



Growth Plan

Developing Your Business Strategy and Understanding the Rules of Engagement

July 8, 2015
6:30 PM to 8:30 PM

Instructor: Jerry Knotts, California Coast Venture Forum

[Register online](#)

\$5 online registration for IEEE member or higher grades, and for associate and affiliate members.
\$15 online for non-members, \$35 at the door

Location

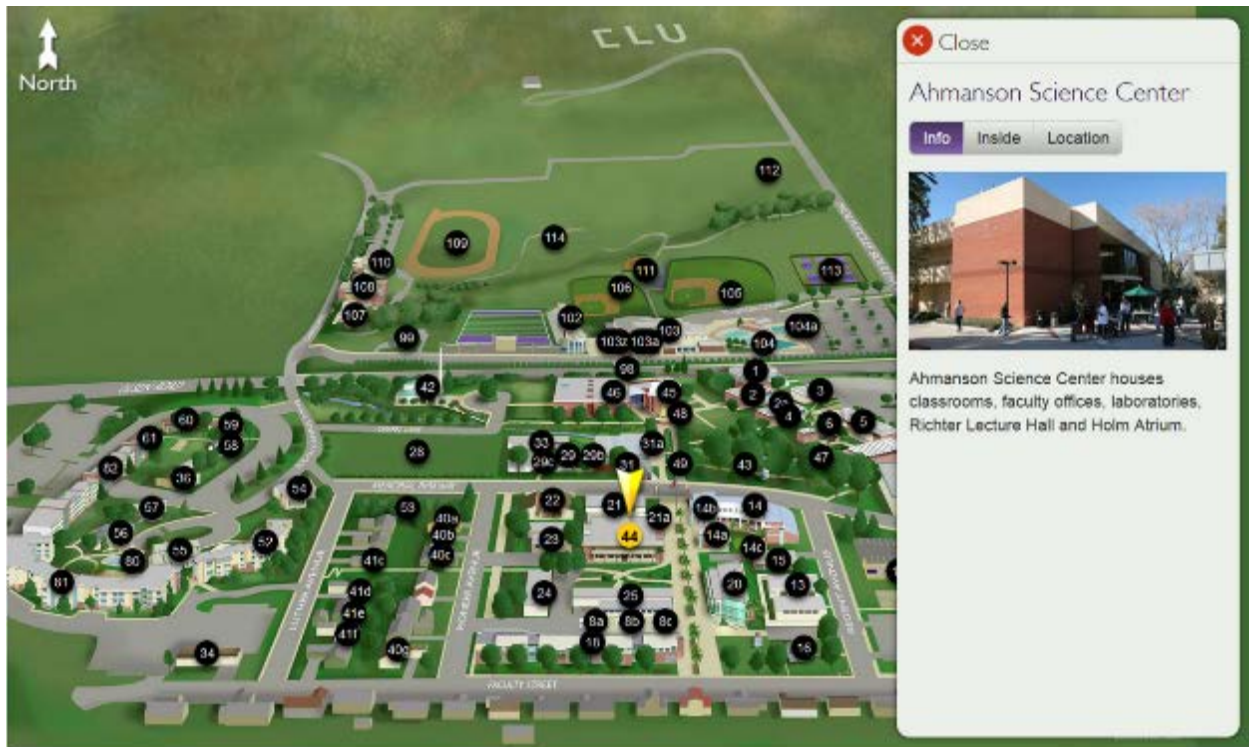
California Lutheran University

60 West Olsen Road, Ahmanson Science Building - Richter Auditorium, Room 100, Thousand Oaks, CA 91360

A Growth Plan replaces the old Business Plan and adds a touch of strategic planning. It challenges the entrepreneur by asking many questions. For instance, *how can your small business deliver great results with limited resources and the least amount of risk?*

A growth plan is the strategic tool that an entrepreneur develops to define the most feasible path from A to B and the contingencies needed to increase the likelihood of success and to ensure a reasonable balance between opportunity and risk on the journey. In this interactive workshop, Jerry Knotts, "Entrepreneur Whisperer", will explain how to construct a solid growth plan and the rules of engagement that an entrepreneur needs to understand to line up resources, partnerships, and support.

Jerry Knotts is the President/CEO of the California Coast Venture Forum and President of J.E. Knotts & Associates. He has more than 30 years successful experience in small, medium and large sized defense and aerospace low and hi-technology companies. He served as Vice-President/General Manager, Defense Electronics Division, California Microwave and Vice-President, American Nucleonics Corporation. He serves as a member of the Board of Counselors, California Lutheran University School of Business; a member of the SoCalBio Investor Conference Company/Company Screening Board; and a mentor for the LARTA Institute. Jerry has notable achievements in general business management, strategic planning, and business development. As a consultant. He serves on numerous Corporation Boards and provides strategic and financial planning services to small and medium sized companies. His academic background includes a BSEE (Electrical Engineering) from Penn State University; an MBA from Auburn; and graduate of the Defense Systems Management College (DSMC), Industrial College of the Armed Forces (ICAF), and Air War College. Jerry is a Senior Life Member of the IEEE and a registered Professional Engineer.



Directions from Ventura:

Take the Ventura Freeway 101 South.
 Take Lynn Road Exit, turn left, drive 2.9 miles.
 Lynn Road turns into Olsen Road, drive .9 miles.
 Turn right onto Mountclef Boulevard - the University is on the right
 Turn Right onto Memorial Parkway
 Park on Memorial Parkway or adjacent streets.

Directions from Los Angeles:

Take the Ventura Freeway 101 North.
 Take Lynn Road Exit, turn right, drive 2.9 miles.
 Lynn Road turns into Olsen Road, drive .9 miles.
 Turn right onto Mountclef Boulevard - the University is on the right.
 Turn Right onto Memorial Parkway
 Park on Memorial Parkway or adjacent streets.