institute

Boro Book Warehouse
Jackson Heights Shopping Center
(next to the movie theater)
Murfreesboro, TN
www.rutherfordbep.org

OFF CAMPUS

**Rutherford Chamber of Commerce:
“Entrepreneurship Panel Discussion”**

Mark Pirtle -- Mark Pirtle Chevrolet
David Muskett -- Boro Book Warehouse
Mitchell Murphee -- Tomato, Tomato and Five Senses
Bud Klika -- Small Business Center
Doug Young -- City Tile
Dr. Robert J. Lahm, Jr. – Middle Tennessee State

THURSDAY, FEBRUARY 28

ON CAMPUS

8:00-9:00

**Tennessee
Room**

Invention Convention

Come join as 4th, 5th, and 6th grade students from the surrounding community display their inventions in games and life-simplifying product categories.
Tracy Ring, Ed.D.
[Invention Convention](#)

9:40-10:05

BAS S324

“An Entrepreneurship Graduate's Success Story”

Abby Maxwell Dodson
Larry Maxwell, Inc.
Nashville, TN

11:20-12:45

BAS S324

“Focusing on the Right Actions at the Right Time”

Bijoy Goswami, CEO and Founder
Aviri, Bootstrap Austin, and Bootstrap Network
BootstrapAustin.org and [Bootstrap Network](http://BootstrapNetwork)
Austin, TX

1:00-2:25

BAS S130A

“Insurance Needs of Small Businesses”

Dr. Ken Hollman, Holder, Martin Chair of Insurance
Middle Tennessee State University
Murfreesboro, TN

2:40:4:05

BAS S324

Elevator Pitch Competition

Judge: [Kissy Black](#), President
[Lotos Nile](#)
Open to All Students



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FRIDAY, FEBRUARY 29

- 8:00-8:55** **BAS S343** **“Getting Into the Music Industry/Music Promotions”**
Lorenzo M. Spikes, CEO
Dog Lab Records, Eclipse Artist Management Group, LLC
Murfreesboro, TN
- 9:10-10:05** **BAS S324** **Starting your own Business in Financial Services: "Being in Business for Yourself, but Not by Yourself"**
Todd Schoonover, Sales Manager
Capital Financial Group
Brentwood, TN
- 10:30-11:30** **BAS S102** **“Fostering Innovation and Collaboration Across the Campus”**
Bijoy Goswami, CEO and Founder
Aviri, Bootstrap Austin, and Bootstrap Network
BootstrapAustin.org and [Bootstrap Network](http://BootstrapNetwork.org)
Austin, TX
Open to all (and of particular interest to faculty, administrators and campus leaders)

FRIDAY FINALE, FEBRUARY 29

- 1:00-4:00** **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
- “Founding and Growing a Customer Service-Centered Travel Agency”**
Pamela J. Wright, President, CEO, and Founder
Wright Travel
Nashville, TN
- “Founding and Building a Successful Enterprise and Bringing a Product Idea to Conception”**
Ronnie Barrett, CEO and Founder
Barrett Firearms Manufacturing, Inc.
Murfreesboro, TN



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“Bootstrapping a Business to Success”

Bijoy Goswami, CEO and Founder

Aviri, Inc., Bootstrap Austin, and Bootstrap Network
Austin, TX

BAS = Business and Aerospace Building



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