Global Entrepreneurship Week
November 12-18, 2012

The First Step: Starting a Business
Date: November 13, 2012
Location: Penn State University, 243 Technology Center, University Park, PA 16802
Time: 9:00 a.m. – 12:00 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Program Website: http://www.sbdc.psu.edu/files/First_Step_Flyers_GEW_nov13_day(1).pdf

Date: November 13, 2012
Location: York County Economic Development Corporation, 144 Roosevelt Ave., York, PA 17401
Time: 9:00 a.m. – 12:00 p.m.
Host Organization: Shippensburg University Small Business Development Center (SBDC)
Program Website: http://pasbdc.ecenterdirect.com/ConferenceDetail.action;jsessionid=CB7A33052639B31A5E164145F50DC5A0?ID=19374

Date: November 14, 2012
Location: McKean County CareerLink, 40 Davis Street, Bradford, PA 16701
Time: 12:00 p.m. – 3:30 p.m.
Host Organization: Clarion University Small Business Development Center (SBDC)
Program Website: http://web.clarion.edu/sbdc/training/classes/FirstStepSeminar/2012-11-14BradfordFirstStep.asp

Date: November 14, 2012
Location: Wilkes University SBDC, 7 South Main Street, Wilkes-Barre, PA 18701
Time: 12:00 p.m. – 3:00 p.m.
Host Organization: Wilkes University Small Business Development Center (SBDC)
Program Website: http://www.wilkes.edu/pages/2112.asp

Date: November 14, 2012
Location: Penn State University, 167 Willard Building, University Park, PA 16802
Time: 6:00 p.m. – 9:00 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Program Website: http://sbdc.psu.edu/files/First_Step_Flyers_GEW_Nov_14_night.pdf

Date: November 15, 2012
Location: Potter County Education Council, 227 North Main Street, Coudersport, PA 16915-1614
Time: 8:30 a.m. – 12:00 p.m.
Host Organization: Clarion University Small Business Development Center (SBDC)
Program Website: http://web.clarion.edu/sbdc/training/classes/FirstStepSeminar/2012-11-15CoudersportFirstStep.asp

Date: November 17, 2012
Location: Best Western Inn & Conference Center DuBois, 82 North Park Place, DuBois, PA 15801
Time: 8:30 a.m. – 12:00 p.m.
Host Organization: Clarion University Small Business Development Center (SBDC)
Program Website: http://web.clarion.edu/sbdc/training/classes/FirstStepSeminar/2012-11-17DuBoisFirstStep.asp
Additional Information: These workshops are intended to provide aspiring small business owners with an overview of the many issues involved in planning and launching a new business venture. Topics include personal and lifestyle issues of the entrepreneur/business owner, the legal, financial and tax considerations of starting a small business and the “how-to’s” of business registration, government regulations and compliance issues. Attendees will learn how to assess the feasibility of an idea, the legal and tax implications of owning a business and how to make a business plan.

**Second Step: Business Plan**  
**Date:** November 15, 2012  
**Location:** Widener University SBDC, 1350 Edgmont Avenue, Chester, PA 19013  
**Time:** 10:00 a.m. – 12:00 p.m.  
**Host Organization:** Widener University Small Business Development Center (SBDC)  

**Date:** November 15, 2012  
**Location:** Penn State University, 169 Willard Building, University Park, PA 16802  
**Time:** 6:00 p.m. – 9:00 p.m.  
**Host Organization:** Penn State University Small Business Development Center (SBDC)  
**Program Website:** [http://www.sbdc.psu.edu/files/Second_Step_Flyers_sponsor_GEW_2012(2).pdf](http://www.sbdc.psu.edu/files/Second_Step_Flyers_sponsor_GEW_2012(2).pdf)

Additional Information: This seminar focuses on the processes for running a business, such as supply chain management, human resources management, policies and procedures, facilities regulations and risk management. Entrepreneurs will also learn how to create a mission plan, identify a target market, determine funding needs and start writing a business plan.

