2013

ENTREPRENEURSHIP@CORNELL

CELEBRATION

A TWO-DAY CONFERENCE: APRIL 18-19

CORNELL UNIVERSITY • ITHACA, NY

UNDERWRITTEN BY:

SAE LAB
ENTREPRENEURSHIP SUMMIT NYC 2013

THE BEGINNING: FROM NOTHING TO SOMETHING

WHEN:
OCTOBER 11, 2013
8AM - 7PM

WHERE:
THE TIMESCENTER
242 West 41st Street
New York, NY 10036

HOSTED BY:
ENTREPRENEURSHIP@CORNELL

LEARN MORE AND REGISTER AT: SUMMIT.ESHIP.CORNELL.EDU
ENTREPRENEURSHIP@CORNELL
CELEBRATION
A TWO-DAY CONFERENCE
CONTENTS
WELCOME FROM PRESIDENT DAVID J. SKORTON
WELCOME TO THE
ENTREPRENEURSHIP@CORNELL
CELEBRATION!

Entrepreneurship@Cornell has played a pivotal role in “finding and fostering the entrepreneurial spirit” throughout the university for over twenty years. Nothing exemplifies its impact better than this annual conference: two full days of ideas, information, and inspiration for all those who are entrepreneurs at heart.

This year’s Entrepreneurship@Cornell Celebration features presentations from finalists in the Cornell Venture Challenge and the “BIG Idea” undergraduate competition; symposia on topics like social entrepreneurship, career management, small-business manufacturing, and health-tech start-ups; and showcases from exciting entrepreneurial programs. One highlight will be a glimpse of the high-energy work of our student entrepreneurs as facilitated by eLab, which offers outstanding support for student efforts and is crucial to attracting the brightest entrepreneurial students to Cornell.

I hope you have an extraordinary time reconnecting with old friends and making new ones, and are both rejuvenated and inspired by the entrepreneurial spirit that has become such an integral part of the lives of so many Cornell students, alumni, faculty, staff, family members, and friends. Again, welcome!

Best regards,

David J. Skorton
President, Cornell University
SCHEDULE
CELEBRATION 2013 SCHEDULE OF EVENTS

WEDNESDAY, APRIL 17:

1:00 pm – 5:00 pm
Entrepreneurship Career and Information Fair
Ballroom, Statler Hotel

7:30 pm – 9:00 pm
EZR A Meet-up for all participants
Taylor/Rowe Room, Statler Hotel

THURSDAY, APRIL 18:

8:00 am
Registration Opens
Lobby, Statler Hotel

8:30 am – 12:00 pm
Cornell Venture Challenge Finalist Presentations
Sage Hall, Room TBD

9:00 am – 11:00 am
Johnson School Business Roundtable: Large Multigenerational Family Businesses: Stories, Challenges and Successes
Ballroom, Statler Hotel

11:00 am – 12:30 pm
Networking
Conference Room Foyer, Statler Hotel

11:30 am – 12:30 pm
Kevin M. McGovern Family Center for Venture Development in the Life Sciences Program Overview and Facility Tour
Registration Desk, Lobby, Statler Hotel

12:30 pm – 2:30 pm
Networking Lunch
Ballroom Foyer, Statler Hotel

2:30 pm – 4:00 pm
E@C Advisory Council Meeting (MEMBERS ONLY)
Rowe Rm, Statler Hotel

2:45 pm – 4:00 pm
Symposia Session 1
Conference Center, Statler Hotel

Panel 1: Embracing Change: Corporate Entrepreneurship, Sponsored by CALS

Panel 2: Social Entrepreneurship and Engaged Learning: Ideas Worth Spreading from Student, Faculty and Alumni, Sponsored by the Center for Transformative Action and Engaged Learning + Research

Panel 3: Women Entrepreneurs, Sponsored by Human Ecology

Panel 4: Managing Your Career... Lessons from Battle Tested Entrepreneurs, Sponsored by Student Agencies

4:30 pm – 6:00 pm
eLab Demo Day
Come and see some of Cornell’s most entrepreneurial students demo their start-ups at the first annual eLab showcase!
Statler Auditorium

6:00 pm
Cocktail Reception
Terrace Lounge, Statler Hotel

7:00 pm – 9:00 pm
Celebration Banquet
Keynote Speaker: Shelly Porges ’74, MPS ’77, Senior Advisor, Global Entrepreneurship Program, US Department of State
Ballroom, Statler Hotel

9:00 pm
Student Agencies Inc./eLab, LLC After Glow Reception
Regents Lounge, Statler Hotel
FRIDAY, APRIL 19

