



INDEPENDENT EDUCATIONAL  
CONSULTANTS ASSOCIATION

## 2017 IECA Professional Members Retreat

Wednesday, January 11–Saturday, January 14  
Tentative Schedule

Note: All events will take place at the John Lowth Entrepreneurship Center, University of Tampa, unless noted otherwise. All educational sessions will be led by members of the Lowth Entrepreneurship or Sykes Business School Faculty of the University of Tampa, unless noted otherwise.

### Wednesday, January 11

- 6:00 p.m. Optional: Pre-Opening Discussion “The Future of IECA”  
with IECA CEO Mark Sklarow & President Ann Rossbach at Hilton
- 7:00 p.m. Opening Cocktail Reception and Dinner  
at Hilton Hotel

### Thursday, January 12

- 7:00 a.m. Breakfast at Hilton
- 7:45 a.m. Depart via bus for the University of Tampa
- 8:30 a.m. **Thinking Like an Entrepreneur: Mindset, Vision, Strategy**
- 10:30 a.m. **From “Solo-preneur” to Enterprise: Issues of Employees and Subcontracted Labor**
- 12:00 p.m. Lunch & Panel: A Panel of Successful Consultants
- 1:30 p.m. **Clients: Identifying, Acquiring & Retaining Them**  
3:30 p.m. **Client Communication: Marketing, Personal Selling, Web-based Communication and Social Media**
- 5:00 p.m. Bus back to Hilton  
Dinner: on own/suggestions provided

### **Friday, January 13**

- 7:00 a.m. Breakfast at Hilton
- 7:45 a.m. Depart via bus for the University of Tampa
- 8:30 a.m. **Tools of the Trade: Managing Your Finances & When to Hire Help**
- 10:30 a.m. **Risk Mitigation: Legal and Tax Issues**
- 12:00 p.m. Lunch & Presentation by University of Tampa Senior Admissions staff followed by optional campus tour (non-college IECA Members will take part in guided discussions)
- 2:30 p.m. **Q & A with entire Retreat Faculty**
- 4:00 p.m. Retreat Summation with the Director of the Entrepreneurship Center
- 4:15 p.m. Reception
- 6:00 p.m. Bus back to Hilton  
Dinner: on own/suggestions provided

### **Saturday, January 14**

- 7:15 a.m. Breakfast at Hilton
- 8:00 a.m. Event Discussion and One Great Idea Session
- 10:00 a.m. Close, Check-out, departures

#### **Retreat Faculty**

Giles Hertz, JD, Associate Professor, Business Law and Entrepreneurship  
Business Law, Social Responsibility, Entrepreneurship

Dr. Dean Koutroumanis, Associate Professor of Management  
Director, Entrepreneurship Center  
Entrepreneurship and Strategic Management

Dr. Eric Ligouri, Assistant Professor, Entrepreneurship  
Business Planning and Sustainability, Finance

Dr. Robert Marley, Assistant Professor of Accounting  
Associate Director, Center for Ethics

Dr. Kevin Moore, Director of Operations'  
Lowth Entrepreneurship Center

Steven Platau, CPE, JD, Professor and Chair of Accounting  
Business and Tax Law

Dr. Shane Smith, Assistant Professor, Marketing  
Personal Selling, Marketing Services Strategy

Dr. Rebecca White, Professor and Chair of Entrepreneurship  
Director, Lowth Entrepreneurship Center, University of Tampa