

The School of Community Economic Development is pleased to host its fourth Stonyfield Farm Entrepreneurship Institute “boot camp” for community-minded entrepreneurs. The Institute provides a fun, interactive, intimate setting for networking, storytelling and problem solving. Seasoned entrepreneurs such as Roxanne Quimby, Founder of Bert’s Bees, Gary Hirshberg, President and CE-Yo, Stonyfield Farm, and Michael Swack, Dean, School of Community Economic Development at Southern New Hampshire University, will share “Tales from the Trenches” on Thursday evening, March 27.

On Friday, March 28, a few adventurous participants will present their business case studies to a panel of expert respondents and fellow participants for feedback. Your case study is welcome and may be selected for a discussion during the institute.

Please indicate when you register, if you would like to submit your case study for consideration in the three theme areas: sales and marketing; raising capital; organizational management. Deadline to submit case studies is March 7, 2008.

Who Should Attend

- business owners and emerging entrepreneurs
- executives responsible for implementing change
- socially responsible investors
- for-profit and nonprofit company executives
- folks who want to make money while improving their communities

To register and submit your case study for consideration, go to <http://www.snhu.edu/stonyfield>.

Agenda

Thursday, March 27

5 p.m.

Registration
SNHU Main Campus
Hospitality Center

6 p.m.

Dinner and Participant Introductions

7:30 p.m. to 9 p.m.

“Tales from the Trenches”
Roxanne Quimby, Founder, Bert’s Bees
Gary Hirshberg, CE-Yo, Stonyfield Farm
Michael Swack, Dean, School of Community
Economic Development, SNHU

Friday, March 28

8:30 a.m. to 4 p.m.

SNHU Main Campus
Robert Frost Hall - Walker Auditorium

8:30 a.m.

Continental Breakfast

Session I: Are You Properly Packaged?
Overcoming Sales & Marketing Challenges

Session II: Raising Equity Capital

12:30 p.m.

Lunch

Session III: Management/Organization

Session IV: Problem Solving Session

Wrap-up

Friday's Session Moderators & Panel Respondents

Session I: Are You Properly Packaged?
Overcoming Sales & Marketing Challenges

Gary Hirshberg, CE-Yo, Stonyfield Farm - Moderator
Panel Respondents:

- Howard Brodsky, Chairperson & CEO, CCA Global
- Erik Drake, Senior Production Manager, Stonyfield Farm
- Katie Paine, CEO, KDPaine & Partners, LLC

Session II: Raising Equity Capital

Michael Swack, Dean, School of Community Economic
Development, SNHU - Moderator

Panel Respondents:

- John Hamilton, Director, Vested for Growth, NH Community Loan Fund
- Steven Shulman, Investment Banker
- Andrew S. Whitman, Managing Partner, 2x Consumer Products Growth Partners

Session III: Management/Organization

Gary Hirshberg, CE-Yo, Stonyfield Farm - Moderator

Panel Respondents:

- Carolyn Benthien, Partner, Benthien Associates, Inc.
- Julie Eades, President, NH Community Loan Fund
- David Reese, Professor, School of Community Economic Development, SNHU

Session IV: Problem Solving Session

Moderators:

- Gary Hirshberg, CE-Yo, Stonyfield Farm
- Michael Swack, Dean, School of Community Economic Development, SNHU

The Stonyfield Farm Entrepreneurship Institute Partnership

Stonyfield Farm

Gary Hirshberg, President and CE-Yo



Committed to healthy food,
healthy people and a healthy planet.

The School of Community Economic Development at Southern New Hampshire University



Committed to teaching community development as a
strategy to help communities become more stable and
achieve greater ownership and control over their
resources. For more information visit www.snhu.edu/ced

The New Hampshire Business Review (media partner)



The cost of the institute is \$200.

For scholarships, please inquire with Veronica
Kammerman at v.kammerman@snhu.edu.

Includes:

Program, Thursday dinner, Friday breakfast & lunch

Register online at <http://www.snhu.edu/stonyfield>

Or print & mail registration form with your check to:

Veronica Kamerman

School of Community Economic Development

Southern New Hampshire University

2500 North River Road

Manchester, NH 03106-1045

Deadline for Registration is Friday, March 21, 2008.

Stonyfield Farm Entrepreneurship Institute
School of Community Economic Development
Southern New Hampshire University
2500 North River Road
Manchester, NH 03106-1045

The School of
Community Economic Development at
Southern New Hampshire University
presents:



The Stonyfield Farm Entrepreneurship Institute

A "Boot Camp" for Community-Minded
Entrepreneurs

March 27 and
March 28, 2008

SFEI Partners:

Stonyfield Farm

New Hampshire Business Review

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Southern New Hampshire University

School of Community Economic Development