8:00 am – 9:00 am
Networking Breakfast
Atrium, Sage Hall

9:15 am – 10:30 am
Symposia Session 2
Sage Hall

Panel 1: Healthcare Innovations,
Sponsored by Sloan and Human Ecology

Panel 2: The New Food Chain:
Entrepreneurship in the Food and Beverage Industry,
Sponsored by CALS

Panel 3: Make it Rain: Do Emerging Trends
Make Funding Easier?, Sponsored by the Center for Sustainable Global Enterprise

Panel 4: Disruptive Innovation in Education,
Sponsored by EVCC and Johnson

10:30 am – 11:00 am
Networking Break
Atrium, Sage Hall

11:00 am – 12:15 pm
Symposia Session 3
Sage Hall

Panel 1: Little Wonders: Rebuilding Small
Business Manufacturing, Sponsored by CALS

Panel 2: HealthTech Start-ups: How
Reinventing Healthcare will Change Lives,
Sponsored by EVCC and Johnson

Panel 3: Executing a Startup Idea: Five
Steps to Starting Your Business Tomorrow,
Sponsored by Cornell Career Services, the Cornell Entrepreneur Network (CEN) and Cornell Silicon Valley (CSV)

Panel 4: When Does Social Value Translate
into Market Value?, Sponsored by Center for Sustainable Global Enterprise

12:30 pm – 2:30 pm
Student/Alumni Networking Lunch:
Connecting Students with Alumni
Ballroom, Statler Hotel

1:30 pm – 2:30 pm
Kevin M. McGovern Family Center for Venture Development in the Life Sciences Program
Overview and Facility Tour
Registration Desk, Lobby, Statler Hotel

2:45 pm – 4:00 pm
Symposia Session 4
Conference Center, Statler Hotel

Panel 1: Entrepreneurs and Innovators in Applications of Hospitality to Healthcare,
Sponsored by Sloan and Pillsbury

Panel 2: Start-up University: A Look Inside the Entrepreneurial Life of Cornell NYC Tech,
Sponsored by Engineering

Panel 3: The Essentials of Entrepreneurship: Creating, Promoting, and Protecting Your Brand in an Internet Age,
Sponsored by Cornell Law School

Panel 4: Social Entrepreneurship: Can we do good, make money, and transform society?,
Sponsored by the Center for Transformative Action

4:30 pm – 6:00 pm
“BIG Idea” Undergraduate Competition Finals
Ballroom, Statler Hotel
Note to judges: Please arrive by 4:15 pm

6:00 pm – 7:15 pm
Networking Reception
Ballroom Foyer, Statler Hotel

9:30 pm
PopShop Open House
Join students for an open house and learn more about PopShop and ways you can get involved!
206B Dryden Rd.
CELEBRATION 2013
SYMPOSIA PANEL AND PANELIST INFORMATION

THURSDAY, APRIL 18:

9:00 am – 11:00 am
Johnson School Business Roundtable:
Large Multigenerational Family Businesses: Stories, Challenges and Successes
Ballroom, Statler Hotel

Moderator:
Blair Trippe, Partner, Continuity Family Business Consulting

Panelists:
John Smith ’71, MBA ’74, Chairman of the Board, CRST International, LLC
Eric Allyn, Co-Chairman, Welch Allyn, Inc.

Symposia Session 1
2:45 pm – 4:00 pm
Conference Center, Statler Hotel

Panel 1: Embracing Change: Corporate Entrepreneurship, Sponsored by CALS

Moderator:
Deborah Streeter, Bruce F. Failing, Sr. Professor of Personal Enterprise and Small Business, Charles H. Dyson School of Applied Economics and Management, Cornell University

Panelists:
Rhonda Carniol ’79, Partner, Wolff & Samson
Eric Hage ’86, Founder & CIO, Mohican Financial Management, LLC
Barb Ross, Vice President of Human Resources, Chobani
Michael Thompson ’77, President & CEO, Fair Oaks Farms, LLC

Panel 2: Social Entrepreneurship and Engaged Learning: Ideas Worth Spreading from Student, Faculty and Alumni, Sponsored by the Center for Transformative Action and Engaged Learning + Research

Moderator:
Richard Kiely PhD ’02, Director, Engaged Learning + Research

Panelists:
Kirby Edmonds MPS ’99, Managing Partner, TFC Associates
Kai Keane ’14, Cornell University
Giselle Malina ’12
Anke Wessels, Executive Director, Center for Transformative Action
Zoe Wong ’13, Cornell University

