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Steele to Participate in 7th Annual Indiana University Entrepreneurial Connection Day 2014

INDIANAPOLIS - David E. Steele, Managing Principal of The Steele Group, LLC and adjunct faculty member at Indiana University, Kelley School of Business - Indianapolis (IUPUI), has been invited by the Johnson Center for Entrepreneurship and Innovation at Indiana University, Kelley School of Business to participate in the 7th Annual Indiana University Entrepreneurial Connection Day.

The Indiana University Entrepreneurial Connection Day brings together Kelley alumni and current students who are pursuing entrepreneurial or corporate innovation careers. The goal is to create a supportive network where entrepreneurs can help each other succeed.

The morning session will be a series of panels with experts who have been entrepreneurs. Students will be provided the opportunity to candidly discuss the challenges and rewards of entrepreneurs who have built their own businesses. *Steele will participate in two sessions, the first session will explore "Finding Capital" and the second session will explore "Evaluating Entrepreneurial Opportunities".*

A luncheon keynote by Indianapolis entrepreneur and IU grad Mickey Maurer, JD '67 will be followed by a networking session where students can pitch their ideas and connect with alumni and entrepreneurs for mentoring and potential funding sources. Highlighting the formal networking is the Open Mic Networking session. In rapid-fire fashion, entrepreneurs briefly summarize their business/idea for new venture and their needs. Whether the need be funding, employees, partners, or know-how, Open Mic spreads the word and enables faster connections.

The event will be held Friday, April 11, 2014 at the Johnson Center for Entrepreneurship and Innovation, located in the Godfrey Graduate Center, Kelley School of Business, in Bloomington, Indiana.

The Kelley School of Business is the No.1 Undergraduate and Graduate Business School for Entrepreneurship in the nation. The Johnson Center for Entrepreneurship & Innovation is dedicated to establishing entrepreneurial experiences for students by expanding linkages between Indiana University and the enterprising business community as well as through establishing cross-campus initiatives with other university departments.

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About The Steele Group:

The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at www.thesteelgroup.us.