**Ag Business Springboard Competition**  
**Date:** November 5, 12, 2012  
**Location:** Nov. 5th, Online Submission; Nov. 12, 105 Forest Resources Building, University Park, PA 16802  
**Time:** 11:59 p.m.  
**Host Organization:** Penn State University Small Business Development Center (SBDC)  
**Additional Information:** The Ag Business Springboard competition is a business pitch competition for undergraduate and graduate students. Teams can be composed of 2-5 people with a requirement of 1 student being a College of Agriculture Science Student. The preliminary deliverable, which is an electronic video submission of the business pitch, must be Ag related and must be suitable for some type of funding that will be able to further the idea. First prize is $5,000 and second prize, $1,000.  
**Program Website:** [http://geweekatpennstate.weebly.com/](http://geweekatpennstate.weebly.com/)

**Business Pitch Competition**  
**Date:** November 5, 12, 2012  
**Location:** Bucknell University  
**Time:** Nov. 5, 6 p.m. - 9 p.m.; Nov. 12, 4:30 p.m. - 6:30 p.m.  
**Host Organization:** Bucknell University Small Business Development Center (SBDC)  
**Additional Information:** Students will develop and deliver an effective, professional business pitch presenting an innovative and marketable business concept that is both technically and economically feasible and profitable. The business pitch will be a 5-minute creative and attention grabbing, concise summary of a business plan. Pitches will be evaluated by a panel of judges based on innovation, clarity, comprehensiveness, feasibility and professionalism.  
**Program Website:** [http://www.bucknell.edu/x79340.xml](http://www.bucknell.edu/x79340.xml)

**Hack PSU**  
**Date:** November 11-12, 2012  
**Location:** Penn State University, Smeal College of Business, 210 Business Building East Park Avenue, University Park, PA 16802  
**Time:** 1:00 p.m. – 2:00 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: This is a 24 hour hack-a-thon that gives students the chance to collaborate on building something amazing. Whether they have a background in programming, designing or marketing, this is the perfect opportunity to form a team around an idea, build a prototype and present it to judges. There are no constraints on what can be built; it can be anything from a website to hardware technology. There will be $3,500 worth of prizes. Program Website: https://www.hackerleague.org/hackathons/hackpsu

**Spark Event**
Date: November 12-14, 2012
Location: Penn State University, 174 Willard Building, University Park, PA 16802
Time: 12:15 p.m. – 1:30 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: This is a great opportunity for students to demonstrate their creativity and network. Students will be assigned teams. Each team will be given $50. The goal is to use the $50 to create value for people, generate income by being creative and increase the initial amount by as much as possible in the allocated 48 hours. Program Website: http://geweekatpennstate.weebly.com/

**Commercializing Your Idea: Product Development for Entrepreneurs**
Date: November 12, 2012
Location: Penn State University, Hammond Building, Kunkle Lounge, University Park, PA
Time: 5:00 p.m. – 7:00 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: This workshop is for those with an idea for a new product or service but unsure of how to commercialize their idea. This program emphasizes how to protect an idea, assess the business opportunity an idea represents and put together a plan for commercialization. Design issues and manufacturing approaches will also be discussed. Program Website: http://www.sbdc.psu.edu/files/commerization_Flyer_Global_Entrepreneurs_Week_Compatibility_Mode(1).pdf

**Understanding Financial Statements**
Date: November 13, 2012
Location: Saint Vincent College SBDC, 300 Fraser Purchase Road, Latrobe, Pennsylvania 15650
Time: 9:00 a.m. – 12:00 p.m.
Host Organization: Saint Vincent College Small Business Development Center (SBDC)
Additional Information: QuickBooks®, Peachtree, Sage and other sophisticated computerized accounting software are capable of generating mountains of data. Attendees will learn how to critically analyze this data to determine their business’s solvency, risk and operating performance. This seminar attempts to improve management decision-making skills line by understanding complicated financial reports. Program Website: http://www.stvincent.edu/uploadedFiles/Majors_and_Programs/Centers_and_Institutes/SBDC/Content/Understanding_Financial_Statements_June_2012.pdf

**QuickBooks 2011 Advanced & Payroll**
Date: November 13, 2012
Location: Clarion University SBDC, 1350 330 North Point Dr., Clarion, PA 16214
Time: 6:00 p.m. – 9:00 p.m.
Host Organization: Clarion University Small Business Development Center (SBDC)
Program Website: http://web.clarion.edu/sbdc/training/classes/BusinessSkillsWorkshops/2012-11-13QuickBooksPayroll.asp

Date: November 15, 2012
Location: Lock Haven University, East Campus, Room J209, Lock Haven, PA 17745
Time: 1:00 p.m. – 4:00 p.m.
Host Organization: Lock Haven University Small Business Development Center (SBDC)
Program Website: http://www.lhup.edu/sbdc/training.htm

Additional Information: This seminar is designed for those with some familiarity with QuickBooks. Business owners will learn how to manage users, files and data. They will discover the time-saving features of the payroll module and gain knowledge on year-end reporting and filing taxes.

