

President Thomas J. Haas  
Lynn M. Blue, Vice President for Enrollment Development  
&  
Jesse M. Bernal, Vice President for Inclusion and Equity  
Invite you to

## “SEVEN PRINCIPLES OF ENTREPRENEURSHIP”

Featuring Dr. William F. Pickard, Ph.D.  
Founder and Chairman, Global Automotive Alliance



Join Dr. Pickard as he shares highlights from his enlightening new book “Seven Principles of Entrepreneurship.” With more than 35 years of learning, working and educating, he has worked with presidents, international corporations, and institutions of higher learning; and led his own very successful businesses.

Whatever your major, Dr. Pickard’s insights will benefit you. Learn how to dream bigger and create a successful path for your future career based on seven key factors.

### Wednesday, October 5, 2016

Lecture 4:00 PM

Grand River Room , Russel H. Kirkhof Center, Allendale Campus  
LIB 100 approved

#### More about Dr. Pickard

As the founder and chairman of Global Automotive Alliance, LLC, Dr. Pickard is an expert on entrepreneurship and overcoming barriers to success created by age, race, gender, education, or income. Among his many achievements, he is influential in Southeast Michigan as co-managing partner of the MGM Grand Detroit Casino, CEO of Bearwood Management company, and as the co-owner of five black-owned newspapers.

Dr. Pickard, who served on Grand Valley’s Board of Trustees for 11 years, credits much of his success to mentoring from Grand Valley’s founders. He has had an inspiring career which began in humble roots. He was the first in his family to earn a four-year degree and relied on support from his parents and the community. Out of gratitude to them, he has established the Dr. William F. Pickard Business Scholarship at Grand Valley to encourage first generation students.