



Educational Component Overview
(Content Aligns Specifically with Business Plan Development)

RISE Program & Competition

Required Seven 120-minute evening classes at LFCC; Fee \$99:

All Classes will be held on **Wednesdays, 6:00pm-8:00pm**; the Final Event will be held on a Tuesday

Module 1, February 22, 2017: Middletown Campus Luray Campus Remote Fauquier Campus Remote	"Description of Your Business" <i>Product, Service, Specific Mission, Unique Qualities and Value</i> "Marketing Your Business"	Prof. Charles Harbaugh, 6:15-7:00pm Mr. Scott Spriggs, 7:00-7:45pm
Module 2, March 1, 2017: Middletown Campus Luray Campus Remote Fauquier Campus Remote	"Business Operations and Management" <i>Assessing the operations, access, suppliers Organizational Structure, Legal Structure Hierarchy, Board of Directors, etc.</i>	Dr. Montressa Washington
Module 3, March 8, 2017: Middletown Campus Luray Campus Remote Fauquier Campus Remote	"Financials and Critical Risks" <i>Industry Trends, Sales Projections, Critical Risks Balance Sheet, Income Statement, Cash-Flow Statement, Costs</i>	Ms. Anita Shull
Module 4, March 15, 2017: Middletown Campus Luray Campus Remote Fauquier Campus Remote	"Harvest Strategy and Milestone Schedule" <i>Management Succession, Harvest Strategies Mapping Tasks and Achievement Goals Establishing Deadlines and Monitoring</i>	Dr. Fritz Polite
Module 5, March 22, 2017: Middletown Campus Luray Campus Remote Fauquier Campus Remote	Developing Your Business Plan : Review "Writing Your Executive Summary" <i>Overall Review of Writing a Business Plan</i>	Mr. Dale Maza, 6:15-7:00pm Ms. Darla Guevremont, 7:00-7:45pm
Module 6, March 29, 2017: Middletown Campus Only	All Participants : Business Plans are Due Pitch Practice Sessions	Mr. Mike Guevremont, Group 1, 6:00pm Mr. Steve Maclin, Group 2, 6:00pm
Module 7, April 5, 2017: Corron Center <i>Middletown Campus</i>	All Participants : Pitch Presentations (Will be juried) <i>Before Judges, Family & Friends</i>	6:00pm
Judges, April 12, 2017:	All Judges Will Present Scoring of Business Plans <i>Evaluations of Business Plans & Pitch Presentation Each business plan will receive a single evaluation document with the judges' consolidated comments</i> Finalists will be Selected	6:00pm
April 13, 2017:	<i>Advisory Committee will contact each participant to advise of their scores. After each participant is contacted,</i> Finalists Will be Announced	
April 18, 2017 Corron Center	Final Competition Event Final Pitch (Will be juried) Winner will be Announced	5:00pm-8:00pm



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RISE 2017 Instructors

Charles Harbaugh, Mayor of Middletown
Marketing Professor, Lord Fairfax Community College
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540.667.0809

Module 1, Part 1 45 Minutes
“Description of Your Business
Product, Service, Mission
Unique Qualities & Value”

Scott Spriggs
Chief Marketing & Creative Officer
Shenandoah University
sspriggs@su.edu
540.535.3577

Module 1, Part 2 45 Minutes
“Marketing Your Business”

Dr. Montressa Washington
Assistant Professor for Management
Shenandoah University
Mwashing2@su.edu
540.535.7344 443.540.7385

Module 2, 90 Minutes
“Business Operations & Management
Assessing the Operation, Accessing Suppliers Org Structure
Legal Structure, Hierarchy, Board of Directors, etc.”

Ms. Anita Shull, President
Prosperity Financial Group
318 S. Loudoun Street, Winchester 22601
Cell 540-247-8290
anita@pfgi.biz

Module 3, 90 Minutes
“Financials & Critical Risks
Industry Trends, Costs, Sales Projections, etc.
Income Statements, Balance Sheets, etc.”

Dr. Fritz Polite, Assistant Dean of Student Affairs
Chair – Management Science Division
Byrd School of Business, Shenandoah University
fpolite@su.edu
407.758.0811

Module 4, 90 Minutes
“Mapping Tasks & Achievement Goals
Establishing Deadlines & Monitoring
Management Succession & Harvest Strategies”

Dale Maza, Counselor
Lord Fairfax Small Business Development Center
540-868-7093

Module 5, 90 Minutes
Overall Review of Writing a Business Plan

Ms. Darla Guevremont, CEO
Blue Ridge Assoc. of Realtors
darla@brarva.com
540.929.0497

“Writing the Executive Summary”

Mr. Mike Guevremont, Partner
Distinctions LLC
540.929.0497

Pitch Practice Session Moderator, Group 1

Steve Maclin, President
Picadilly Printing
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540.533.5292

Pitch Practice Session Moderator, Group 2