The Entrepreneurial International Student
Date: November 13, 2012
Location: Penn State University, 174 Willard Building, University Park, PA 16802
Time: 6:00 p.m. – 7:00 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: Entrepreneurial international students face hurdles beyond those of their classmates if they wish to start a business. This course will examine the scope of restrictions on international students’ ability to start a business and outline the visa options for business founders in US immigration law. Students will learn how to start a business on a student visa, avoid status violations and obtain immigration benefits.
Program Website: http://www.sjdbc.psu.edu/files/The_Entrepreneurial_International_Student_Opportunities_and_Pitfalls(1).pdf

How to Wield a Website to Win Business
Date: November 13, 2012
Location: Penn State University SBDC, 119 Technology Center, University Park PA 16802
Time: 5:30 p.m. – 8:30 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: This seminar addresses what entrepreneurs need to know about the most effective ways to use their website. The considerations in designing and using a website to engage customers will be discussed. Business owners will learn about mobile apps, search engine optimization, and web analysis.
Program Website: http://www.sjdbc.psu.edu/files/How_to_Wield_a_Website_to_Win_Business(3).pdf

Exporting 101
Date: November 13, 2012
Location: Lehigh University SBDC, 125 Goodman Dr., Bethlehem, PA 18015
Time: 8:30 a.m. – 12:00 p.m.
Host Organization: Lehigh University Small Business Development Center (SBDC)
Additional Information: Attendees will learn how to develop an entry strategy and identify customers and competitors. They will also learn about marketing strategies, compliance issues, pricing and payment and shipping logistics. The common mistakes of new-to-export companies and how to avoid them will be discussed.
Program Website: http://www.lehigh.edu/~insbdc/pdfs/2012.08.export101.1112.pdf

Commercializing Innovation: Advanced Water Treatment Technologies
Date: November 13, 2012
Location: Temple University SBDC, College of Engineering, 1947 North 12th Street, Philadelphia, PA 19122
Time: 9:00 a.m. – 1:00 p.m.
Host Organization: Temple University Small Business Development Center (SBDC)
Additional Information: This workshop is intended for scientists and engineers who are interested in translating research into the commercial marketplace and for entrepreneurs focused on developing and marketing technology innovations. The workshop will cover technology commercialization assistance and support, key considerations in creating a new venture and financing a technological venture.
Meet the Lenders
Date: November 14, 2012
Location: University of Pennsylvania SBDC, 3733 Spruce Street, Philadelphia, PA 19104
Time: 6:30 p.m. – 8:30 p.m.
Host Organization: University of Pennsylvania SBDC
Additional Information: This program educates clients on what lenders (banks, micro lenders, and others) look for when they consider providing a loan or grant; also provides background on financing energy efficiency investments, especially in buildings. The Chester County Economic Development Center will offer substantial advice for businesses interested in investing in energy efficiency.
Program Website: https://whartonsbdc.wharton.upenn.edu/coursedetails.asp?course_id=64

Doing Business with the Federal Government
Date: November 14, 2012
Location: York County Economic Development Corporation, 144 Roosevelt Ave., York, PA 17401
Time: 9:00 a.m. – 12:00 p.m.
Host Organization: Shippensburg University Small Business Development Center (SBDC)
Additional Information: This workshop is intended for small businesses that want to expand their customer base to include the Federal Government. Topics will include how business owners can find opportunities, market their firm, and prepare their offer. The Federal supply schedules will also be covered.
Program Website: http://pasbdc.ecenterdirect.com/ConferenceDetail.action;jsessionid=CB7A33052639B31A5E164145F50DC5A0?ID=19342

Milking the Rhino: Innovation Solutions Showcase
Date: November 14, 2012
Location: Penn State University, HUB Auditorium, University Park, PA 16802
Time: 6:30 p.m. – 8:00 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: Milking the Rhino is an international competition sponsored by Penn State University's Humanitarian Engineering and Social Entrepreneurship Program meant to foster ethics-education, user-centered design, and social entrepreneurship in the global context. There is $4,500 in cash prizes for coming up with an original, sustainable and scalable solution to a social, economic issue applicable to the African continent.
Program Website: http://mtrsolutions.weebly.com/

Entrepreneurship and Innovation Trilogy
Date: November 14, 2012
Location: Penn State University, 113 Carnegie Building, University Park, PA 16802
Time: 6:30 p.m. – 9:00 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: In this three part session, local entrepreneurs will share their E-ship success stories, Penn State entrepreneurship resources and communities for students will be discusses and students will understand why college is the best time to start a business.
Program Website: http://www.facebook.com/events/270918119696149/

