



The Entrepreneurs Network

Maggie Brooks
County Executive

Entrepreneurship Boot Camp

"Improving the Odds"

Presented by Derby Management

Renaissance Del Monte Lodge, Pittsford, New York

May 3rd - May 5th

In today's highly competitive marketplace, successfully starting and growing your emerging business can be extremely challenging, oftentimes frustrating and only sometimes rewarding. The purpose of our Entrepreneurship Boot Camps is very simple. We're in the business to dramatically improve the odds of success for you and your company.

We chose the term "Boot Camp" since this program is hands-on, highly interactive and focused on improving your management skills, adding to your arsenal of tactical weapons, impacting your mental training and developing your preparation and stamina for what lies ahead. Specifically developed for interaction and learning, this program has been designed around a small number of participants with extensive course materials, case presentations and numerous opportunities for real life role-playing accompanied with constructive feedback.

Boot Camp Coaches:

Jack Derby has been named to Mass High Tech's All Star Team. He is often quoted in The Wall Street Journal, The Boston Globe, The Boston Herald and has published articles and editorials in The Boston Business Journal and Mass High Tech. His background includes positions as CEO of Mayer Electronics Corporation, President of CB Sports, President of Litton Industries Medical Systems, CEO of Datamedix Corporation and President of Becton Dickinson Medical Systems. He is a frequent speaker at numerous business organizations including the MIT Enterprise Forum, the Small Business Association of New England, the Harvard Business School, and the WPI Venture Forum and is a guest lecturer at MIT teaching business plan development.

George Simmons works exclusively with small growth companies advising them on business plans, business strategy, performance metrics, management issues related

to rapid growth, and fundraising including venture capital and bank debt. George also has expertise in stabilizing companies in difficulty and executing successful acquisitions strategies. George has worked with high tech companies for over 25 years. He started in the burgeoning computer industry with Data General in 1980. Since then, he has been either CFO, COO, or President in a variety of tech companies including CFO of Zoom Telephonics, a public company that grew from \$12M to \$65M in sales in three years. He has extensive experience in a variety of tech industries including Hardware, Software, Industrial Automation, Outsourced Services, and Medical Products.

** Information on Workshops and Panel Events to follow.*