

## **June 19 - Business plan development seminar: Learn the components of an effective business plan**

This seminar reviews all components of an effective, compelling business plan. You'll learn from two seasoned OEN experts (click for their bios) why certain information is important and how your audience will evaluate what you present. Besides learning the "whys," "whats," and "hows" of your plan, you'll take away valuable handouts, a bibliography, and a listing of key resources.

When: Thursday, June 19, 3-5pm

Where: Father Luke's Room, McMenamins, 700 NW Bond Street, Bend

Cost: \$25 for OEN and EDCO members, \$65 for non-members (which includes a one-year individual virtual membership). Also includes free admission to that evening's PubTalk.

Register online at [www.oen.org](http://www.oen.org) and click on Events.

### **Instructor Bios**

**Pam Stevenson** is the owner of Sprocket Consulting and an Adjunct Professor of Innovation and Entrepreneurship at Oregon State University- Cascades and the Concordia University Graduate School of Management. In addition to 7 years coaching entrepreneurs, she has product development experience with companies like Nike, Adidas, General Motors and IBM. She holds an M.B.A. degree from Duke University, an M.S. in Mechanical Engineering from Stanford University and a B.S. in Chemistry from Duke University.

**Steve Morris** is the Executive Director of OTBC and the Managing Director of OregonStartups.com. In the last 5 years he has been a business advisor to almost 100 startups. In addition to startup CEO experience, he has experience as an intrapreneur, launching new business units in larger companies. He holds a B.A. in mathematics from Reed College and a Masters of Science degree from Carnegie-Mellon University Graduate School of Industrial Administration (now The Tepper School of Business).