FOR IMMEDIATE RELEASE

Cal Poly To Host Business Plan Workshop Nov. 8

SAN LUIS OBISPO -- The Cal Poly Entrepreneurship Club is sponsoring a business plan workshop 10 a.m.-5 p.m. Nov. 8 in Room 202 in the Kennedy Library on campus.

Speakers Ray Johnson (Economic Vitality Corp.), Art Young (Mid-State Bank), Bill Pendergast (Cal Poly), Tom Lebens (Sinsheimer, Schiebelhut & Baggett), Don Maruska (Don Maruska & Co.) and Frank Vuotto (Cal Poly) will address such topics as:

- Why Plan?
- Who's the Competition and What Makes You So Special?
- Write a Business Plan that Works.
- What Should the Business Plan Cover?
- Protecting Intellectual Property.
- Creating a Financial Plan.
- Practical Market Research.

For more information, including cost of admission, contact Pendergast at wpenderg@calpoly.edu.

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