Panel 3: Women Entrepreneurs, Sponsored by Human Ecology

Moderator:
Indu Subaiya ’95, Co-Chairman and CEO, Health 2.0

Panelists:
Angela Mwanza, MBA ’00, Private Wealth Advisor, UBS Private Wealth Management
Sheryl Haft Flug ’86, Founder, Kids Engineer!
Shelly Porges ’74, MPS ’77, Senior Advisor, Global Entrepreneurship Program, US Department of State

Panel 4: Managing Your Career...Lessons from Battle Tested Entrepreneurs, Sponsored by Student Agencies

Moderator:
Sharon Dauk MBA ’89, Executive Coach/Mentor & Business Development Consultant, Sharon Dauk Coaching, LLC

Panelists:
Matt Ackerson ’09, Founder & CEO, PetoVera, Inc.
Randy Brandoff ’98, Past Chief Marketing Officer, NetJets Inc.
Dan Sommer ’97, Division President, XL Marketing
Kristen McClellan ’12, Founder & CEO, SnappyScreen, Inc.
FRIDAY, APRIL 19

Symposia Session 2
9:15 pm – 10:30 pm
Sage Hall

Panel 1: Healthcare Innovations, Sponsored by Sloan and Human Ecology
Moderator:
Will White, Professor, College of Human Ecology, Cornell University

Panelists:
John Dennings ’98, Founder, Wholesale Change, Inc.
Eliot Kang ’85, Founder & CEO, INMOST Partners LLC
Barbara Lindheim ’69, Principal, GendeLLindheim BioCom Partners, LLC
Indu Subaiya ’95, Co-Chairman and CEO, Health 2.0

Panel 2: The New Food Chain: Entrepreneurship in the Food and Beverage Industry, Sponsored by CALS
Moderator:
Deborah Streeter, Bruce F. Failing, Sr. Professor of Personal Enterprise and Small Business, Charles H. Dyson School of Applied Economics and Management, Cornell University

Panelists:
Charlotte Dieroff ’90, Development, International Food Network
Ipsitha Pall, Chef/Co-Founder, The Indian Milk & Honey Co.
Amrit Singh ’11, Owner/Co-Founder, The Indian Milk & Honey Co.
John Wilkinson ’79, Managing Partner, Bin to Bottle Winery

Panel 3: Make it Rain: Do Emerging Trends Make Funding Easier? Sponsored by the Center for Sustainable Global Enterprise

Panelists:
Taryn Goodman ’00, MBA ’09, Director, Impact Investing, RSF Social Finance
Scott Stefanski, Entrepreneur, Bazaar Strategies
Freeman White, CEO and Co-Founder, Launcht.com

Panel 4: Disruptive Innovation in Education, Sponsored by EVCC and Johnson
Moderator:
Ralph Terkowitz ’72, General Partner, ABS Capital Partners

Panelists:
Chris Proulx ’91, CEO, eCornell
Brian Kanny ’95, Principal, Court Square Ventures
Victoria Van Voorhis, Founder & CEO, Second Avenue Software, Inc.

Symposia Session 3
11:00 am - 12:15 pm
Sage Hall

Panel 1: Little Wonders: Rebuilding Small Business Manufacturing, Sponsored by CALS
Moderator:
Deborah Streeter, Bruce F. Failing, Sr. Professor of Personal Enterprise and Small Business, Charles H. Dyson School of Applied Economics and Management, Cornell University

Panelists:
Timothy Davis PhD ’93, Executive VP and CTO, Kionix, Inc.
Lalana Green ’77, Owner and President, Acorn Technology
Robert Green ’77, CEO, Acorn Technology
Peter Schott ’81, President, XLI Corporation
Panel 2: HealthTech Start-ups: How Reinventing Healthcare will Change Lives, Sponsored by EVCC and Johnson

Moderator:
Jenna Rose '05, Project Manager, Healthbox

Panelists:
Jon Kaiden ’88, Principal and Founding Member, Sopris Capital
Tim Fu MEng ’05, CEO, Home Team Therapy
Stephen Bloch, Executive Chairman, Canaan Partners

Panel 3: Executing a Startup Idea: Five Steps to Starting Your Business

Moderator:
Christopher Fong ’03, Head of Channel Sales - Travel, Automotive & Legal Services, Google

Panelists:
James Ioannidis ’07, Founder & CEO, Paystik
Dana Lampert ’08, Co-Founder, Wiggio
Tim Novikoff PhD ’12, CEO, Vantageous
Caitlin Strandberg ’10, NYC Associate, Flybridge Capital Partners

Panel 4: When Does Social Value Translate into Market Value? Sponsored by Center for Sustainable Global Enterprise

Moderator:
Luke Penney MBA ’05, Founder & CEO, LEAP Organics

Symposia Session 4
2:45 pm - 4:00 pm
Conference Center, Statler Hotel

Panel 1: Entrepreneurs and Innovators in Applications of Hospitality to Healthcare, Sponsored by Sloan and Pillsbury

Moderators:
Brooke Hollis MBA ’78, Executive Director and President, Sloan Program and Hollis Associates Acquisition Advisors, LLC
Adam Klausner ’84, JD ’88, Senior Lecturer, School of Hotel Administration, Cornell University

Panelists:
Judy Kaufman, Special Patient Services, Stanford Hospital and Clinics
Aaron Mitra MPS ’01, FACHE, Health Strategies and Solutions, Inc. (HS&S)
Kunle Modupe, Director, Support Services for Weill Cornell and the Westchester Division of New York Presbyterian Hospital
Scott Rosen ’00, Founder, MDabroad

Panel 2: Start-up University: A Look Inside the Entrepreneurial Life of Cornell NYC Tech, Sponsored by Engineering

Moderator:
David Shmoys, Professor, School of Operations Research and Information Engineering and Department of Computer Science, Cornell University; Co-Chair, Academic Planning Committee, Cornell NYC Tech

Panelists:
Claire Cardie, Professor of Computer Science and Information Science, Cornell University; Cornell NYC Tech Academic Planning Committee
Rajit Manohar, Associate Dean for Academic Affairs, Cornell NYC Tech; Professor, Electrical and Computer Engineering, Cornell University
Ramin Zabih, Associate Professor, Computer Science and Radiology, Cornell University; Member of the Healthier Life Hub; Cornell NYC Tech
Panel 3: The Essentials of Entrepreneurship: Creating, Promoting, and Protecting Your Brand in an Internet Age, Sponsored by Cornell Law School

Moderator:
Andrew Berger ’66, JD ’69, Counsel, Tannenbaum Helpern Syracuse & Hirschtritt LLP

Panelists:
Marshall Phelps ’69, Former Corporate Vice President & Deputy General Counsel for Intellectual Property and Licensing, Microsoft
Ben Black ’91, Co-founder & Chief Investment Officer, Akkadian Ventures LLC
Michael Horn ’05, Founder/CEO, Craft Coffee, Of Counsel, Buhler Duggal & Henry LLP

Panel 4: Social Entrepreneurship: Can we do good, make money, and transform society? Sponsored by the Center for Transformative Action

Moderator:
Anke Wessels, Executive Director, Center for Transformative Action

Panelists:
Angela Noble-Grange MBA ’94, Director, Office of Diversity and Inclusion, Cornell University
Sahr Said ’06, Forte Fellow, Johnson, Cornell University
Zoe Wong ’13, Cornell University

Cornell Venture Challenge Finalist Presentations

Thursday, April 18
8:30 am – 11:00 am
Room B09, Sage Hall

The Cornell Venture Challenge (CVC) is Cornell University’s prestigious business plan competition. During Celebration, a select group of applicants will get the chance to pitch new and exciting business ideas to a panel of professional investors and entrepreneurs. The winners of the competition will earn a $25,000 cash prize (non-dilutive funding) to push their ideas forward.

This competition provides a way for burgeoning entrepreneurial ideas/teams to gain experience, exposure and financing to help launch successful ventures. The teams selected to compete will receive pitch experience including preparation and feedback from seasoned professionals. In the past this unique exposure has led to follow-on investment and formal advisor relationships.

The competition is sponsored by BR Venture Fund (BRV), a student-run venture capital fund at Johnson. CCTEC (Cornell Center for Technology Enterprise and Commercialization) may double the prize money by applying the Cornell Technology Transfer Prize to winners who use intellectual property developed at Cornell and disclosed to CCTEC before CVC application submission.
CORNELL VENTURE CHALLENGE FINALIST PRESENTATIONS (continued)

Judges:
Don Spero ’61, Co-Founder, General Partner, New Markets Venture Partners
Ralph Terkowitz ’72, General Partner, ABS Capital,
Bill McAleer ’73, MBA ’75, Managing Director Voyager Capital
Eric Young ’78, Partner, Canaan Partners
Leonard Sanders ’80, Portfolio Manager/Research Analyst, Kalmar Investments
Dan Simpkins ’80, MEng ’81, Founder, Chairman, CEO, Hillcrest Labs
Marlon Nichols MBA ’11, Associate Director, Intel Capital

