

4th Annual Student Entrepreneurship Conference

Friday, February 21, 2025 • 9 am - 2 pm • SMSU Conference Center, Marshall, MN

Agenda

Light Breakfast

8:45 am

Donuts, pastries, scones, fruit, coffee, juice and tea.

Welcome to SMSU & 4th Annual Student Entrepreneurship Conference

9:00 am

Keynote Speakers: Betsy Bonnema & Gina Lieser, RedStar, a Creative Agency

9:05 am

Break

10:05 am

The Risk Takers, Change Makers, Rebels, and Boundary Pushers Behind Small Business

10:15 am

Facilitated by our Keynote Speakers, 7 local entrepreneurs will share information and stories focused on key resources they've utilized at various stages of their journey—whether during exploration, launch, or growth.

SMSU's Center of Innovation and Entrepreneurship (CIE) & Enactus/DECA

11:30 am

Hear from the Enactus President to learn more about SMSU's Center of Innovation and Entrepreneurship. Hear from post-secondary entrepreneurs and how the CIE is helping them advance their entrepreneurial journey.

Entrepreneurship BINGO

11:40 am

Networking Lunch

12:30 pm

Student entrepreneurs will share their projects, ideas, or business. Students are encouraged to provide advice, inspiration, and promote connections around shared goals.

Lunch will be a pasta buffet: lasagna, penne pasta, grilled chicken, alfredo sauce, Caesar salad, breadsticks, cookies, lemonade and water.

Share out from Networking Lunch

1:30 pm

Each tables facilitator will provide the entire group with summary of the conversation or any "Ah-ha" moments.

Closing Remarks

1:45 pm

Event Partners:

