

# 2006



Wednesday, October 11, 2006  
Polk County Convention Complex  
Des Moines, Iowa  
8:00 a.m. to 3:15 p.m.

**\*\*\* STUDENTS ATTEND FREE \*\*\* STUDENTS ATTEND FREE \*\*\***

The Iowa Venture Capital and Entrepreneur Conference is an opportunity for entrepreneurs, investors and entrepreneurial students to network, attend informative workshops and learn from various presentations. Discussions are held on numerous topics, including business plan development, deal structure, and venture capital. Case studies and business plan presentations by area entrepreneurs are highlights of the event. Visit [www.iowalifechanging.com/venture](http://www.iowalifechanging.com/venture).

## Agenda

8:00 - 9:00	Conference Registration
9:00 - 9:30	Introductory Remarks John Pappajohn, Equity Dynamics, Inc.
9:30 - 10:15	Bringing the Iowa Dream Home to all Iowans Tom Bedell, CEO, Pure Fishing
10:15 - 10:30	Break
10:30 - 11:20	Over a Cup of Coffee - Woodharbor Doors & Cabinetry, Inc. Presented by Curtis, Dennis & Jon Lewerke
11:30 - Noon	Lifetime Achievement Award Iowa Business Plan Competition Presented by John Pappajohn, Equity Dynamics, Inc.
1:30 - 2:10	Concurrent Breakout Session I (Know Thy Customer I - Market Research, Strong Management & Team Leadership, Writing a Business Plan to Attract Capital, Exporting Entrepreneurs)
2:15 - 3:15	Concurrent Breakout Session II (Know Thy Customer 2 - Market Strategy & Selling, Branding with Sparks, Equity Investment Topic - How to Approach and Present to Angels, Iowa Entrepreneurs: Turning Ideas Into Industry)
3:15	Adjourn

## Registration Information

Iowa State University **STUDENTS attend FREE!!** Pre-registration required.

Students Register Online at <http://www.isupjcenter.org/programs/vcec>

Non-Students: \$40, Register at [www.iowalifechanging.com/venture](http://www.iowalifechanging.com/venture)  
or 1-800-245-IOWA

Q? [info@isupjcenter.org](mailto:info@isupjcenter.org)