Research to Start Up
Date: November 14, 2012
Location: Penn State University, 243 Technology Center, University Park, PA 16802
Time: 3:00 p.m. – 4:30 p.m.
Host Organization: Penn State University Small Business Development Center (SBDC)
Additional Information: This overview educates Penn State faculty and researchers on the steps necessary to take their research from the labs to starting, managing, and growing their own business. There will be an overview of Penn State’s
intellectual property policies and key business issues to consider. There will be a discussion on where to find funding and how to begin the commercialization process.
Program Website: http://www.sbdc.psu.edu/seminar-registration.asp

Corporate Fraud and Ethics
Date: November 14, 2012
Location: Holiday Inn, 2750 Moss Side Boulevard, Monroeville, PA 15146
Time: 8 a.m. – 4 p.m.
Host Organization: Indiana University of Pennsylvania Small Business Development Center (SBDC)
Additional Information: This seminar will focus on corporate fraud and ethics by drawing from the biggest scandals on Wall Street: Tyco, Enron, Healthsouth, and MCI WorldCom. The seminar will aim to compare the ethical environments of these companies while emphasizing the “tone from the top”.
Program Website: http://www.iup.edu/business/events/default.aspx?display=event&sDate=11/14/2012&eDate=11/14/2012&evHighlight=28844

Employee Retention
Date: November 14, 2012
Location: Gannon University SBDC, AJ Palumbo Center, 110 West 9th Street, Erie, PA 16501-1303
Time: 9:00 a.m. – 12:00 p.m.
Host Organization: Gannon University Small Business Development Center (SBDC)
Program Website: http://www.sbdcgannon.org/calendar.asp?Date=11/14/2012

Date: November 15, 2012
Location: Bucknell University SBDC Business Education Center, 308 DeWitt Building, 416 Market St, Lewisburg 17837
Time: 10:00 a.m. – 12:00 p.m.
Host Organization: Bucknell University Small Business Development Center (SBDC)
Program Website: http://www.departments.bucknell.edu/sbdc/DaveMachamer2012.pdf

Additional Information: Business owners will learn strategies to improve employee connectedness, satisfaction, engagement and retention. They will also learn how to develop effective solutions, establish strategic and tactical approaches and become an employer of choice.

Entrepreneurs Club Central: Social Media Marketing
Date: November 15, 2012
Location: Best Western Inn & Conference Center DuBois, 82 North Park Place, DuBois, PA 15801
Time: 5:00 p.m. – 7:00 p.m.
Host Organization: Clarion University Small Business Development Center (SBDC)
Additional Information: This seminar will discuss the most popular social networks which include, Google+, Facebook, Pinterest and Twitter. Entrepreneurs will learn what these social media sites are, how they can help to reach their target market and maximize their advertising budget. They will also learn tips and tricks to help create and manage an overall social media marketing strategy.
Program Website: http://web.clarion.edu/sbdc/training/classes/BusinessSkillsWorkshops/2012-11-15EClubCentral.asp

7th Annual Pennsylvania Business Technology Conference
Date: November 15, 2012
Location: Duquesne University SBDC, 600 Forbes Avenue, Pittsburgh, PA 15282
Time: 9:00 a.m. – 4:30 p.m.
Host Organization: Duquesne University Small Business Development Center (SBDC)
Additional Information: This conference will host workshops on customer relationship management, website and marketing trends, useful Google tools and social media strategies such as building and maintaining online connections. The conference will end with a tech demonstration and tradeshow.
Financial CPE Workshop Series
Date: November 16, 2012
Location: Indiana University of Pennsylvania SBDC, Kolvachick Complex
Time: 8:00 a.m. – 4:00 p.m.
Host Organization: Indiana University of Pennsylvania Small Business Development Center (SBDC)
Additional Information: Attendees will cover a variety of material including the fundamental flaws in internal controls and how to avoid a potentially unrecoverable disaster. Attendees will benefit from learning the details and strategies of financial planning such as mutual funds, insurance and annuities. They will also gain familiarity with SBDC’s services and discuss employee fraud.
Program Website: http://www.iup.edu/business/events/default.aspx?display=event&sDate=11/16/2012&eDate=11/16/2012&evHighlight=28845

Going Global Series: Exploring Indonesia
Date: November 16, 2012
Location: Temple University SBDC, Fox School of Business, 1801 Liacouras Walk, Philadelphia, PA 19122
Time: 8:30 a.m. – 12:30 p.m.
Host Organization: Temple University Small Business Development Center (SBDC)
Additional Information: This seminar is designed for export small business leaders and small businesses interested in expanding to include an international market. Attendees will learn about the Indonesian market and its business opportunities and government resources and programs. This seminar will also showcase the Indonesian culture, provide networking opportunities with business executives and experts, and cover success stories.
Program Website: http://www.sbm.temple.edu/sbdc/TheGoingGlobalSeries.html