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UTAH ENTREPRENEUR CHALLENGE MEDIA RELEASE

**UEC Business Plan Forum Featuring
Renowned Economist and Entrepreneur**

October 16, 2008 – With the Utah Entrepreneur Challenge (UEC) 2008-2009 competition underway, the Business Plan educational forum on October 23 is sure to provide student entrepreneurs and competition participants valuable knowledge and insight in the planning and executing of their business plans. The Business Plan Forum is one of many provided by The Challenge throughout the competition year.

The UEC is honored to feature keynote speaker Paul Zane Pilzer to talk about his experiences and give his advice with writing a top-notch business plan. Pilzer is an acclaimed economist, entrepreneur and bestselling author. He has served as economic advisor to two presidential administrations and has nine books on the New York Times bestselling list, including *Unlimited Wealth*. As founder of five major companies, Pilzer will make this month's Business Plan Forum a great event for all who possess an entrepreneurial spirit.

"It is a great privilege to have Mr. Pilzer speak at this month's forum," states Sam Clarke, UEC Chair. "We are thrilled about his attendance and expect a large audience of many students, as well as the general public to attend."

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 forum topics include marketing, 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 Business Plan Forum is an opportunity for anyone who has the drive to start their own business to gain a bit of guidance, advice, or push in the right direction.

The Utah Entrepreneur Challenge Business Plan Forum

The Business Plan Forum will be held on October 23, 2008 at the University of Utah Chase N. Peterson Heritage Center at 6:30pm. 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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