

# Mentor Protégé Program - Session III

## Effective Marketing for Entrepreneurs

Everyone wants to work with great people. But unless you are pro-actively, consistently and strategically positioning yourself in the marketplace, chances are high you may be great firm, but no one (but you) knows it. This interactive class will discuss how you can market your business to gain a competitive advantage.

Thursday, July 14, 2016 | 9:00 am–Noon  
(Sign-in begins at 8:30 am)

Orthopedics & Sports Medicine Institute  
3450 Hull Road, Gainesville, FL 32607 | 3rd Floor

Please RSVP at [dmannin@ufl.edu](mailto:dmannin@ufl.edu) or 352-392-0380  
Refreshments & lunch will be served.

**UF** | Small Business & Vendor  
Diversity Relations  
A Division of Business Affairs



SPEAKERS:

**UF IFAS**  
UNIVERSITY of FLORIDA

Alan Wysocki  
UFIFAS, Associate Dean  
& Professor

**COLLAGE**  
CONSTRUCTION / INTEGRATED SERVICES

Rob Maphis  
Vice President of  
Operations, COO

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FLORIDA