SCHEDULE:
8:30-9 a.m. Registration, Breakfast and Networking
9:30-9:50 a.m. Welcome “Creating Your Best Pitch” with Rob Daley, CEO, 4moms
10-11:10 a.m. Breakout Session I
11:20 a.m. -12:25 p.m. Breakout Session II
12:35 p.m. Luncheon and Keynote Speaker “Sweet Success – The Story of a Candy Maker” with Bill Sarris, President, Sarris Candies
2:30 p.m. Business-Building Tradeshow
3:15-4:15 p.m. Breakout Session III

Speakers (at press time)
Daniel Caliguire, Digital Buzz Monkeys
Anes Drozic, Nature
Dan Droz, Droz & Associates
David Levine, NuGo Nutrition
Mary McKinney, Duquesne University SBDC
Rose Morris, Abram’s Bed, Maker of the Safety Sleeper
Ken Sevick, ActionCOACH Business Coaching
Bill Staley, Primal Partners, LLC
J.T. Thomas, Black’n Gold Cheesecake Company
Henry Thorne, 4moms
Tom Volkar, CoreU Coaching
David Wilke, Wilke and Associates, LLP
Bobby Zappala, Thrill Mill, Inc.
Art Clinger, Bridgeway Capital
Malcolm Handelsman, Do It Right, LLC
Justin Seibert, Direct Online Marketing
Ed Troup, Bridgeway Capital
Malania Queeney, Beyond Spots & Dots
Chris Vandelli, ProFromGo Internet Marketing
Jeaneen Zappa, Conservation Consultants, Inc.

Visit www.duq.edu/GROWTH for complete speaker bios, workshop information and registration

17TH ANNUAL ENTREPRENEUR’S GROWTH CONFERENCE FRIDAY, MAY 15, 2015 DUQUESNE UNIVERSITY PITTSBURGH, PA
• 12 workshops
• Business-building tradeshow
• 400+ entrepreneurs and managers expected

8:30-9 a.m. Registration, Breakfast and Networking
9-9:50 a.m. Welcome “Creating Your Best Pitch” with Rob Daley, CEO, 4moms
10-11:10 a.m. Breakout Session I
11:20 a.m. -12:25 p.m. Breakout Session II
12:35-2 p.m. Luncheon and Keynote Speaker “Sweet Success – The Story of a Candy Maker” with Bill Sarris, President, Sarris Candies
2-3:15 p.m. Business-Building Tradeshow
3:15-4:15 p.m. Breakout Session III

“Maximize profits and minimize expenses”
“Turn market opportunities into sales”
“Tackle tough business challenges”
“l landed two new clients last year just from networking at breakfast and lunch – thanks!”
— 2014 attendee
“The speakers always offer creative strategies with enthusiasm.” — 2014 attendee

SPECIAL THANKS TO OUR SPONSORS
Platinum
Lamar Outdoor Advertising
Gold
Pittsburgh Technology Council
Blue Ribbon
UPMC Health Plan
Contributing
Bridgeway Capital
Bridgeway Capital
Duquesne University SBDC
Duquesne University SBDC
Duquesne University Innovation Institute
Eric Novak Clubhouse
University of Pittsburgh Innovation Institute
Urban Redevelopment Authority of Pittsburgh

www.duq.edu/GROWTH 412.396.1633
Great Google Tools to Grow, Convince, Optimize and Sell
Google is so much more than a search engine. It’s a virtual treasure trove of tools that can help you connect with customers, promote your content, build a loyal fan base, grow profits and improve efficiency. Here solutions that are delivering big returns for businesses of every size.

Leveraging LinkedIn: Why It’s #1 on the Entrepreneur’s Social Media Must-Read List
With over 330 million users around the globe, LinkedIn is holding steady as the number one social networking site for professionals and is the undisputed lead generating king of social media. Discover ways you can use LinkedIn to grow your business, make important connections and leverage the site’s best new features.

The Million Dollar Start-Up: Tales and Tips from Entrepreneurs Who Have Done It
Join us for one of the most popular and inspiring workshops at the conference. If you’re dreaming about writing your own entrepreneurial success story, you won’t want to miss hearing from those who have done it. They will share how they got started, their best advice and how they overcame some of their toughest challenges.

Where’s the Dough? A Quick-Check for Raising the Money You Need
Are you thinking of building your housing business? Join us for a discussion with speakers who represent sources of capital, including private investors, banks, economic development lenders and crowd-sourcing platforms. Learn what sources of capital may be right for your business, and the strategies to help you close the deal.

Solid financial management is critical for your business and impacts every facet of your operations. But what are the key financial performance metrics to watch? Why are too many business owners focusing on sales rather than profitability? Learn strategies to ensure that your company has the capital necessary for growth. Ensure you are allocating resources efficiently and maximizing income potential of all business activities.

Growing Grocer: Sustainable Practices and Better Bottom Lines
Environmentally savvy business practices aren’t just good for the planet; they are good for business. From cutting costs to gaining a marketing edge with eco-friendly consumers, there are real advantages in today’s marketplace to going green. Decide how you can make small changes that can reduce your footprint and increase your year-over-year market share.

From Your Kitchen to the Marketplace: Starting a Food Business
Are you thinking of turning your culinary hobby into a home food business? True to what it takes to thrive in the food-related marketplace, from local foods to catering, learn more about regulatory considerations, ingredients, packaging, pricing and promotions.

Doing Business with Big Business: A How-To Guide for Women and Minority Entrepreneurs
Thank you so much for being an enlightening discussion with some of the region’s biggest employers. You guys know what it takes to get your business and what opportunities may be right for you! Learn how to get your foot in the door.

Main Event: Pitch It!
Here’s an idea for a business but not sure if it’s viable? Join us for an enlightening discussion with our region’s top venture capitalists. They will share how they got started, their best advice and how they overcame some of their toughest challenges.

A 1977 trip to Germany to purchase the company’s first chocolate machines. It was the start of Sarris Candies. He expanded the company, targeting different markets with new products. The company grew to become a major player in the confectionery industry.

Bill joined the family business immediately after college graduation. He became the driving force behind Sarris Candies’ fundraising and retail businesses as well.

In 2014, Bill was awarded the Ernst and Young “Entrepreneur of the Year” Award for Family Business in the Western Pennsylvania and West Virginia category.