The spring Entrepreneurship Forum Series will focus on the very essence of entrepreneurship—the “start-up.” Specifically, the programs will feature two of the hottest start-up areas, the technology and service sectors.

World class entrepreneurs will come together to answer your start-up questions: Where did their start-up ideas come from? How much experience did they have before they took the leap of faith? Were their markets easy to enter? How much capital was needed, and what were the key steps and decisions made along the way? What was most surprising and/or most difficult? Perhaps most importantly, what do you do when things don’t go according to your plan?

 Thursdays, 3:30–4:30 p.m.
 Devlin Hall, Room 107, WSU Campus

Free and open to the public.

## IV. Start-Ups

The spring Entrepreneurship Forum Series line-up of panel members is a virtual “who’s who” of world class entrepreneurs. Insights from these accomplished professionals will prove invaluable to anyone wishing to start or grow their own business.

### Starting a “Famous” Business

**01/31** Thursday, January 31, 2008, 3:30–4:30 p.m.

Wally Amos, founder of The Famous Amos Cookie Company, will tell his compelling story of how he turned a chocolate chip cookie into a superstar. He will take you on a journey starting with his humble beginnings in Tallahassee, Florida, moving to New York and working with the William Morris Talent Agency. This is truly a “famous” story!

Wally Amos—Founder of Famous Amos Cookie Company

### Starting a Technology-Based Business

**02/28** Thursday, February 28, 2008, 3:30–4:30 p.m.

Technology acceleration has opened opportunities not seen since the Industrial Revolution. Is this type of start-up any different from other more conventional businesses?

Hear the insightful stories and opinions of these successful entrepreneurs as they share their experiences.

Stan Brannan—President/CEO of Purifan, Inc.,
Developer of Mycro-Tek and Brite Voice Systems

James Mock—President/CEO of 360directories.com

James Wiebe—CEO of WiebeTech, LLC

### Starting a Service-Based Business

**03/27** Thursday, March 27, 2008, 3:30–4:30 p.m.

Everyone knows that the service sector is the growth area within the U.S. economy. Three successful entrepreneurs within the services industry will share their “lessons learned” in starting a service business.

Barry Downing—Corporate Lodging Consultants

Dr. Joseph Galichia—Galichia Medical Group, P.A.

Sonia Greteman—Greteman Group, A Branding Agency