

Lite Fare Entrepreneur Workshops

Your Fortnightly Lunch-hour of Local Finger Foods and Key Business Concepts

11:30 am - 12:30 pm

1st Monday of every month: General Topics
3rd Monday of every month: Food-Related Topics

At Santa Fe College's Center For Innovation and Economic Development (CIED),
530 West University Avenue, Gainesville, Florida 32601

The purpose of these workshops is to facilitate new knowledge and understanding of timely business and food topics, skills, and trends in an environment hospitable to the enjoyment of local food and networking new business relationships. All workshops have a literature table for attendees to put out business cards and flyers (in moderation), so please bring these items to advertise your business.

Since the fare is "lite", please bring a lunch if you would like something heartier. Look for our newsletter at the beginning of every month for more details, including speakers, topics, and food offerings.

There is a modest charge of \$5 per attendee (unless otherwise advertised) to offset the cost of the workshops' planning and coordination, and to support Blue Oven Kitchens, a non-profit kitchen incubator focused on nurturing food entrepreneurs and growing the local food economy. Registration is payable at the workshop or via Paypal on www.blueovenkitchens.org.

For more information on Santa Fe College's CIED, an affiliate of Blue Oven Kitchens, please travel to www.cied.sfcollge.edu.

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August 2: Bill Dorman

"Write The Executive Summary First": The value of business planning is not necessarily in the plan itself, but rather in the planning process. Mr. Dorman will introduce a new approach to business planning that emphasizes the value of writing a complete executive summary first. He will explain why the executive summary may be enough for you to make some key business decisions. After this brief overview, participants will have the tools to create a basic executive summary that can guide them to more productive business planning.

About Bill: Bill Dorman is the co-founder of Startup Fusion, a concept stage venture firm founded to drive research funding and market intelligence to the best and brightest research minds to fuel innovation and create attractive venture funding opportunities. He is also the Entrepreneur In Residence at the Santa Fe College Center For Innovation and Economic Development (CIED - pronounced "seed"). In this role at the CIED, Mr. Dorman provides management consulting to incubating companies to help them get started, gather resources, and grow, which includes assistance in developing business strategies and creating marketing plans.

Cost: \$5 (No charge for CIED- or BOK- affiliated companies)

Finger food provided by: The Jones

<http://www.thejoneeastside.com/>

August 16: Cansel Osberg

"My Experience as a Food Entrepreneur": So what does it take to have a food product out there? Ms. Osberg describes how her idea evolved into a marketed product, as well as the challenges, costs, etc., of running her own small, and local business.

About Cansel: Cansel Osberg is the owner of Junselle's Turkish Gold (Cansel is said "Junselle"), a family-owned, local company specializing in gourmet ingredient mixes. Born in Istanbul and raised in Germany, Ms. Osberg believes her Turkish culture has heavily influenced her entrepreneurial spirit. More information about Janselle's Turkish Gold can be found at <http://www.junselle.com/>.

Cost: \$5 (No charge for CIED- or BOK- affiliated companies)

Finger food provided by: Junselle's Turkish Gold and Kurtz and Sons Dairy, LLC.

**BlueOven
Kitchens**
Nurturing Food Entrepreneurs + Growing the Local Food Economy

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