MEDIA ADVISORY
“Embrace the Possibilities”

LHU to Host Open Lecture:
I Wish I Knew This Before I Learned the Hard Way;
An Entrepreneur’s Credo

LOCK HAVEN, PA – Imagine you would like to be financially free. What does that feel like? Imagine that it is possible. What information are you missing? Do you know anyone with a degree who is not successful? Probably. Could there be something more?

WHAT: Open Lecture Featuring Mr. Luke Lorenz, Investment Adviser Representative and Regional VP at Primerica

WHEN: Wednesday, October 22, 2014 at 6:45 p.m.

WHERE: Robinson 115, Lock Haven University

WHO: Dr. Cori Myers, (570) 484.2274 or cmyers@LHUP.edu

“Very quickly upon entering the real world, I learned that I had been the believer of three pervasive myths, and I was ignorant of very basic truths that are the key to financial independence.” explains Mr. Luke Lorenz, a 1999 LHU alumnus. On Wednesday, October 22, 2014, at 6:45 p.m. in Robinson 115, Lock Haven University (LHU), Mr. Lorenz will describe these myths, shed light on the truths that prevent financial independence, and provide insights about his journey to success in financial services.

Mr. Lorenz serves as an Investment Adviser Representative and Regional Vice President at Primerica in State College. He graduated LHU in 1999 with a major in computer information science and minor in music. During his time at LHU, he served as Student Cooperative Council (SCC) President and oversaw a multi-million budget.

After serving as the SCC President, Mr. Lorenz found it hard to work in the typical business setting for a boss,

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but did choose to begin his career for a start-up dot com. “It was 1999 after all, and that was where everyone said the money was.” Meanwhile, he attended one overview session at Primerica where quickly learned the basic rules about business and money.

In his journey from being a dot-com employee to self-employed in financial services, he admits to being a horrible entrepreneur and pathetic leader at first; in fact, a great example of what not to do. His mistakes, and more importantly, his attitude, cost him millions. Now, having acquired the regional vice presidency at Primerica, he is in a position to help others avoid these mistakes. His wife, three children, and he are enjoying the compounding interest of following a dream rather than a job. Please join him on October 22\textsuperscript{nd} to hear about his success story.

This presentation is sponsored by Lock Haven University’s Entrepreneurial Leadership Center. For more information, please contact Dr. Cori Myers at (570) 484-2274 or cmyers@lhup.edu.

For more information on Lock Haven University, visit www.LHUP.edu, email admissions@LHUP.edu, or call (570) 484.2011.

Lock Haven University is a member of Pennsylvania’s State System, the largest provider of higher education in the Commonwealth. Its 14 universities offer more than 250 degree and certificate programs in more than 120 areas of study. Nearly 405,000 system alumni live and work in Pennsylvania.

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