

# Stonyfield Entrepreneurship Institute

**A “boot camp”  
for community-  
minded  
entrepreneurs**

## Thursday Night Featured Speakers **Bert Jacobs and Gary Hirshberg**

**Bert Jacobs**  
Chief Executive Optimist,  
The Life is good Company



Bert Jacobs

Bert Jacobs co-founded Life is good, an apparel and accessories company known for optimistic messages, with his brother John in 1994. Today the \$100 million company sells its products in 4,500 retail stores nationwide and in 30 countries around the world. The Boston and Hudson, N.H.-based company does no product advertising and attributes 100 percent of its growth to customer word-of-mouth.

Jacobs has appeared on The Today Show, CNN's Tips from the Top, CNBC's Business Nation, and the Donny Deutch Show. Jacobs teaches that optimism is fun, healthy, and empowering.

March 24-25, 2011

**Courtyard Marriott  
Grappone  
Conference Center  
Concord,  
New Hampshire**

## Institute Overview

The Stonyfield Entrepreneurship Institute was conceived by Gary Hirshberg in 1998 based on his experience growing Stonyfield Farm, Inc. from its humble start as a seven-cow operation in 1983 to its current \$352 MM annual sales level. In 2002, Gary joined with Michael Swack, and, in 2008, it became a partnership with UNH's Carsey Institute and the Whittemore School of Business and Economics. By offering a highly interactive, intimate venue for networking, storytelling, and problem solving, the institute has offered a safe, yet stimulating environment for hundreds of for-profit and not-for-profit entrepreneurs to learn about financing, marketing, finding personal balance, managing change, and the many other areas that are fundamental to growing an enterprise. The "case" method approach ensures a practical and grounded “real world” experience. Participants are assured of taking home a wealth of pragmatic and useful ideas and strategies that can be immediately put to work in a growing enterprise.



Gary Hirshberg

### Inside SEI

Agenda	2
Who Should Attend?	3
Case Studies	3
Testimonials	3
Cost	3
Sponsors	4



## 2011 SEI Agenda

### Thursday, March 24

11:00 a.m. **Registration**

12:00 p.m. **Lunch**

*Welcome:* Michael Swack, the Carsey Institute and the  
Whittemore School of Business and Economics

1:00 p.m. **Introduction:**

**Finance 101 – Projecting Your Cash Needs**

Gary Hirshberg, CE-Yo, Stonyfield Farm, Inc.

1:30 p.m. **Finance panel – Raising Early  
Second Stage Capital**

**Part I Overview**

*Moderator:* Gary Hirshberg

*Panelists:*

Michael Burgmaier, Managing Director,  
Silverwood Partners

Bob Burke, Principal, Natural Products Consulting

Steve Palmer, Attorney, K & L Gates

Alan Reische, Attorney, Sheehan, Phinney, Bass & Green

Andy Whitman, Managing Partner, 2X Consumer  
Products Growth Partners

2:30 p.m. **BREAK**

2:45 p.m. **Finance panel –Raising Early and  
Second Stage Capital**

**Part II. Examples of 1<sup>st</sup> and 2<sup>nd</sup> Stage Raises**

4:30 p.m. **BREAK**

5:00 p.m. *Cocktail reception/networking*

6:00 p.m. *Dinner and participant introductions*

7:30–9:00 p.m. **An Evening of Storytelling:  
Tales from the Trenches**

*Introduction:* Michael Swack

*Speakers*

Bert Jacobs, Chief Executive Optimist,  
The Life is good Company

Gary Hirshberg, President and CE-Yo,  
Stonyfield Farm Inc.

### Friday, March 25

8:00 a.m. *Continental Breakfast  
Late registration*

9:00 a.m. **Session I: Finance**

*Moderator:* Michael Swack

*Panelists:*

Lori Chandonnais, Senior Vice President,  
Commercial Banking, Citizens Bank

John Hamilton, Managing Director, Vested for Growth  
NH Community Loan Fund

Michael Burgmaier

Andy Whitman

10:45 a.m. **BREAK**

11:00 a.m. **Session II: Marketing**

*Moderator:* Gary Hirshberg

*Panelists:*

Howard Brodsky, Chairperson & CEO,  
CCA Global Partners

Bob Burke

Katie Paine, CEO, KDPaine & Partners, LLC

Erik Drake, V.P. of Sales and Marketing

Stonyfield Farm, Inc.

Steve McDonnell, CEO of Applegate Farms

12:30 p.m. **Lunch**

2:00 p.m. **Session III: Balancing Family  
and Business**

*Moderator:* Gary Hirshberg

*Panelists:*

Meg Cadoux Hirshberg, Inc. Magazine Columnist

Nicole Bernard Dawes, CEO, Late July Organics

Steve McDonnell, CEO, Applegate Farms

3:30 p.m. **BREAK**

3:45 p.m. **Session IV: Rapid Fire Case Studies**

*Moderators:* Gary Hirshberg and Michael Swack

*Panelists:*

Andrew Whitman

Bob Burke

5:15 -5:30 p.m. **Wrap-up and Departure**

## Who Should Attend SEI?

- Executives responsible for implementing change
- Business owners and emerging entrepreneurs
- Socially responsible investors
- For-profit and nonprofit company executives
- Entrepreneurs who want to make money while improving their communities

### Cost

The cost to attend the institute is \$250 and includes the program, Thursday lunch and dinner, and Friday breakfast and lunch.

Scholarship information, registration, and details on submitting case studies can be found online. If you have additional questions, please contact Susan Colucci at [susan.colucci@unh.edu](mailto:susan.colucci@unh.edu) or 603-862-2821.

### Register online

<http://www.carseyinstitute.unh.edu/SEI.html>

### Deadlines

**February 28, 2011 Scholarship Request**

**February 28, 2011 Case Study Deadline**

**March 3, 2011 Hotel Registration Deadline**

**March 11, 2011 Registration Deadline**

**NEW! Live Streaming by Inc.com**

This year's institute will be streamed live on Inc.com. Details will be provided on our website closer to the event.



## Case Studies

Participants are encouraged to submit a case study of their business challenge in the categories of Financing, Marketing, or Balancing Family and Business. We will then select six cases to be presented to our panels for feedback and advice. For more information on submitting a case, go to: [www.carseyinstitute.unh.edu/SEI.html](http://www.carseyinstitute.unh.edu/SEI.html).

## Testimonials

*The Institute far exceeded my expectations. Not only did I leave with better insight into the world of entrepreneurship, I met kindred spirits who share my vision. This is a "must attend" event.*

-Carol Soule, Miles Smith Farm

*The case study feedback encouraged me to continue boldly on my path, and the atmosphere encourages both the early dabbler and the more serious entrepreneur.*

-Lisa Johnson, Yummy Yummy

*SEI is inspiration, pure and simple...it gives me the recharge that I need to keep me going for the other 363 days of the year.*

- Joshua Robinson, Checkmate Payroll Services

*The first year I attended the SEI conference in 2009 I sat in as a spectator in awe of the amount of information given to the audience from the leaders in the natural product industry. The note taking was extensive which kept me busy for the next year while I awaited the next conference. The event created a direct result in our sales tripling every month since.*

-Corey Calaio, Karma Balm, LLC

## 2011 SEI Supporters



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