

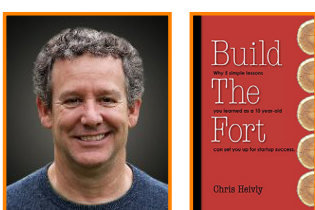


*12<sup>th</sup> Annual*  
**Carole Moore McLeod**  
**ENTREPRENEUR SUMMIT**  
**FRIDAY, NOVEMBER 11**

Plemmons Student Union • Appalachian State University

- 8:15 A.M. BREAKFAST, CHECK-IN\*, NETWORKING**
- 9:00 A.M. WELCOME**
- 9:30 A.M. BREAKOUT WORKSHOPS**
- 10:30 A.M. FOCUS SESSIONS**  
Sarah Freed: From the Halls of Peacock to the Streets of Uganda  
Bobby Martin: The Hockey Stick Principles  
Steve Norwood: The Journey with CARS
- 11:30 A.M. KEYNOTE ADDRESS**  
Chris Heivly, Co-Founder, MapQuest  
Building the Fort
- 12:30 P.M. LUNCHEON PRESENTATION**  
Warren Bare, Founder, HeadHunter.net  
Moving from Ideas to Action

**Register @ [asulaunch.com/summit](http://asulaunch.com/summit)**  
Free breakfast and lunch with registration



\*The first 50 participants to check in will receive a free copy of Chris Heivly's new book, Build the Fort.

