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.