



# WORKSHOPS

*Location: Phoenix Convention Center, West Building - 100 N. 3<sup>rd</sup> street, Phoenix, Arizona 85004  
All workshops will be held in 100 Level Rooms. Please check-in onsite for room locations.*

## THURSDAY, NOVEMBER 15

### **Start-up and new veteran-owned business workshops**

#### **AHA TO EXIT**

**Description:** Introduction to the worlds first startup atlas for innovators to become entrepreneurs. You will learn what it takes, step-by-step, of taking your Aha moment into a the marketplace. The roadmap for entrepreneurs was created to teach Founders and team members how to from a startup to a business in the shortest time possible.

**Instructed by:**

Aram Chavez, Faculty ASU, Technological Entrepreneurship & Management, Ira A. Fulton Schools of Engineering

**Presented by:** Arizona State University

**1:40 pm - 2:30 pm**

#### **PITCH PREP**

**Description:** Engaging your audience is essential for an effective pitch. Learn the art of the pitch through articulate communication and storytelling, whether pitching for funding, partnerships, or attracting customers. Gain tools to develop an evidence-based pitch deck that illustrates traction.

**Instructed by:** Tracy Lea, Assistant Director, Venture Development, ASU Entrepreneurship + Innovation

**Presented by:** Arizona State University

**2:35 pm - 3:25 pm**

#### **OPERATION SOLIDER TO SMALL BUSINESS START-UP**

**Instructed by:** Paul Smiley, CEO Sonoran Technology

**3:30 pm - 4:20 pm**

Empowering America's Veterans through

**ENTREPRENEURSHIP    EMPLOYMENT    EDUCATION**

*Established veteran-owned business workshops*

**FUNDING 101 "WHAT YOU NEED, WHEN YOU NEED IT!"**

**Description:**

- Start or purchase a business
- Renovate or expand
- Inventory, Equipment or Machinery
- Revolving credit/working capital
- Export a product or service

**Instructed by:** James Pippet, Lead Economic Development & Veterans Affairs Officer  
Arizona District Office, U.S. Small Business Administration

**1:40 pm - 2:30 pm**

**FIVE HABITS OF PROFITABILITY**

**Description:** The FIVE Habits are designed for growth companies. They are a combination of working on the business and using the numbers based on decades of experience growing 100's of competitive companies. Outcomes include decisions and accountability that drive topline growth, top percentile profitability, and a business that is 71% more valuable compared to peers

**Instructed by:**

Kirk W. McLaren, Financial Management Lecturer at Georgetown University, CEO of Foresight CFO

**2:35 pm - 3:25 pm**

**COLLABORATIONS STRATEGIES TO CREATE OPPORTUNITIES**

**Description:** Learn how key collaborators can pave the way to expand your customer base, increase revenue, and grow your business. In this workshop you'll gain effective strategies on how to identify collaboration opportunities, why they're important, and how they can be leveraged for positive results.

**Instructed by:** Carine Dieude, Partner, Altima Business Solutions

**Presented by:** Arizona State University

**3:30 pm - 4:20 pm**

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### *General business workshops*

## **WHY FAILURE IS THE BEST MARKETING STRATEGY TO ACCELERATE YOUR SUCCESS**

### **Description:**

### **After this workshop you will be able to takeaway:**

- A free digital version of the Digital Marketing Canvas – A step-by-step guide on how to build and/or enhance your digital marketing strategy and to successfully grow your business online.
- Failure Hacking Case Studies – There is nothing more powerful than learning what not to do from experts that have failed and growth hacked through failure into success. We will share stories from digital marketing experts on what to do and what not to do to accelerate your online marketing success.
- Tracking Results and Growing The Value of Your Business – Measuring results and tracking your return on investment (ROI) is just as important as growing the value of your business. Learn how to do both at the same time!

**Instructed by:** Matthew O'Brien, CEO of Mint Social & HeroZona Foundation Board Member

**1:40 pm - 2:30 pm**

## **ENTREPRENEURIAL AND BUSINESS START UP FOR VETERANS**

### **Panelists:**

Janice Washington - Arizona Director, Small Business Development Center

Thomas Shumann - Executive Director, Center for Entrepreneurial Innovation

Timothy Wilson - Veteran Services, Paradise Valley Community College

Dr. Kishore Dash, Director of Entrepreneurial Studies at Paradise Valley Community College

**Instructed by:** Steve Yamamori, Director Military and Veteran Success, Rio Salado College

**2:35 pm - 3:25 pm**

## **POWERFUL PRESENTATIONS**

**Description:** Speaking to a group of people – especially to senior executives in a business setting or to the news media – is not a gift most people are born with. Often the only experience a veteran has is the military briefing format, which often does not translate well into the civilian setting. Excellence in public speaking is an acquired skill that takes focus and practice. This class is designed to develop attendees' abilities to successfully convey accurate and concise information to groups. Participants will get guidance on how to refine their skills to deliver messages and ideas with power and confidence.

