ENTREPRENEUR SOLUTIONS

A Saturday morning seminar that offers information on social media and e-commerce for your business – or the one you’d like to start

THE SPEAKERS

RENÉE FRAZIER
CEO and Principal Officer
Marketing A La Renée, Inc.

EDWARD A. HANCHETT
Executive Vice President
equaTEK Interactive, Inc.

WHERE:
Finger Lakes Community College, Stage 14
3325 Marvin Sands Drive, Canandaigua

WHEN:
Saturday, Feb. 7, 2015, from 8:30 a.m. to noon

TO REGISTER:
Contact Lorrie Childs at Finger Lakes Community College, childsle@flcc.edu or (585) 785-1421

COST:
$10 by Feb. 4, payable by cash, check or credit card, includes continental breakfast. Space is limited.

Full program on reverse
**ENTREPRENEUR SOLUTIONS PROGRAM**

8:30 a.m. **Coffee and Networking**
Representatives of banks and organizations that assist new and existing business have resource tables you are encouraged to visit before and after the main presentations and during the break at 10:15 a.m.

9 a.m. **Welcome and Overview**

Renée Frazier, Constant Contact authorized local expert and strategic marketing consultant, will discuss electronic and social media for your business. Renée has an MBA in Entrepreneurship and Marketing from the University of Baltimore's Merrick School of Business. Her business, Marketing A La Renée Inc., provides project management, strategic planning, social media and traditional media tools and practices for organizations seeking to seamlessly reach solutions and innovate.

10:30–11:30 a.m. **eCommerce – Anytime, Anywhere**
Ed Hanchett, founding partner of equaTEK will draw on his experience in software development, website design and hosting and electronic commerce applications to provide a comprehensive overview of e-commerce specifically for new business owners and those who are considering starting a business. Ed's career path has included financial management positions in the fields of health care, manufacturing, insurance, distribution and technological services.

11:30 a.m. – noon **Closing and Networking**
Jim Grillo, SUNY Distinguished Teaching Professor of Business at Alfred State College, will give an overview of PathStone's Microenterprise Assistance Program (MAP) class, to be offered at FLCC starting Feb. 26 (details below). Participants are encouraged to network with business professionals after the program.

**Learn more**
Entrepreneur Solutions is an overview of just one aspect of starting and running a business. For more detailed, comprehensive instruction on starting a business, from writing a business plan to financing to advertising, consider enrolling in the Microenterprise Assistance Program, an 11-week business ownership class to be offered at FLCC Thursdays, Feb. 26 through May 14, from 6 to 9 p.m. in room A105 on the FLCC main campus. The fee is $50. Register in person at Entrepreneur Solutions on Feb. 7, call (585) 340-3387 or visit www.pseci.org.

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**THIS PROGRAM PRESENTED IN PARTNERSHIP WITH:**

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