

The Les Kilpatrick

# Students to Start-ups®

Entrepreneurial Skills Training Workshop Series

**This workshop is for:**

UC Irvine students and community members actively starting or planning to start new businesses.

**You will learn:**

This workshop will highlight 10 critical performance areas of negotiations and suggest ways companies are employing advanced negotiating skills to significantly boost results.

**About the Presenter:**

Mr. Edward A. Johnson is an International Business Development Executive experienced in identifying opportunities and negotiating solutions in complex, multi-cultural environments. He has been retained by numerous multi-nationals including Hewlett Packard, Dow-Elanco, Heineken Breweries, Stryker Medical, Honeywell and PriceWaterhouse Coopers.

## Negotiations

**Presented by**

**Edward A. Johnson**  
CEO – The Edward Johnson Agency, Inc.

**When**

March 29, 2011  
12:00 pm - 1:00 pm

**Location**

UCI Student Center  
Emerald Bay AB

**Cost**

Free to all

*Seating limited, please reserve your seat early.*

**Complimentary lunch will be served.**

*Providing Education, Inspiration and Opportunity*

The Les Kilpatrick  
**Students to Start-ups®**  
**Entrepreneurial Skills Training Workshop Series**

**All events are:**

12:00 pm – 1:00 pm

UCI Student Center  
Emerald Bay AB

*Seating limited, please reserve your seat early.  
**Complimentary lunch will be served.***

**2010 -2011 Schedule**

**January 18, 2010**

Assessing the Market Potential of your  
Business Idea.

**March 1, 2011**

Successfully Developing and  
Launching Your Product in the Market

**February 1, 2011**

Developing your Business Plan

**March 29, 2011**

Negotiations

**February 15, 2011**

Financing your Start-Up

**April 19, 2011**

Secrets To Success for Starting a  
Services Company