



**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

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



540868.7093

[khelm@lfcc.edu](mailto:khelm@lfcc.edu)

### RISE 2017 Instructors

Charles Harbaugh, Mayor of Middletown  
Marketing Professor, Lord Fairfax Community College  
[charbaug@su.edu](mailto:charbaug@su.edu)  
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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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  
[steve@specialtydelivers.com](mailto:steve@specialtydelivers.com)  
540.533.5292

**Pitch Practice Session Moderator, Group 2**

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Lead Agency: Lord Fairfax Small Business Development Center . Fiscal Agent: Northern Shenandoah Valley Regional Commission . Advisors: Blue Ridge Association of Realtors . People Inc. . Warren County EDA Community Partners: Front Royal-Warren County Chamber of Commerce . Page County Chamber of Commerce . Page County EDA . Top of Virginia Regional Chamber of Commerce . Frederick County EDA . Shenandoah County Chamber of Commerce . Shenandoah University