



# DAY

## ENTREPRENEURSHIP

2012

SEPTEMBER 27

### FREE EVENT!

@ ASU HOUSTON HARTE UNIVERSITY CENTER, C.J. DAVIDSON  
1910 ROSEMONT DR., SAN ANGELO, TX 76904  
**FMI & TO REGISTER VISIT: [WWW.ANGELO.EDU/EDAY](http://WWW.ANGELO.EDU/EDAY)**  
REGISTRATION ALSO AVAILABLE AT THE DOOR!



### BREAK OUT SESSIONS

*Business Start Up Basics*  
12:30 P.M. | 2 P.M. | 3:30 P.M.

**KEYNOTE SPEAKER: Max Durovic**  
Founder & CEO, AArrow Advertising

6 P.M.



### elounge

**Network. learn. Relax. Recharge.**  
OPEN 12 NOON - 6 P.M. (Snacks Provided)

BROUGHT TO YOU BY:

ASU UCPC

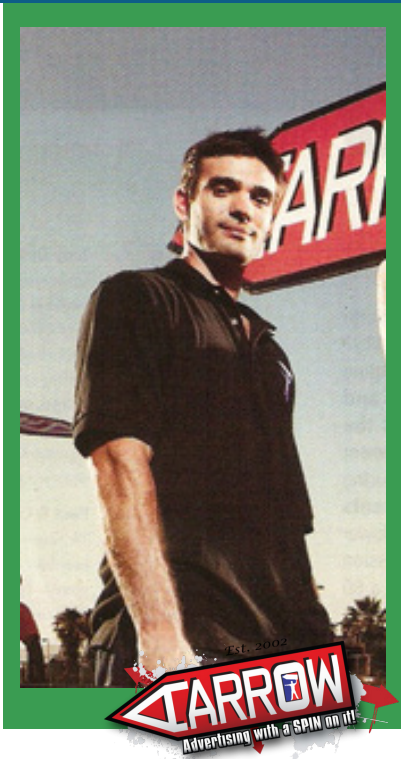


ASU-SBDC



# Keynote Speaker: MAX DUROVIC

## FOUNDER & CEO AARROW ADVERTISING



Max Durovic found AArrow Advertising in 2001 after completing his first year at Georgetown University. He was fresh off a summer job as a sign holder in 1999, where he and friends infused their extreme sports background with street performance to catch attention of spectators and make their job less boring.

The team began to develop tricks and compete using their six-foot signs by spinning them around and flipping them high into the air.

By 2008 AArrow Advertising had operations in San Diego, Los Angeles, San Francisco, Phoenix, Las Vegas, New York City, Washington D.C., Raleigh and Miami. With more than 500 AArrow Sign Spinners across the United States the time had come to go SPIN-ternational. In the Spring of 2008, AArrow Advertising began executing campaigns in France, Holland, England and Spain.

AArrow Advertising's first franchise opened in

February of 2009, with Robert Graham purchasing the rights to the entire Phoenix area. Other entrepreneurs began to realize the benefits of running an AArrow Advertising business and within a month franchises were open in Phoenix, Miami Beach, Northern Virginia, Baltimore, Virginia Beach, Orlando, Little Rock and San Antonio. Currently, AArrow Advertising operates in more than 25 locations.

Meanwhile abroad, AArrow Advertising was

creating a buzz in Asia. A group of students from the acclaimed Yong-In University in Seoul, South Korea decided to bring AArrow Advertising to their home in the far east. After six months of preparation and research, AArrow Advertising Korea is fully operational and experiencing the same success as its U.S. counterpart. AArrow Sign Spinners have become increasingly popular and even appeared on one of the country's most popular shows: Star King

[ 6 p.m. ]

## BREAK-OUT SESSIONS You Pick Your Schedule

*Break-out sessions last 1 hr 15 min*

### DORM ROOM CEO

*How to Start a Small Business*  
Presented by experienced ASU-SBDC Business Development Specialists. Learn resources, steps, laws, and more about how to start a new business.

[ 12:30 PM, 2:00 PM, & 3:30 PM ]

### PLANNING FOR SUCCESS

*Writing a business plan and other strategic planning tips*  
Presented by ASU professor Gayle Randall, MBA. Learn how to properly plan and project your endeavor to help you succeed.

[ 12:30 PM & 2:00 PM ]

### IDEA GOLD

*How to profit from Patents, Inventions, and Technology*  
Do you have the next game changing idea? Learn how to protect yourself, patent your ideas and more from ASU-SBDC Advisor Peggy Rosser, M.A.

[ 12:30 PM & 3:30 PM ]

### HOW TO FUND YOUR DREAM

*Basics of finding funding including Kickstarter and Crowdfunding*  
If you have a dream, don't let your Ramen budget get in the way. Many creative funding opportunities are out there to help. Learn what's available.

[ 2:00 PM & 3:30 PM ]



Can't make it all day? That's OK! You can join for one break-out, just the keynote, or just drop by the lounge! If you can make it all day that's great! You're sure to leave with new ideas, inspiration and information to help you make your dream of business ownership a reality!