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## ARCHIVES - 2006

### USASBE/SBI: Agenda

- 8:30 am  
Continental breakfast and registration
- 9:00  
Welcome & About NCIIA and I2V  
Mark Weaver, Center for Innovation & Entrepreneurship, Rowan University  
Phil Weilerstein, Executive Director, NCIIA
- 9:30  
Is Technology entrepreneurship good for your University?  
Sherry Hoskinson, Associate Director, Eller College of Management, University of Arizona
- 10:00  
Idea validation and Opportunity assessment  
William J. Rossi, Clinical Professor of Entrepreneurship, University of Florida
- 10:45  
Break
- 11:00  
Marketing and Sales issues for new companies  
Robert Lusch, Head, Department of Marketing, Eller College of Management  
Terrence Valeski, Chairman, Sonim Technologies
- 11:45  
Building the Team  
Kimble Byrd, Professor of Management, Rowan University
- 12:30 pm  
Lunch and Networking
- 1:30  
Issues in intellectual property and licensing  
Steven P. Nichols, Associate Vice President for Research, University of Texas
- 2:15  
The perfect business plan, slide show, & "elevator speech"  
Pat Dickson, Professor of Strategic Management, Georgia Institute of Technology
- 3:15  
Break
- 3:30  
Finding the Money  
Frances Merryman, Vice President, Northern Trust Bank  
Robert Morrison, Executive Director, Desert Angels  
Harry George, Managing Partner, Solstice Capital

4:30

Building your I2V Plans

Mark Weaver, Steven Nichols, William Rossi and Phil Weilerstein

5:00

Adjourn

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