



pull up a chair and enjoy...

Adventures in Entrepreneurship

Wendell Farrell of Wendell's Furniture

TUESDAY, FEBRUARY 19, 7:00 P.M.

Champlain College,
S.D. Ireland Center, 217

FROM FARMING TO FURNITURE

Serial entrepreneur and Champlain College graduate **WENDELL FARRELL '70** explains how his willingness to **TAKE RISKS** and do things differently from his competition has led to an extraordinarily diverse career (**FARMING**, construction, commercial cleaning, **FURNITURE SALES** and many more). He writes all of his own print, radio, and television advertising, creates print ads in-house and co-produces his television spots. Wendell's broad-based marketing campaigns—including **USING A PARROT** as his sales manager—have resulted in **\$4M IN ANNUAL SALES** at Wendell's Furniture. Hosted by Champlain College Professor of Marketing Jay McKee.