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UTAH ENTREPRENEUR CHALLENGE MEDIA RELEASE

UEC Marketing Forum Hosted at Brigham Young University

November 13, 2008 – As the Utah Entrepreneur Challenge (UEC) 2008-2009 competition year progresses, student entrepreneurs are refining the key components to their business plans. The Challenge will host its Marketing Educational Forum at Brigham Young University to continue its forum series offered throughout the competition year to prepare, motivate, and guide UEC competitors and any student entrepreneurs ready to take that step in realizing their goals of starting up a business.

As keynote speaker The Challenge is proud to present Aaron Wong. Mr. Wong was recognized in the “Top 40 Under 40 Professionals” in Utah by the Utah Valley BusinessQ magazine. He is the founder and president of Arrow Quality International, a Chinese bridge consulting firm which connects U.S. and Chinese businesses to successfully promote the influential trade between the two nations. Arrow Quality International was also dubbed the “Best Kept Secret” in Utah by Utah Valley BusinessQ.

“We are thrilled to feature Mr. Wong to speak at this forum,” says Sam Clarke, UEC Chair. “His insights in marketing a business and as an entrepreneur will certainly be very helpful and motivating for all!”

This forum is one of several educational forums put on by the Utah Entrepreneur Challenge. The goal of these forums is to give new entrepreneurs guidance in the key aspects of

starting a business. Other upcoming forum topics include intellectual property and finance. Although it is not required for competitors to attend the educational forums, participants who have attended these forums the past years have found them to be invaluable assets as they have prepared for the competition.

The Marketing Forum is an opportunity for anyone to gain a bit of guidance, advice, or push in the right direction in this aspect of starting and running a business.

The Utah Entrepreneur Challenge Marketing Forum

The Marketing Forum will be held on November 20, 2008 at the Brigham Young University N. Eldon Tanner Building, room 251 at 7:00pm. All Utah Entrepreneur Challenge participants, collegiate/university students, and public are welcome to attend; this event is free. For more information please visit the UEC website www.uec.utah.edu or call (801) 585-3702.

The Utah Entrepreneur Challenge

The Utah Entrepreneur Challenge is a business plan competition for collegiate, university and graduate students throughout the State of Utah. Administered by University of Utah students, the competition provides aspiring entrepreneurs with educational forums, mentors and other resources to prepare them for the competition and aid them in the creation and implementation of their business plans. The winners of the competition are awarded over \$100,000 in cash and in-kind services to help them realize their business plans. For more information on the Utah Entrepreneur Challenge, please visit www.uec.utah.edu.

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