Aspiring Entrepreneurs Present Business Plans to Expert Panelists
By Erin McFee ’08

The Crazy Truth

Aldaz-Osorio’s move was no doubt reinforced by the remarks of Barry Moltz, author of You Need to Be a Little Crazy: The Truth About Starting and Growing Your Business. According to Moltz, “Businesses are not about ideas. They are about the execution of those ideas.” He reminded attendees that it is passion that will get you to the top, and that the top wouldn’t be there without the requisite bottom to balance it. Motlz spoke candidly about the effects that devotion to a business can have on you and those you love, both positively and negatively, and offered some advice: “The only thing we can do to ensure our success, is to honor our failures.”

Obstacles Keep you Agile

Keynote speaker Rhonda Kallman, founder and CEO of New Century Brewing, garnered applause from the audience with some amusing anecdotes and her remarks about potential hurdles that female entrepreneurs can face. She offered a time tested solution to overcoming them: “Keep reinventing yourself.” At the conclusion of the event, it was evident that the attendees left empowered with yet another tool to aid them on their respective journeys to success.