



## **07.08.09 Event - GO TIME!**

Lessons from the Business Battlefield.

Local Marine veteran says it's "Go Time" for military personnel wanting to become business owners.

On Wednesday, July 8, 2009, local entrepreneur Craig Zuber will be conducting a workshop on how to apply military experience to business ownership. Called "Go Time!", the event will provide practical tips and tools on how to use military experience as a springboard to business ownership.

The idea for the Go Time! workshop came from a question that Craig frequently asks himself and others: "What would you do differently in business if you knew your life depends on it?" This question became the basis for Craig's transition from Marine to successful business ownership.

Although an entrepreneur from an early age (his first business was selling candy at his elementary school), it was his experience in the Marines that made Craig realize how complimentary the two pursuits are. "It is no coincidence that both business ownership and the military require focus, discipline, and team work," says Zuber. Now a successful Realtor in Boise, Idaho, Craig has long wanted to teach current military personnel what he learned the hard way. "I made a lot of mistakes in business. Thankfully, my military training help me keep my bearings" says Zuber. "Go Time! gives people a chance to learn from my experiences".

Craig will be discussing the many parallels between the military and business ownership: reconnaissance, planning, clear communication, adapting to ground conditions, creating systems and much more. "Everything the military teaches you can be applied to business" says Zuber.

The workshop is geared towards active duty and military vets, but there are many lessons that business owners with no military experience can learn from the workshop. "I want everyone who does business with a sense of urgency to attend" says Zuber. In addition to the information shared, Zuber wants to expose the military audience to successful local business owners. "We can all learn from each other", says Zuber.

### **Details:**

Date: July 8, 2009

Time: 9:00AM – 11:00AM

Place: Stueckle Sky Center – Boise State University

Tickets: \$25 for active duty and military veterans

\$35\* for non-military attendees (business owners, professionals, students, etc)

\*A portion of the proceeds will be donated to the Fallen Soldiers Fund.

Seating is limited, so reserve your tickets today at [www.craigzuber.com](http://www.craigzuber.com).

### **Media Inquiries:**

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