Prizes:
1st: $25,000
2nd: $5,000
3rd: $1,000

CCTEC NEW BUSINESS AND EMERGING TECHNOLOGIES SHOWCASE

Thursday, April 18
12:30 pm – 2:30 pm
Ballroom, Statler Hotel

With hundreds of millions of dollars in research expenditures and an excellent research faculty, Cornell is a rich source of technologies for entrepreneurs and industry partners looking for new opportunities. Cornell technologies contribute to many products (www.cctec.cornell.edu/technology/products.php) across many industries and come from varied research disciplines such as engineering, physical sciences, life and agriculture sciences and medicine. CCTEC will be hosting a showcase featuring exciting technologies and new business opportunities from the Ithaca campus, New York State Agricultural Experiment Station in Geneva and Weill Cornell Medical College in New York City. Researchers and business representatives will be on hand to discuss the technologies and companies.

Learn about Cornell technologies and companies in the area of:
• New lines of grapes, cherries, and potatoes
• Therapeutics
• Biotechnology
• Vaccines
• Robotics
• Nanotechnology

Programs including technology/business descriptions, along with contact information, will be available at the Celebration registration table and at the showcase entrance.
CELEBRATION BANQUET KEYNOTE SPEAKER

Thursday, April 18
7:00 pm – 9:00 pm
Ballroom, Statler Hotel

K. Shelly Porges ’74, MPS ’77
Senior Advisor
Global Entrepreneurship Program
U.S. Department of State

K. Shelly Porges is Senior Advisor, leading the Global Entrepreneurship Program (GEP) at the U.S. State Department. As head of GEP, she has launched GEP 2.0, increasing GEP’s reach from a handful of countries to over 140. Prior to joining GEP, she launched the State Department’s Global Women’s Business Initiative working through multi-lateral relationships to promote women’s entrepreneurship worldwide. Before joining the State Department, she had a distinguished career in the private sector and is a recognized marketing and strategy expert having launched products, brands and companies, as well as raised funds for a range of non-profit and political organizations.

Ms. Porges’ career highlights include both corporate and entrepreneurial ventures. Her ten-year stint at American Express culminated as executive head of marketing for American Express Canada, followed by three years as chief retail marketing officer for Bank of America during a historic turn-around. Ms. Porges also held executive positions in a number of start-up ventures including a venture sold to Wachovia Bank; Third Age Media, the leading Internet portal site for baby boomers; and Scudder Weisel Capital LLC, a joint venture between Thomas Weisel Partners, at the time, the country’s fastest growing investment bank, and Zurich Scudder Investments, one of the largest asset managers in the world. Following this venture, she co-founded and was managing partner for Global Payments Experts LLC.

Ms. Porges holds both a BS and MPS degree from Cornell University.

STUDENT-ALUMNI NETWORKING LUNCH:
CONNECTING STUDENTS WITH ALUMNI

Friday, April 19
12:30 pm – 2:30 pm
Ballroom, Statler Hotel

This event will be a three-stage opportunity for alumni to share advice about and benefits of becoming an entrepreneur or working for small businesses. Beginning with career field area “introduction circles,” limited open mic intros, and then plenty of time for open networking, this event will allow alumni and students to find those who share similar interests. Students are encouraged to bring questions about entrepreneurship and an open mind. Buffet lunch will be served.
“THE BIG IDEA” UNDERGRADUATE IDEA COMPETITION

Friday, April 19
4:30 pm – 6:00 pm
Ballroom, Statler Hotel

“The BIG Idea” is a competition open exclusively to Cornell undergraduates. Organized and executed by Entrepreneurship@Cornell, “The BIG Idea” offers cash prizes to the top three ideas from each of the ‘business’ and ‘social enterprise’ categories. Applicants are evaluated during three phases of competition and are offered mentoring from successful entrepreneurs in the semifinal and finalist phases.

Prizes:
1st place ‘business’ category: $2,000
2nd place ‘business’ category: $1,000
3rd place ‘business’ category: $500
1st place ‘social enterprise’ category: $2,000
2nd place ‘social enterprise’ category: $1,000
3rd place ‘social enterprise’ category: $500

Prizes supported by the Vijay MEng ’75 and Sita Vashee Promising Entrepreneur Award Endowment Fund

“The BIG Idea” receives support from the following endowments:

- Dorman Family Award
- Dr. and Mrs. Paul Felton Award
- Brenda Clucas Hecht Award
- Gary and Marilyn Hellinger Award
- Hussey Family Award
- Richard M. Kossof Award

We would like to thank Donald ‘83 and Allison ’84 Gulbrandsen for creating a Founder level endowment to support Entrepreneurship@Cornell. The proceeds from this endowment are used to support E@C Fellows Robert Frisch MBA ’13 and Emily Walsh MBA ’14 who provide guidance and leadership of “The BIG Idea.”

