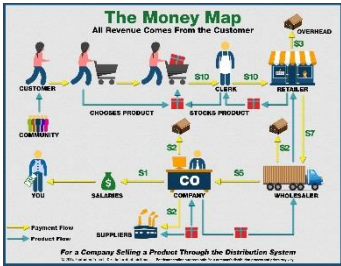
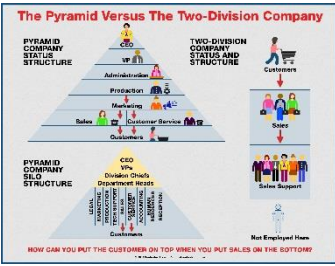




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Top Entrepreneurial & Business School Speaking Topics: Barefoot Wine Founders
COMPLIMENTARY INFOGRAPHICS AND BUSINESS RESOURCES FOR STUDENTS INCLUDED



"Their inspiration and motivation was so enlightening for the students and there has been a buzz around campus because of it! They truly are two of the most dynamic individuals I have ever met."

—James Zebrowski, President, The University of Tampa Entrepreneurs

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Graduate Business School and Leadership

The 3 principles of effective leadership and creating a dynamic company culture that ignites entrepreneurialism, productivity and innovation within an organization. The keys to an entrepreneurial spirit to boost the bottom line and engage and empower people to think like owners (new book!).

Management

The 3 Core Competencies: Cash Flow Management (Resourcefulness and Leverage), Distribution Management (Sales and Relationships), and Personnel Management (Company Culture). How to keep departments working as a team to boost sales, profits, and success in global commerce. Driving results with performance-based compensation models in sales, growth and profitability.

Marketing and Social Entrepreneurship

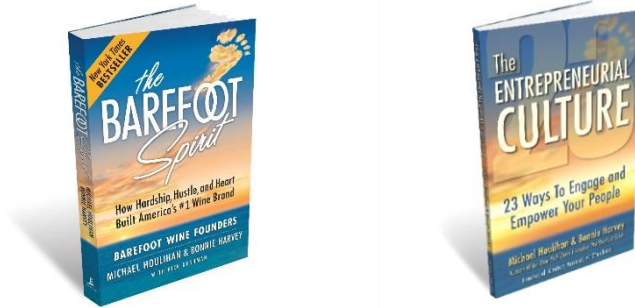
How marketing can work with sales departments to revolutionize successful branding. Worthy Cause Marketing strategies and how it can build a top global brand (without paying a penny in commercial advertising); while benefiting numerous nonprofits and making the world a better place in the process.

Entrepreneurship, Small Business and Services

Comprehensive customer service and putting yourself in the other person's shoes. The customers between the company and the final consumer: from distributors, jobbers and middlemen, retailers to

their clerks and the general public to their communities. The 7 levels of distribution any product is funneled through to bring it to the mass market, and how to serve each level for success and longevity.

All presentations can be promoted with purchased copies of the NYT's bestseller, *The Barefoot Spirit* and/or its companion *The Entrepreneurial Culture, 23 Ways to Engage and Empower Your People*.



Michael Houlihan and Bonnie Harvey are the Barefoot Wine Founders and New York Times bestselling authors. Dubbed 'the Levi Strauss of wine', they started in their laundry room with virtually no money or wine industry experience, and bootstrapped a novelty wine with innovative strategies to overcome obstacles and create new markets to build a bestseller. Providing key guiding principles that apply to industries across the board, they are in-demand international business keynote speakers, writers, consultants and corporate trainers; along with popular media guests on networks including Bloomberg, ABC, CBS and FOX. Their articles appear in Forbes, Investor's Daily, and hundreds of business and professional publications online and in print. Keynote highlights include numerous prestigious universities; the 2014 World Conference on Entrepreneurship in Dublin, Ireland; National C-Suite Conference in Los Angeles and the 2015 Customer Experience Conference in New York. They are the recipients of the Distinguished Entrepreneur Speaker Award from the Turner School of Entrepreneurship and Innovation at Bradley University. Ask about providing their exciting new [Entrepreneur's Guiding Principles for Success \(GPS\)™](#) video series for your students and audiences (joint venture and affiliate commission partnerships available).

Bonnie and Michael's presentation to our students during Business Week was spectacular. Their story and the management principles they have developed excited and inspired our students."

— Rachel Croson, Dean, College of Business, The University of Texas at Arlington

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The Barefoot Spirit www.thebarefootspirit.com info@thebarefootspirit.com
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