**Instructed by:** Rebecca Feaster, Founder Feaster & Associates, U.S. Air Force Veteran

**3:30 pm - 4:20 pm**

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## FRIDAY, NOVEMBER 16

*General business workshops.*

### THE CULT

**Description:** Introduction to your most important customer, your first customer and the most critical customer. Understanding the CULT will allow you, the entrepreneur, to achieve validation and credibility from influencers.

**Instructed by:**

Aram Chavez, Faculty ASU, Technological Entrepreneurship & Management, Ira A. Fulton Schools of Engineering

**Presented by:** Arizona State University

9:00 am - 9:50 am

### PROCUREMENT OPPORTUNITIES FOR VETERANS IN THE PRIVATE AND PUBLIC SECTOR

**Description:** American military veterans are nearly twice as likely to be self-employed compared to non-veterans, and are majority owners in nine percent of all businesses nationwide. This session will focus on providing candid, quick, and tactical advice to Veteran-Owned businesses; will offer insight on how to understand and navigate the supply chains of several industry leading corporations. of several The presenter(s) will provide a comparison of what it takes to be prepared and ready to bid for both government and private sector contracts. This comparison will help veteran business owners to gauge how close they are to pivoting a portion of their focus towards corporate America's diversity sourcing needs. There will be time for Veterans to take the lead and propel a deeper conversation on supply chain navigation tools, industry trends, and keys to Finding Your Fit.

**Instructed by:** Misty R. Stutsman, Director, Entrepreneurship & Small Business, Institute for Veterans and Military Families (IVMF)

**Presented by:** Institute for Veterans and Military Families, Syracuse University

9:55 am - 10:45 am

### RESOURCES FOR YOUR BUSINESS

**Description:** Starting and Growing a business can be tough. And navigating the web of resources available can be overwhelming. This panel will tackle the three main challenges veteran entrepreneurs face; access to capital, networks and building mentoring relationships. This panel will walk through those challenges and address the resources, programs and guides available to Vetpreneurs at no cost.

**Instructed by:** Misty R. Stutsman, Director, Entrepreneurship & Small Business, Institute for Veterans and Military Families (IVMF)

**Presented by:** Institute for Veterans and Military Families, Syracuse University

10:50 am - 11:40 am

Empowering America's Veterans through

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*Employment & Career workshops for veterans.*

## **WORKING A JOB FAIR**

**Instructed by:** Goodwill

**9:00 am - 9:50 am**

## **VETERANS MAKING DRONES HAPPEN AT CGCC**

**Description:** "Unmanned vehicles have the potential to create new businesses and new jobs and give consumers unprecedented remote access to our skies. They also will improve and protect lives. Join this innovative workshop to learn more about:

- How Drone Technology is Leveraged Across Multiple Industries
- How CGCC Leverages Apple Technology Across Multiple Disciplines
- Introducing Chandler-Gilbert Community College's New Drone (UAS) Program
- Course & Certificate Offerings
- Tailored to Industry Needs
- New Drone Simulation Lab
- New Drone Flight Lab
- How an FAA Certification and CGCC Certificate Can Enhance Your Professional Portfolio/Resume

**Panelists:** Gabriela Rosu, Dean of Instruction at Chandler-Gilbert Community College and Sasan Pouretezadi, Chief Strategy Officer, Economic Development & Strategic Partnerships Maricopa Community Colleges

**Instructed by:** Andrea Banks, M.ED. Director of Veterans Services, Maricopa Community Colleges  
U.S. Air Force Veteran

**Presented by:** Maricopa Community Colleges

**10:50 am - 11:40 am**

## **INTERVIEW PREPARATION**

**Instructed by:** Goodwill

**1:40 pm - 2:30 pm**

## **BRANDING AS A JOB SEEKER**

**Instructed by:** Goodwill

**2:35 pm - 3:25 pm**

Times & Schedule subject to change. Updated 11/10/18.