



Howard J. Wall, Ph.D.
Director, Hammond Institute for Free Enterprise
Plaster School of Business and Entrepreneurship

MEDIA ADVISORY:

February 6, 2019
CFelzien@lindenwood.edu

636-627-2915 - office

CONTACT:

Carol M. Felzien
636-578-6933 - cell

Hammond Institute for Free Enterprise -- <http://www.Hammond.Institute>

ELI Founder and CEO Gary Schoeniger to Present at Lindenwood University in St. Charles

Session titled 'Redefining Entrepreneurship' will provide real-world examples that can empower ordinary people.

WHO: [The Hammond Institute for Free Enterprise](#) at [Lindenwood University](#) will host its next event of the Duree Center for Entrepreneurship, featuring [Gary Schoeniger](#), Founder and CEO of the [Entrepreneurial Learning Initiative](#) (ELI). During his presentation at Lindenwood University's Plaster School of Business & Entrepreneurship, Schoeniger will combine real-world examples of every day "unlikely" entrepreneurs with research in social and behavioral science to reveal the underlying logic and environment that can empower ordinary people to accomplish extraordinary things.

WHAT: **Redefining Entrepreneurship** – Author and entrepreneur Gary Schoeniger has emerged as an internationally recognized thought leader in the field of entrepreneurial mindset education and training. Gary is the co-author of *Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur*, an international bestseller described as "required reading for humanity." Drawing from decades of research, Gary led the design and development of the original Ice House Entrepreneurship Program through a partnership with the Ewing Marion Kauffman Foundation. Gary has presented around the world including the Global Entrepreneurship Congress, European Commission, U.S. State Department, and the Colombian Ministry of Education. For more information -- <http://www.elimindset.com>

WHERE & **Lindenwood University – Dunseth Auditorium in Harmon Hall** (209 South Kingshighway in St. Charles, MO) -- <http://www.lindenwood.edu/about/our-campus/campus-map/> (Bldg #8).

WHEN: **Tuesday, April 16 – Noon to 1 p.m.** (event is free and open to all, no reservations required)

ALSO: Additional event information is available online at www.Hammond.Institute (refer to [Upcoming Events](#) from the home page). For questions, please call Carol Felzien at the Hammond Institute by dialing 636-627-2915 or connect via email at CFelzien@lindenwood.edu.

###

The Hammond Institute is a research center at Lindenwood. Its mission is to foster free enterprise and civil and religious liberty through the examination of market-oriented approaches to economic and social issues. This mission is based on the view that limited government, such as that laid out in the Constitutional foundation of the U.S., is a necessary component of a just and prosperous society.