

YOU ARE INVITED

DONUTS / COFFEE / ENTREPRENEURSHIP

# RISE & GRIND

WEDNESDAY, APRIL 12 | 8:30AM

UTRF BUSINESS INCUBATOR

2450 E.J. CHAPMAN DR., KNOXVILLE, TN

# CHOOSE YOUR OWN ADVENTURE

HOW **YOUR STORY** IS TOLD TO  
CUSTOMERS, PEERS, AND INVESTORS



A CONVERSATION ABOUT THE VALUE OF  
THOUGHTFUL BRANDING (*ALSO...WHAT IS  
BRANDING?*) IN A CROWDED MARKETPLACE



WITH CHRIS MCADOO, FOUNDER AND PRESIDENT,  
BEST BEHAVIOR CREATIVE CLUB  
[WWW.WEAREBESTBEHAVIOR.COM](http://WWW.WEAREBESTBEHAVIOR.COM)

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