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## **Statewide conference brings entrepreneur experts to South Dakota**

The Country's Top Young Entrepreneurs and Educators to present at Launch '10

The South Dakota Entrepreneurship Education Conference: Launch '10 is a one-day event advancing entrepreneurship education in South Dakota. The event will be held on Thursday, February 25 on the campus of Dakota Wesleyan University in Mitchell. This year's conference features a diverse group of entrepreneurs ready to inspire students and faculty.

This year's conference will feature a keynote presentation by Sheena Lindahl, co-founder of the Extreme Entrepreneurship Tour, a nationwide road tour that has brought top young entrepreneurs to over 100 college campuses to share their stories and lessons learned. Prior to founding the Extreme Entrepreneurship Tour, Sheena became financially independent of her parents at the age of 17 and paid her way through NYU's \$30,000+ yearly tuition. Sheena was named one of the country's top 25 entrepreneurs under 25 by *BusinessWeek* and has been featured on the AOL homepage, as well as appearing on CBS, NBC, and ABC News and in *USA Today*.

The day's events will be moderated by Arel Moodie, a partner in the Extreme Entrepreneurship Tour. Featured in *USA Today*, *Essence*, *Young Money Magazine*, ABC, NBC, and Fox News affiliates, Moodie has travelled far from starting his life on welfare in the projects of Brooklyn, NY to becoming the bestselling author of *Your Starting Point for Student Success* and an expert on helping this generation of students start taking action toward their goals like true professionals.

Also speaking this year is Dr. Kay Palan, the Associate Dean for Undergraduate Programs in the College of Business at Iowa State University (ISU). Dr. Palan is set to speak about entrepreneurship at the university level. Palan coordinates the university-wide entrepreneurial studies minor and chairs the University's Entrepreneurship Supervisory Committee, which oversees entrepreneurship academic issues at ISU. She is also an active case writer in the areas of marketing strategy and entrepreneurship. ISU was recently honored with the National Model Undergraduate Entrepreneurship Program Award at the United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference earlier this year.

Breakout sessions will feature presentations by two other young entrepreneurs. Chris Miller, Founder of Delta Real Estate Portfolio, LLC, overcame attention deficit disorder to earn his real estate broker's license and develop a management portfolio of over \$2 million before graduating from college. Frank Klesitz founded The Final Rep Fitness to help people live healthier lives. At 20 years old, Klesitz led the company in doing over \$225,000 in sales. Both will share their experiences and lessons learned on their entrepreneurial paths.

This will be the 5<sup>th</sup> annual event for the Launch conference, which is committed to helping students, faculty, and economic development leaders succeed in the changing economy. The day's events begin at 8:30 am and end at 3:15 pm and will be held at Dakota Wesleyan University. Attendees can register at: [www.dwu.edu/SDLaunchConference](http://www.dwu.edu/SDLaunchConference) or call 800-952-3562 or 605-665-4408. Paid registration fees for faculty and students are available for a limited time through the South Dakota Experimental Program to Stimulate Competitive Research (SD EPSCoR), visit the Launch website to learn more.