



Start-Up Slam a day for entrepreneurs

By Howard McEwen • Enquirer contributor • March 18, 2010

HIGHLAND HEIGHTS - Budding and experienced entrepreneurs will get a chance to tap into some serious business talent at the Start-Up Slam, an event to bring entrepreneurs together with business veterans for a day of networking at Northern Kentucky University on Saturday.

"Whether they are in start-up mode, raising growth capital or even a student interested in launching a business, we hope to inspire people and shrink the hurdles, both real and assumed, to show them starting a business is not an overwhelming task," said Keith Schneider, commercialization director of the Northern Kentucky ezone.

Schneider said the Northern Kentucky ezone is one of six Innovation and Commercialization Centers in the state that acts as business accelerators focused on innovation-driven companies. It is funded by the Tri-County Economic Development Corporation and the Kentucky Department of Commercialization and Innovation.

"We also want to get them rolling down the right track by providing expert speakers whose focus is on supporting entrepreneurial companies," said Schneider.

The Start-up Slam will allow entrepreneurs to hear from Lyle T. Hawkins, owner of an advertising agency and a former executive with Bosch Tool Co., Home Depot and Sears; Steve Kaiser, a product development and technology commercialization veteran with Ford Motor Co., Union Carbide and Dow Chemical; Jodi Graham, the vice president of sales and marketing at United Medical Resources-United Healthcare Co.; Patrick Just, an associate with Catalyst Advisors and CFO of PackStream, a marketing firm, and Chris Semones, a strategist and 15-year Silicon

Valley veteran who has held executive positions at IBM and Intel.

Several attorneys will also be on hand to answer legal questions about starting up a new business.

"Entrepreneurship really needs a community to survive and thrive," said Schneider. "The more people who understand this and are willing to get involved the better the odds that these companies will be successful. The greater the awareness and support the stronger our local and state economy will become. When we are able to have entrepreneurs, motivated supporters of entrepreneurs, and especially previously successful individuals willing to assist these companies with both knowledge and capital then we will have a thriving economy providing jobs and generating wealth for generations to come."

The Start-up Slam begins at 10 a.m. at Northern Kentucky University's Student Union. It is a free event. To register for the Start-Up Slam, contact Shari Ball at sball@kstc.com or visit www.Start-UpSlam.com.

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YES, at least she's dressed!

NO, I have some rules!

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