

# Entrepreneurial Leadership

## Brian Smith Presents Lessons from the Trenches



Thursday,  
November 5, 2015

5:30 - 7:30 PM

California State  
University  
San Marcos

Markstein Hall  
Room 125

Presented by the CSUSM  
Center for Leadership  
Innovation and Mentorship  
Building (CLIMB)

At 29, Brian Smith decided that a life in Public Accounting was not for him! He quit his job and went to California to look for a new business idea. He soon noticed that there were no sheepskin boots in California, so he and a friend brought six pairs from Australia to test. And so, with \$500 startup money "UGG" was born, and over the next seventeen years Brian built it into an international brand and solidified himself as a business expert.

A mentor and advocate to business leaders and entrepreneurs, Brian shows how you can find your passion and follow it to a rewarding, happy, fulfilling life. Brian's book, *The Birth of a Brand*, is an amazing story that proves you can stick to your guns, authenticity, and spiritually and still grow a wildly successful career and company. He is committed to teaching his breakthrough business strategies and translating personal vision and spirituality into company culture.

Join CLIMB at this special presentation to hear Brian's entrepreneurial leadership lessons.

Free registration at [www.csusm.edu/climb](http://www.csusm.edu/climb)

This event is free to attend and open to the public.  
Registration includes complimentary parking and a  
reception with wine and hors d'oeuvres.

Sponsored by  
**Welk**  
RESORTS

**25** California State University  
SAN MARCOS  
CELEBRATING 25 YEARS

