



Stop Marketing and SELL!

Legendary Entrepreneur Jack Derby, Will Tell You How

The balance between selling and marketing is critical to the success of an entrepreneur, and the next meeting of the Southern New England Entrepreneurs Forum (SNEEF) on February 28th will benefit from successful entrepreneurs sharing their experiences. The skills of marketing are critical to a new business, but an entrepreneur must be continuously selling the value proposition to funders, customers, vendors and employees. An understanding of the market and needs of customers is the basis for a sound business plan. However, as the “Chief Salesman” of an enterprise, the entrepreneur must focus on the paying customer and be willing to scrap the plan if he finds a more willing customer base. Striking the balance between selling and marketing is often the margin of survival.

While there are many courses on the fundamentals of marketing, only an entrepreneur can really speak to how one makes the balance between selling and marketing, and the February 28th meeting of SNEEF has a blue ribbon panel that can do just that. The panel will be led by a legend in entrepreneurship, Jack Derby. Jack has been CEO and/or President of 5 major businesses, raised money totaling over \$500 million for approximately 150 companies, and is currently an active board member of some 20 emerging companies. He was named to Mass High Tech's *All Star Team* and is regularly quoted in The Wall Street Journal. He is guest lecturer at MIT, an adjunct professor at Tufts, and a regular speaker at venture forums throughout the region. He will engage a panel of experienced CEOs in a discussion of how the successful leader focuses his time to ensure that the startup is successful. Anyone who has heard Jack speak will know what a treat this evening will be.

SNEEF is a regional entrepreneur's forum that meets at the Advanced Technology and Manufacturing Center (ATMC), 151 Martine Street, Fall River, 02723. The meeting will begin at 5:00 p.m. with networking and refreshments, followed at 6:00 p.m. with the panel discussion. At 8:00 p.m. the program will move next door to LePage's Restaurant for more networking. Pre-registration is \$20 or \$25 at the door, with students admitted free.

Future programs will include:

April 10th, 2008 Product Development – The feature Creep Danger, Hyannis
September 11th, 2008 Raising Money, ATMC
November 13th, 2008 Building a Management Team, ATMC

For more information, call Karen Tavares, (508) 999-8157, or visit the SNEEF website, www.sneef.umassd.edu.

This program is sponsored by Rockland Trust.