



Business and Entrepreneurs Club *presents:*

Local Entrepreneurs Series



Becoming an Entrepreneur: The Leap from Good to Great

Joshua Adams
President/CEO
Paradigm Roofing Group

The Local Entrepreneurs Series, presented by College of Western Idaho's Business Department and Entrepreneurs Club, is proud to welcome Joshua Adams to campus. Adams has over 15 years of experience in his field, six of them as founder, CEO, and President of Paradigm Roofing Group – which has become the highest rated, fastest growing roofing company in the state with 35 employees and redefining what it means to be a home improvement contractor. Winning awards for customer service through Yelp, Angie's list, Home Advisor, and the Better Business Bureau, Paradigm is redefining the standards of their industry with a team of young, bright talent focused on the customer experience.

Friday, March 8, 2019
11 a.m. - noon

Nampa Campus Aspen Classroom Building (NASP), Room 102/104

Come and learn from Josh about:

- Are you proprietary? *What does this mean?*
- What is a brand, *how does it make you a force in business?*
- What is your sixth sense in business?
- Small pivots- *the hallmark to building your team.*
- Social Media- *how to harness the power of digital marketing.*
- Standard operating procedures- *how it saved my business.*
- Great idea! *How to stay ahead of your competition.*
- Partnerships and co-branding - *is it a flop or an opportunity?*