

# OPERATION: START UP & GROW

## 2011 Veterans Business Conference

\*\*\*\*\* Inspiration \*\*\*\*\* Information \*\*\*\*\* Innovation \*\*\*\*\*



**MARCH 15, 2011**  
**GORDON GREAT ROOM**  
**ONONDAGA COMMUNITY COLLEGE**  
**SYRACUSE, NEW YORK**  
**9:00 AM TO 1:00 PM**



**Do you want to start a business? Expand your existing business? Find all of the resources in one location at this FREE conference!**

**Operation: Start Up & Grow** is the premier 2011 veterans business conference in Upstate New York for our veterans and members of the military community who want to start or expand their own small business. Over 100 veterans attended in 2010, so make your plans now to attend!



### CONFERENCE HIGHLIGHTS:

- Keynote address from Dr. Michael Haynie, USAF veteran and National Executive Director of the Entrepreneurship Boot camp for Veterans with Disabilities
- Interview with successful local USMC veteran entrepreneur, Lee Buttolph, President & CEO of Buttolph Lumber Company, Inc.
- Social Media, Mobile Marketing, Financing and Green Economy Workshops
- Exhibitors, networking, awards, lunch and much more



**REGISTER ONLINE FOR THIS FREE CONFERENCE!**

Go to <http://www.sba.gov/ny/syracuse>

Click on the **OPERATION: START UP & GROW LINK**



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### AGENDA:

- 9:00 Registration & Networking
- 9:20 Welcome  
*Donna Adamo, Emcee*
- 9:30 Keynote Address  
*Dr. Michael Haynie, USAF Veteran, National Executive Director of the Entrepreneurship Bootcamp for Veterans with Disabilities*
- 10:00 Networking Break
- 10:30 Workshops (Choose One)
  - *Social Media-Bootstrap Marketing*
  - *Financing-Overview for Small Business*
  - *Going Green-Impact on Bottom Line*
- 11:15 Workshops (Choose One)
  - *Social Media-Mobile Marketing*
  - *Financing-Business Loan Case Study*
  - *Marketing-Tools to Increase Market Share*
- 12:00 Lunch
- 12:25 Award Presentations  
*Top SBA Syracuse District Veterans Lender Award in FY 2010*  
*2011 Veteran-Owned Business Achievement Award*
- 12:30 Donna Adamo's Conversation with Veteran Entrepreneur  
*Lee Buttolph, USMC Veteran, President & CEO, Buttolph Lumber Company, Inc.*
- 1:00 Closing Remarks

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