For more information on “The BIG Idea,” visit the contest website at eship.cornell.edu/activities/bigidea, or contact Entrepreneurship@Cornell at (607) 255-1576 or eship@cornell.edu.
ABOUT
ENTREPRENEURSHIP@CORNELL
ABOUT ENTREPRENEURSHIP@CORNELL:

Entrepreneurship@Cornell works with all Cornell schools, colleges and organizations to help create and promote entrepreneurship education, events, commercialization and experiential learning opportunities. Our vision is to support a diverse group of university-wide activities that finds and fosters the entrepreneurial spirit in every Cornell participant—in every college, every field and every stage of life. Annual funding for Entrepreneurship@Cornell is provided by the Governing Board, the Office of the Provost, an Alumni Advisory Council and an endowment established by Cornell Alumni.

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STUDENT AGENCIES/ELAB, LLC: Student Agencies Foundation, Inc. (“SAF”) supports entities that advance its mission of providing Cornell students with extraordinary opportunities to gain practical experience in starting and running businesses and earning a substantial portion of the cost of a Cornell education and providing valuable products and services to the Cornell and Ithaca communities. SAF currently provides financial support to Student Agencies, Inc., eLab, POPSHOP, Entrepreneurship@Cornell and two scholarship funds at Cornell University.

STUDENT AGENCIES, INC., founded in 1894 and the oldest independent, student-run company in America, hires Cornell undergraduates to manage its portfolio of businesses, which includes the Cornellian Yearbook, Big Red Shipping & Storage, Hired Hands Moving Company, Campus Promotions, TakeNote and Student Agencies Properties.

www.studentagencies.com

eLab, LLC is a business accelerator that, in collaboration with Entrepreneurship@Cornell, provides Cornell students services to empower them to turn business concepts into reality.

www.elabstartup.com

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Cornell University
College of Agriculture and Life Sciences

CALS: COLLEGE OF AGRICULTURE AND LIFE SCIENCES: From the University’s only accredited undergraduate business program to innovative research in communication, development sociology, landscape architecture, the biological sciences and other fields, CALS offers programs that extend past the traditional definition of an agricultural school. And yet, with outstanding initiatives in the food, animal and plant sciences as well as the biological sciences, CALS illustrates the urgency and relevance of agricultural research to creating a world that can nourish and support its inhabitants. Because of this diverse expertise, CALS is regarded as the best college of its kind in the nation, if not the world.

www.cals.cornell.edu

Cornell University
Charles H. Dyson School of Applied Economics and Management

DYSON: The Charles H. Dyson School of Applied Economics and Management is located in the College of Agriculture and Life Sciences at Cornell University. Its internationally renowned areas of expertise in food and agricultural economics, management science, environmental and resource economics, and international and development economics work in concert to fulfill the School’s mission to inform and foster the public stewardship and private management of businesses, organizations, livelihoods and national resources.

The Dyson School offers the B.S., M.S., M.P.S. and Ph.D. degrees, and conducts frontier research and delivers innovative extension/outreach programs in all four of the School’s areas of expertise. The Dyson School’s undergraduate degree is accredited by AACSB International – The Association to Advance Collegiate Schools of Business.

www.dyson.cornell.edu
HOTEL/PILLSBURY: The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship (PIHE) supports the academic entrepreneurial curriculum of the Cornell School of Hotel Administration and offers aspiring entrepreneurs the chance to implement their entrepreneurial knowledge, with a particular focus on the hospitality industry. With the support of industry leaders and entrepreneurs, PIHE offers entrepreneurial students programs such as the Hospitality Business Plan Competition, entrepreneurs in residence and internships. PIHE also supports outreach to nontraditional students through the Entrepreneurship Bootcamp for Veterans with Disabilities.

www.hotelSchool.cornell.edu
www.pihe.cornell.edu

JOHNSON: Johnson at Cornell University: Founded in 1946, the Samuel Curtis Johnson Graduate School of Management at Cornell University is a top-ranked MBA program. Through collaborative learning and immersion in real-world challenges, Johnson students gain essential business skills plus direct experience in leveraging the talent and knowledge of others, yielding more ideas, more possibilities, more thoughtful, well-rounded solutions and, ultimately, extraordinary results. Programs include one- and two-year MBA degrees, an Executive MBA program offered in Palisades, N.Y., and the Cornell-Queen’s Executive MBA, offered in collaboration with Queen’s School of Business in cities throughout the United States and Canada, Colombia, and Mexico.

