



IEOM Society

"Achieving and Sustaining Operational Excellence"

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International Conference on Operations Excellence and Service Engineering, Orlando, Florida, USA, September 10-11, 2015

Workshop on Entrepreneurship

September 11, 2015 (Friday)

Rosen Plaza Hotel, Orlando, Saloon 5

Time: 4:00 – 7:00 pm

http://iieom.org/icmoe2015/?page_id=540

Entrepreneurship workshop certificate will be provided, and CEU is available

Register Here: <http://iieom.org/ieom/ieom-society-payment/>

Entrepreneurial Mindset: Opportunity Recognition and the Value Proposition

The ability to recognize an opportunity is a key ingredient in developing an entrepreneurial mindset. Engaging the customer is a significant component of this process. An exploratory seminar and discussion will be held on this subject at the Orlando IEOM Conference on Friday, September 11. You are invite to attend and participate in "painstorming" exercises that will focus on fostering opportunity recognition and engaging the customer. This dynamic process will lead to developing and delivering meaningful "value proposition" for the customer.

SPEAKER



Professor Donald M. Reimer

Director of Entrepreneurial Programs

College of Engineering

Lawrence Tech in Southfield, Michigan, USA

Donald M. Reimer is currently a fulltime senior lecturer on entrepreneurship and serves as the Director of Entrepreneurial Programs in College of Engineering at Lawrence Tech in Southfield, Michigan. He coordinates the Certificate of Entrepreneurial Engineering Skills. Mr. Reimer holds a Bachelor of Science degree in Industrial Management from Lawrence Technological University and a Master of Arts degree in Political Science from University of Detroit/Mercy. He is a Certified Management Consultant with over 35 years of experience in working with closely-held businesses. He has taught courses in entrepreneurship, strategic management, corporate entrepreneurship and innovation for engineers. Mr. Reimer is a member of the Lawrence Tech Kern Campus Committee, Coordinator of the Lawrence Tech Innovation Encounter. He is faculty Advisor of the Collegiate Entrepreneurs' Organization. Mr. Reimer serves as a Kern Fellow of The Kern Family Foundation, Co-Direct of the Coleman Fellows Program, member of the National Collegiate Entrepreneurs' Organization Faculty Advisory Council and is a member of the

American Society of Engineering Education.

Mr. Reimer has served as an adjunct faculty member at Lawrence Technological University for over twenty-years. He has operated his own consulting company – The Small Business Strategy Group for 23 years. He published numerous articles on small business, entrepreneurship and strategic thinking. Mr. Reimer conducted workshops and seminars for trade associations, chamber of commerce organizations and private companies. He has received several awards and recognition by local, state and federal agencies for his work in entrepreneurship and minority business development. Mr. Reimer served as member of the Minority Economic Development Committee of New Detroit. Mr. Reimer is member of the Small Business Advisory Council of the Detroit Regional Chamber of Commerce. Mr. Reimer is a member of Advisory Board of the Milwaukee Junction Small Business Assistance Center. He is also a member of the Applied Innovation Alliance. Mr. Reimer serves as a KEEN Fellow for The Kern Family Foundation and is a member of United States Association of Small Business and Entrepreneurship.

Please contact conference@ieom.org for details.