

DINNER MEETING + 2 CPEs STUDENT NIGHT

Wednesday, October 20, 2010

5:00 pm Networking 6:00-8:00 pm Dinner and Speaker
Holloway Commons—UNH, Durham

How to Start a Business

**Speaker: Doug Clark, Founder and CEO
New England Footwear**

Doug Clark is the Founder and CEO of New England Footwear. Clark learned to design athletic shoes at Nike, Converse, and Reebok before landing at Timberland where he led the team that developed the first GoLite Footwear. Just as the product was being introduced to the marketplace, Timberland decided to kill it.

Knowing that this technology could become the shoes of the future, Clark acquired the legal rights to “Soft Against the Ground” technology, the GoLite Footwear brand, and founded New England Footwear (NEF). Like most entrepreneurial ventures, Clark knew he was in for an uphill battle. Operating from its Portsmouth, NH base, Clark continues to lead a small, nimble and efficient team that can effectively respond to the needs of its target market.



According to Doug, “Most people put on our shoes and start bouncing because it's a very unusual sensation.” Now he's hoping his "upside-down" approach to shoe technology, one designed to work with the natural human gait, will help GoLite gain a stronger foothold in the highly-competitive outdoor shoe market.

Learn what it takes to start and run a successful business by an entrepreneur, who is living this reality in our highly competitive global