TEN Conference Schedule

When: March 7th 9:30am-6:00pm
Where: Riggs Alumni Center, 7801 Alumni Dr, College Park, MD 20742

9:30am: Networking Breakfast

10am - 10:20am Welcome
Alumni Association and TEN board will provide opening remarks for the conference and introduce the keynote speaker.

10:20 - 11am Keynote Fireside Chat
Moderator will interview Scott Nash, CEO & Founder of MOM's Organic Market and conference attendees will have an opportunity to ask the keynote questions via advanced submissions & live Q&A.

11am - 11:15am Break

11:15 - 12:15pm Session 1 - Trends in Entrepreneurship
The goal of these sessions is to provide panels discussing the latest trends and perspectives on different types of entrepreneurship. In addition, the TEN platform will invite attendees to join designated networking groups for each of these areas providing them a dedicated environment to network and collaborate. Four concurrent panels will be held covering the following areas:

1. Women in Entrepreneurship: On paper, things have never looked better for female entrepreneurs with more than 11 million U.S. firms are now owned by women, employing nearly 9 million people and generating $1.7 trillion in sales, according to 2017 data. But these numbers only tell part of the story. Women-owned firms are still in the minority, and the hurdles faced by women who have embraced entrepreneurship are vast and often very different than those experienced by their male counterparts. Learn about the key challenges women entrepreneurs face, how to overcome them and how to drive systematic change to improve equality.
   Panelists: Julia Brown ’13, Cate Luzio ’97 Camilla Olson ’75 and Jasmine Snead ’17
   Moderator: Julie Lenzer

2. Tech Entrepreneurship: When most people think of technology startups, they’re thinking about the next killer app like Facebook or Snapchat. In reality, technology innovation spans not just consumers but every aspect of our economy dramatically increasing efficiencies and enabling new business models inconceivable merely a decade ago. Learn about these innovations across different sectors, the contrasting roads to success and the common takeaways regarding technology.
   Panelists: Haroon Mokhtarzada ’01, Andy Sherman ’83, Jeffrey Jenkins, Lindsay Ryan ’09
3. **Social Entrepreneurship**: Millennials are now the largest global generation with strong preference to both work for and buy from companies that are socially responsible and serve a broader societal purpose. If there was ever a moment for a social entrepreneurship boom - it is now. Learn about the latest challenges being tackled, the different approaches leveraged (non-profit vs. for-profit) and how you can be a part of the movement.

*Panelists: Audrey Awasom ‘18, Matthew Hollister ‘18, Amy Neugebauer ‘06 and Andy Shallal ‘19*

**Moderator: Kaitlin Ahmad**

4. **Corporate Entrepreneurship**: Working in Corporate America as a professional and feel powerless to drive change? Is the only one way to get promoted to jump companies every 2-3 years? Do you need to start your own company or join a start-up to have a flexible work culture? These are some of the burning questions the incoming workforce grapples with everyday. Learn how to set yourself apart, break through the corporate ladder and drive innovation in Corporate America.

*Panelists: Andie Rauta ‘08, Farrukh Saleem ‘92, David Yang ‘91 and Nelson Young ‘14, Natalie Carey ‘99*

**Moderator: Lucien Parsons**

**12:30pm - 1:30pm Strategic Networking Lunch**

Lunch will be broken down in two areas: general networking and strategic networking. The strategic networking room will have theme-based table tops.

**1:45pm - 2:45pm Session 2 - Workshops**

The goal of these sessions is to provide attendees the opportunity to work with seasoned entrepreneurs and experts to develop new skills and access resources to meet their goals. Two concurrent workshops will be held to appeal to different stages of entrepreneurs:

1. **Dingman Jumpstart** (Prospective Entrepreneurs): Dingman Jumpstart is where you lay the foundation for your idea to become a reality. This pivotal workshop is a 1 hour crash-course in business models, financials, market sizing, understanding your competition and much more. The workshops will be accompanied by a workbook outlining the material presented and activities to apply the learnings to your specific idea. *Speaker: Holly DeArmond*

2. **Future Skills in Entrepreneurship** (Early stage - Seasoned Entrepreneurs): The fourth industrial revolution is changing not only the way corporations will do business and how business executives need to reskill themselves, but it also brings up several questions for Entrepreneurs: What are the future skills to start and run a business? Why are these skills critical and how can I reskill myself in time? What skills become obsolete? This workshop will propose a list of skills typically not in the inventory of today’s entrepreneurs and often not even on the radar of most people in business. Looking into the next 5 -10 years, Prof. Oliver Schlake will showcase his list of future skills for the start-up entrepreneur and the seasoned business owner and discusses strategies on how to future-proof your skillset. One of the skills he sees increasingly relevant is the ability to anticipate. In times of often turbulent, complex change, the ability to see what could be next is critical to steer the organization in the right direction while you can, develop solutions and products to a point
when the need arises and stay ahead of the competition by learning to decode early warning signs and fuzzy changes. The workshop format of the session gives participants time for a few short exercises that they can take home and work on the new skill sets.

Speaker: Oliver Schlake

3:00pm - 3:45pm Session 3 - Successes and Failures Panel (Rocky Road: It’s Not Just an Ice Cream)
Entrepreneurship is often characterized by the feel-good stories and pivotal moments that led to success as if the journey was a straight line - we are here to tell you it is not. The journey brings uncertainty often requiring courage, great sacrifices as well as the willingness and openness to pivot at a moment’s notice. It also brings fulfillment, freedom and the confidence that you can achieve anything. Hear the whole story from seasoned entrepreneurs.

Panelists: Harry Alford ’07, Drew Bewick ’88, Dan Connors ’82, Camilla Olson ’75, Pramod Raheja ’91

Moderator: Julie Lenzer

3:45pm - 3:50pm Closing Remarks

4 - 6 pm Networking Reception
The conference will be followed by a cocktail networking reception catered by UMD businesses.

All-Day Events

TEN Resource Table: Engage directly with TEN leadership, convey your entrepreneurial goals and learn how the TEN platform can help achieve them.

UMD Resource Fair: Attendees will be able to engage with UMD affiliated organizations learn about the in-house entrepreneur resources available.