www.johnson.cornell.edu

ENTREPRENEURSHIP AND INNOVATION INSTITUTE: Johnson’s Entrepreneurship and Innovation Institute encompasses course offerings, networking and mentoring opportunities, and hands-on real-deal learning experiences, including a suite of student-run entrepreneurship and innovation services. We link students to a dynamic network of teachers, researchers, entrepreneurs, inventors, investors, mentors, business leaders, and other experts; provide them with exposure, engagement, and feedback; and charge them with responsibility for results.

www.johnson.cornell.edu/EII.aspx

JOHNSON’S CENTER FOR SUSTAINABLE GLOBAL ENTERPRISE is a world-class academic institution, producing and disseminating relevant knowledge for managers seeking innovative, profitable business opportunities that address global sustainability challenges. The Center works with firms to specify innovative, entrepreneurial, and new business alternatives they can implement in the marketplace. Our programs include those focused on market and enterprise creation, clean technology commercialization and innovation, and finance + sustainability.

www.johnson.cornell.edu/sge

GALA DINNER SPONSOR

CORNELL ENTREPRENEUR NETWORK: The Cornell Entrepreneur Network (CEN) is the university’s alumni business network. CEN provides valuable engagement opportunities for all entrepreneurially minded Cornell alumni, students, parents and friends. CEN produces top-shelf events throughout the country (and, in the near future, globally) that feature world-class alumni industry leaders as speakers on timely topics. The events take place in major metropolitan areas, online via webinars and through social networking. All programming is designed to help alumni learn from industry leaders, meet and connect with potential business contacts and develop business relationships with each other while reconnecting with Cornell.

www.cen.cornell.edu
DINNER RECEPTION SPONSOR

HARter Secrest & Emery LLP: Harter Secrest & Emery LLP is a diversified and dynamic law firm that serves businesses, non-profit entities and individuals. The attorneys in our Private Equity and Venture Capital Practice have substantial experience representing private equity and venture capital funds, portfolio companies, start-up companies, and management teams in connection with leveraged buyouts and recapitalizations, mergers and acquisitions, venture financings, public offerings, executive compensation and other corporate matters. HSE’s 140 attorneys focus in nearly 40 specialty practice areas, including Corporate, Environmental, Health Care, and Intellectual Property, with offices in Rochester, Buffalo and Albany, New York, and in Naples, Florida.

MEDIA SPONSOR

WilmerHale: WilmerHale provides the legal guidance entrepreneurs need to go from start-up to success, through strategic intellectual property protection, venture capital financing, IPO and beyond.

www.wilmerhale.com

NETWORKING LUNCH SPONSOR

CCTEC Cornell Center for Technology Enterprise and Commercialization

CCTEC: The Cornell Center for Technology Enterprise and Commercialization (CCTEC) is responsible for the management and protection of Cornell University’s technologies and plan varieties. CCTEC supports Cornell’s land-grant mission by leveraging Cornell’s innovations to promote regional economic development to benefit the public. Through industry partnerships, CCTEC develops Cornell’s technologies and plant varieties into products and services for public good. CCTEC hosts events to increase awareness on campus of Cornell’s values, inform researchers of the issues around intellectual property, and to connect internal and external stakeholders.

www.cctec.cornell.edu

BENEFICTOR

Cornell University College of Human Ecology Sloan Program

COLLEGE OF HUMAN ECOLOGY SLOAN PROGRAM: Cornell’s Sloan Program in Health Administration offers a Master of Health Administration (MHA) degree. A dual degree MHA/MBA option is offered with Johnson, and a five-year Bachelor/MHA is available to Cornell undergraduates. Founded in 1955, Sloan was the nation’s first program in health services management to require two years of academic course work, and is dedicated to preparing new generations of health care leaders. The Sloan Program is built upon a foundation comprised of rigorous training in management, a solid understanding of the health care system, policy environment, ethics, public health, epidemiology and hands-on learning in real world settings.

www.sloan.cornell.edu
ASHLEY MANAGEMENT: The Cornell Business & Technology Park is the Ithaca area’s premier office, wet-lab, and manufacturing park providing a first class environment to start-ups and established companies, while serving as an interface between Cornell University and the business community. Features: shared business and conference services, picnic areas, scenic ponds, café & grill, walking trails; free, ample parking; adjacent to the Ithaca Airport, hotel, car rental, Post Office, UPS and FedEx; located on TCAT Bus Line with shopping and restaurants nearby.

Ashley Management Corporation holds the highly regarded distinction of being an Accredited Management Organization by the Institute of Real Estate Management. With decades of property management expertise, Ashley Management is uniquely focused on providing an ideal experience for the owners and tenants of commercial real estate by operating with integrity, honesty and fairness.

