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Winthrop Grad to Participate in Eagles Nest as Precursor to 'Shark Tank' Debut

Winthrop University

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Winthrop Grad to Participate in Eagles Nest as Precursor to 'Shark Tank' Debut

Quick Facts

- Julie Busha '00 will appear on ABC's Shark Tank at 9 p.m. Nov. 15.
- In preparation for the show viewing, she will be on campus for Eagles Nest, her own version of the Shark Tank, on campus at 7 p.m., Nov. 6 in Whitton Auditorium.



ROCK HILL, S.C. -- **Julie Busha '00** recently got the call from ABC to confirm the debut of her company, **Slawsa**, on ABC's hit show "Shark Tank," on Nov. 15 at 9 p.m. (Eastern time). As an alumna who is active in lecturing to marketing students, she decided to share her experience in the most authentic way possible: in a mock-Tank version appropriately named "Eagles Nest."

On Wednesday, Nov. 6, at 7 p.m., Busha will be put in the line of fire in **Whitton Auditorium** to be grilled by selected Winthrop professors in front of students and members of the community alike. The only difference is that Busha won't be able give her "pitch" or her equity/ownership ask, as it will soon appear on ABC. While the Eagles won't be offering any real money, they also will have the added benefit of knowing some general

information about the **Slawsa** brand so they can have their own questions prepared in advance if they choose.

"I expect them to come with everything they have and it really doesn't make a difference for me to know any of the questions in advance," says Busha. "After all, there's no better education to students to see what an entire segment might look like, unedited of course." On the show, entrepreneurs have been known to pitch as long as two hours, whereas viewers of the show get to see usually no more than eight minutes that the editors select.

The panel of "Eagles" will include **faculty members** from the **College of Business Administration**, all eager to share this opportunity for their students. Page Bowden, director of external relations and assistant professor of marketing, says, "These unique and meaningful learning experiences are what we strive to provide to our students here at Winthrop and we are excited to have such wonderful alumni like Julie who are willing to remain integral parts of our education process."

All attendees will have the opportunity to sample **Slawsa** on the way in, and there is no cost for students or members of the community.

After Busha's "**Shark Tank**" debut, she will return to Winthrop on Thursday, Nov. 21, at 7 p.m. in Whitton Auditorium to jump back into the Nest to discuss her episode and answer questions from the audience. Her confidentiality with the network prohibits her from going into detail on specific elements of the show and casting process.

For interviews, contact **Julie Busha**, 704/879-4411, email: jbusha@slawsa.com.

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