



CHAMPLAIN  
COLLEGE

*Speaking from Experience*  
Entrepreneurship Series 2008

# Adventures in Entrepreneurship

*Harrison Liebowitz of Snow Farm Vineyard*

**Thursday, February 7, 2008, 7:00 P.M.**  
**Champlain College, S.D. Ireland Center, 112**

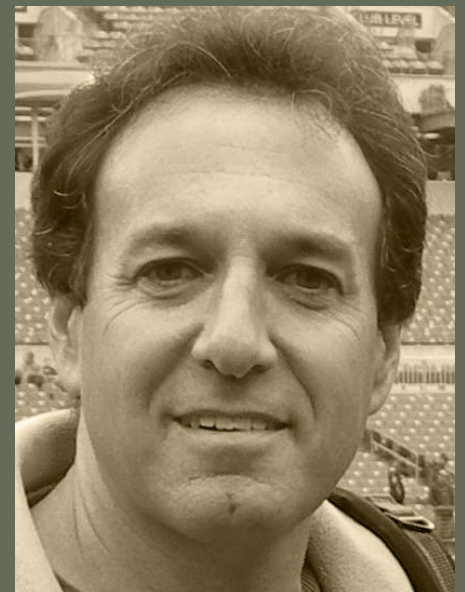
*Harrison and Molly Liebowitz started Vermont's first commercial vineyard and grape winery, Snow Farm Vineyard, in 1996 as a way to keep land in Vermont open and working.*

## How did they do it and why are they successful?

Their story is the essence of entrepreneurship. Doing what people said couldn't be done and making a sustainable business out of it. Hear how Harrison's travels to the cold climates of Michigan and Minnesota and sunny California—and how a French winemaker named Patrick Barrelet—led to a successful business.

And how Harrison changed the law to help make it happen!

Hosted by Champlain College Marketing  
Professor Jay McKee.



The BYOBiz (Bring Your Own Business) Program at Champlain College helps student entrepreneurs build their businesses through mentorship and institutional support and guidance. The BYOBiz Program is open to students in every program at Champlain. For more information, visit [www.champlain.edu/byobiz](http://www.champlain.edu/byobiz).

Sponsored in part by a grant from the Coleman Foundation. To learn more, visit [www.colemanfoundation.org](http://www.colemanfoundation.org).

**B·Y·O·Biz**  
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WINERY