CELEBRATION COMMITTEE LIST

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**College of Arts and Sciences:** Christa Downey
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Kristen Ciferri, Neil Tarallo
**Sloan Program in Health Administration:** Brook Hollis MBA ’78, Will White
**Student Agencies, Inc.:** Angelle Aldridge, Dan Katham ’71, MBA ’73, Tom Schryver ’93, MBA ’02
eHub: The place where Cornell Students will DO entrepreneurship. It will be a vibrant, 24/7 applied business and entrepreneurial community, located in the heart of Collegetown, where students, faculty and practitioners will mingle, share ideas, collaborate on startups, advance existing businesses, and learn practical lessons about business, entrepreneurship and life.

Student Agencies Foundation (SAF) is a non-profit organization whose mission is to provide Cornell students with extraordinary opportunities to gain practical experience in starting and running businesses while earning a substantial portion of the cost of a Cornell education. SAF achieves its mission through providing financial support to endowments at Cornell, E@C, eLab, POPSHOP and Student Agencies, Inc. (SAI) SAI, located at 409 College Ave in Collegetown, is the oldest student-run company in the United States, founded in 1894.
From the social sciences to the life sciences, in fundamental and applied disciplines,

Cornell University’s

**College of Agriculture and Life Sciences**

has the broad and deep expertise needed to affect real change in the world.

**Knowledge with a Public Purpose**

cals.cornell.edu
The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship was founded in 2006 with a generous gift from Leland Pillsbury ‘69 and his wife, Mary Pillsbury. Their gift supports an enterprise where seasoned faculty and proven entrepreneurs help students to envision their dreams, engage with others, and execute with excellence.

We guide students in the study of entrepreneurship and innovation. We connect them with successful hospitality entrepreneurs and innovators. We give them practical experience to help them link classroom theory to real-world practice.

The institute also is a source of information about forming new hospitality businesses, managing small and family-run businesses, franchising, corporate venturing, new venture funding, and innovation.
Knowledge.
Networking.
Opportunity.

The Entrepreneurship and Innovation Institute and the Center for Sustainable Global Enterprise help you explore, develop and start!

www.johnson.cornell.edu/EII.aspx
www.johnson.cornell.edu/SGE/
CEN is Cornell University’s professional business network. We offer networking events that feature world-class alumni industry leaders as speakers on timely topics. These events are for alumni, students, faculty, and parents in major metropolitan areas of the US. Can’t make it in person? Watch an event as it’s live streamed or catch an online webinar. Sign up to receive our emails and see a list of upcoming events at cen.cornell.edu.
A Trusted Advisor.
Paving the way for your business to succeed.

WilmerHale provides the legal guidance entrepreneurs need to go from start-up to success, through strategic intellectual property protection, venture capital financing, IPO and beyond.
The Cornell Center for Technology Enterprise and Commercialization (CCTEC) is responsible for the management of Cornell University’s technologies and plant varieties. CCTEC supports Cornell’s land-grant mission by leveraging Cornell’s innovations to promote regional economic development to benefit the public.

**WHAT WE DO**
- Partner with industry to develop Cornell’s technologies and plant varieties into products and services for the public good.
- Promote beneficial interactions between Cornell researchers and industry.
- Leverage Cornell’s intellectual property to promote entrepreneurial opportunities and regional economic development.

**HOW WE DO IT**
- By protecting and managing intellectual property that arises from Cornell research.
- By providing outreach and communication to connect internal and external stakeholders.
- By increasing awareness on campus of Cornell’s values and issues around intellectual property.

**CCTEC IN ACTION**
During FY2012 CCTEC...
- Received nearly 400 new disclosures.
- Secured over 150 patents on Cornell inventions.
- Executed over 650 agreements.
- Licensed over 180 innovations.
- Hosted over 40 business networking and marketing events.
- Assisted in the formation of 7 new businesses based on Cornell innovations.

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Demo Day

Come and see some of Cornell’s most entrepreneurial students demo their start-ups at the first annual eLab showcase

THURSDAY, APRIL 18TH  4:30-6PM
STATLER AUDITORIUM
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ENTREPRENEURSHIP@CORNELL

SAVE THE DATE

FOR CELEBRATION 2014

April 10-11, 2014
Cornell University, Ithaca, NY

TO SIGN UP FOR CELEBRATION MAILINGS, CONTACT ENTREPRENEURSHIP@CORNELL AT ESHIP@CORNELL.EDU OR (607) 255-1576.
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