

ONE DAY.  
ONE PLACE.  
Elevate your business



## BUSINESS ESSENTIALS SUMMIT



April 18, 2017

8 a.m. – 3:30 p.m.

Riverside Hotel

(2900 W Chinden Blvd, Boise)

Presented by University of Idaho Boise

- Keynote speaker: Sylvia Hampel, President Clearview Cleaning, and recipient of the *Idaho Small Business of the Year* and *Top Owned Women Company in Idaho* awards.
- Learn the secrets of successful marketing
- Understand the legal side of business
- Discover funding sources
- Join our networking sessions, and more!

Registration is \$22 and includes lunch. Register by April 14th to reserve a seat:

[uidaho.edu/BES](http://uidaho.edu/BES)

### ❖ Track One: Ready to Launch

Ready to Launch is for new or aspiring entrepreneurs:

- Sessions on starting your business, finding your first customers, marketing 101, business law 101, taxes, financing 101, innovation, hiring talent, and more
- Opportunities to network and ask one-on-one questions

### ❖ Track Two: Go Higher

Go Higher is for established business owners looking to grow and expand:

- Sessions on managing growth, marketing 201, business law 201, taxes, financing 201, innovation, hiring talent, and more
- Opportunities to network and ask one-on-one questions

**University of Idaho**  
Boise

**HAWLEY  
Troxell**  
ATTORNEYS AND COUNSELORS

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