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www.StudentCareerConnection.org

Entrepreneurial Career Expo

11.20.2008

IWCC Looft Hall
Council Bluffs



Helping students discover, explore and learn about entrepreneurialism
by connecting them to the world of business.

This Event is Sponsored by the College Career Academies

College Career Academies are a partnership among Loess Hills Area Education Agency 13, Iowa Western Community College, Student Career Connection and the region's high schools, and local business and industry.

Our purpose is to develop the regional workforce by preparing students to be college and career ready to compete in a global, high-tech marketplace.

College Career Academies, when fully developed, will include:

- Comprehensive student advisement
- Workplace learning experiences
- Curriculum alignment for grades 9-14
- Opportunities to earn college credit while in high school
- Student organizations
- Programs of study

Afternoon Session :: Featured Speaker

Ben Casnocha is the author of the bestselling business book [My Start-Up Life: What a \(Very\) Young CEO Learned on His Journey Through Silicon Valley](#) (Jossey-Bass, May '07), which the New York Times called "precocious, informative, and entertaining." He founded Comcate, Inc., an e-government software company, at age 14. Ben's work has been featured in dozens of international media including CNN, USA Today, CNBC, and ABC's 20/20. At a conference in Paris, PoliticsOnline named him one of the "25 most influential people in the world of internet and politics".

Entrepreneurial Workshops :: Speakers & Schedule

	9:30 a.m.	10:00 a.m.	10:30 a.m.	11:00 a.m.
GROUP 1	Workshop 1	Workshop 4	Workshop 3	Workshop 2
GROUP 2	Workshop 2	Workshop 1	Workshop 4	Workshop 3
GROUP 3	Workshop 3	Workshop 2	Workshop 1	Workshop 4
GROUP 4	Workshop 4	Workshop 3	Workshop 2	Workshop 1

WORKSHOP 1 —MOTIVATION: Gets You Started, & Good Planning Keeps the Fire Burning - Looft Hall Rm 006

Mark Ford has been inspiring countless people to do things a little bit differently, to put fun back into the equation and to think outside the box. Through his consulting and coaching business, FFG Consulting, Mark has assisted top level executives and business leaders to increase individual and organizational performance, as well as to improve communication, leadership and motivation.

WORKSHOP 2 —SERVICE: Serving Your Customer - Looft Hall Rm 010

Jeanna Stavas is the owner and operating manager of Whispering Pines Bed & Breakfast in Nebraska City. Having spent nearly 20 years in Arizona and Texas pursuing her corporate career in the technology industry and nine years prior in hospitality, Jeanna is using the extensive skills, knowledge and experience she has gained while she enjoys her true passion for cooking, entertaining and serving others. Jeanna's mission for her business is to provide accommodations and breakfast in a memorable atmosphere where her guests can experience renewal, relaxation and unexpected extras.

WORKSHOP 3 —MONEY: How to Get Money to Start Your Business - Looft Hall Rm 018

James Tucker graduated from Glenwood, Iowa and Iowa State University. He worked his way up in a Fortune 500 company to the position of Vice President of Finance and Reporting. In 1999, he accepted an offer to start his own company and has since started 2 separate companies which are all operating today. The 3 companies are Professional Healthcare Support Services Corporation, CyaNet Sports, and Glenwood Home Servcies.

WORKSHOP 4 —MARKETING: How to Grow Your Business - Looft Hall Auditorium

Julie Mierau owns JM Communications, a freelance writing, training and public relations consulting firm. She started her business in 1992 and has worked with national and regional companies like IBM, Qwest and Sprint, as well as smaller and more local companies like Kirkham-Michael Consulting Engineers, Kansas City Power & Light and the Nebraska AIDS Project. She co-owns The Cornerstone Mansion, Omaha's only bed and breakfast. Julie also is the director of entrepreneurial training & education at Iowa Western Community College's Entrepreneur Center.

Darwin Brown is the president of DARMEDIA, a professional media solutions company. After being an intrapreneur at an Illinois-based non-profit organization, he started DARMEDIA in 1999 and continues to serve clients in fourteen states ranging from small startups to an Inc. 500 company. His latest venture is the Student Career Connection, a regional intermediary for schools and businesses in western Iowa that provides workplace learning experiences for students.

Entrepreneurial Career Expo :: Overview

Schedule

- 8:00 a.m. - Business Partner Setup & Registration
- 8:15 a.m. - Business Orientation
- 8:30 a.m. - Student/Educator Registration
- 9:00 a.m. - Welcome
- 9:10 a.m. - College Career Academies
- 9:15 a.m. - New World Of Work
- 9:20 a.m. - Workshop Introductions
- 9:30 a.m. - Workshop One
- 10:00 p.m. - Workshop Two
- 10:30 a.m. - Workshop Three
- 11:00 a.m. - Workshop Four
- 11:30 a.m. - Geek Squad
- 11:35 p.m. - Iowa Western Community College
- 11:40 p.m. - IWCC Entrepreneurial Center
- 11:50 a.m. - Dismiss for Lunch
- 12:30 p.m. - Book Signing with Ben Casnocha
- 1:00 p.m. - Afternoon Session with Ben Casnocha
- 1:55 p.m. - Closing Remarks
- 2:00 p.m. - Book Signing with Ben & Dismissal

Special thanks to the following high schools who have students attending today's Entrepreneurial Expo.

- Abraham Lincoln
- Essex
- Fremont Mills
- Glenwood
- Lewis Central
- Riverside
- Shenandoah
- Thomas Jefferson
- Tri-Center
- Underwood

This Expo is presented by:



Providing opportunities where students can discover and pursue potential careers through workplace learning experiences.

www.studentcareerconnection.org



Starting your own business?

We can help you! The IWCC E-Center supports area entrepreneurs and student business ventures, raises public awareness about the vital role entrepreneurs play in economic development and stability, and creates an educational environment that encourages entrepreneurial thinking at all levels. To learn more call Julie at 712-256-6552 or visit www.iwccecenter.com.

Complete an Evaluation for Your Chance to Win an iPod Shuffle or One of Two \$50 Best Buy Gift Cards!

Students, we value your opinion and appreciate any feedback you have regarding this Entrepreneurial Career Expo. Visit www.studentcareerconnection.org to complete and submit your web evaluation. Your feedback will help shape next year's expo. In order to qualify for the drawing you must have your evaluation submitted by midnight, Monday, November 24, 2008. One evaluation per student. Only students who attended the Entrepreneurial Expo are eligible. The evaluation giveaway drawing will be on Tuesday, November 25, 2008 and three winning names will be randomly drawn from the evaluations submitted and the winning students will be announced on our web site. The iPod shuffle is courtesy of Kaplan University. The gift cards are courtesy of FFG Consulting and Marty Stavas State Farm.