



HIRSHBERG
ENTREPRENEURSHIP
INSTITUTE

Hirshberg Entrepreneurship Institute

June 14-15, 2018

Boulder JCC 6007 Oreg Ave, Boulder, CO

For more information:

bit.ly/entrepreneurshipinstitute

info@ghirshberg.com

Drawing on his experience in founding and building Stonyfield into a powerful and respected brand, as well as his years serving as one of the most visible and respected leaders in the natural foods industry, Gary has now created a great new program with the HEI packed end to end with purposeful and practical guidance and learning suitable for anyone working to grow their business. Plus some great stories and networking. I love being a part of it, and you will too.

- Walter Robb, Former Co-CEO, Whole Foods Market

Thursday, June 14

Building & Managing Cash Flow Proforma
with Gary Hirshberg and Andy Whitman

Financing Your Business
*with Susan Graf, Gary Hirshberg, Walter Robb,
Tom Spier, and Andy Whitman*

“Lessons Learned”
by Guest Speaker Walter Robb

Positioning Your Brand Story
*with Alex Bogusky, Bob Burke, Leslie Freeman,
Dagny Scott, Sylvia Tawse*

Networking Cocktails

Dinner with “Tales from the Trenches”
with Gary Hirshberg and Nicole Dawes

Friday, June 15

eCommerce
with Betsy McGinn and Amy Lacey

Overcoming Organizational Challenges
with Bob Burke, Walter Robb, Gary Hirshberg

Networking Lunch

Balancing Entrepreneurship & Family
*with Meg Hirshberg, Nicole Dawes, and
Peter Dawes*

Rapid Fire Problem Solving Cases
*with Alex Bogusky, Bob Burke, Nicole Dawes,
Peter Dawes, Gary Hirshberg, and Walter Robb.*

NOTE: Program is preliminary, subject to the quantity and quality of attendee's pre-submitted cases. All cases must be submitted by May 18 and final program will be posted by Friday, June 1st.

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