EaC Celebration 2015

Registration Fees: Alums/Friends: $200; Faculty/Staff: $50; Students/Postdocs: $25
Gala Dinner: $100

DRAFT Schedule of Events (as of 2/17/15)

Wednesday, April 15
7:30 – 9 pm
Celebration Meet-up for all participants
Popshop, Collegetown

Thursday, April 16
8 am
Registration Opens
Lobby, Statler Hotel

9 – 11 am
Celebration Business Roundtable & Continental Breakfast
Title TBA
Hosted by Johnson’s Smith Family Business Initiative
Ballroom, Statler Hotel

9:30 – Noon
Cornell Venture Challenge Finalist Presentations
Amphitheater, Statler Hotel

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

11:30 – 12:30 pm
Kevin M. McGovern Family Center for Venture Development in the Life Sciences
Overview and Facility Tour
Facilitated by: Lou Walcer ’74, Center Director
Registration Desk, Lobby, Statler Hotel
Noon – 2 pm
The Pillsbury Institute for Hospitality Entrepreneurship Slice of Insight Social (for students only)
Pillsbury Institute, Statler Hotel

12:30 – 2 pm
CTL New Business & Emerging Technologies Showcase & Stand-up Lunch
Ballroom, Statler Hotel

1:30 – 3 pm
EaC Advisory Council Meeting (MEMBERS ONLY)
Rowe Room, Statler

2:45 – 4 pm
Symposia Session 1 (Select one panel)
Conference Center, Statler Hotel, Rooms TBD

Panel 1: Sponsored by the College of Agriculture and Life Sciences: “The Cutting Edge: Making the Most of Emerging Technology”
Moderated by: Deborah Streeter, Bruce F. Failing, Sr. Professor of Personal Enterprise, Charles H. Dyson School of Applied Economics and Management
Panelists: Linda Benowitz ’84, Director of Global Insights, Citibank

Panel 2: Sponsored by Student Agencies Foundation: “Shark Tank: Behind the Pitch Deck”

Panel 3: Sponsored by the College of Arts and Sciences & the Cornell BEST (Broadening Experiences in Scientific Training) Program: “Bringing Your Idea to Reality: Funding and Realizing your “Aha” Moment”
Moderated by: Scott Allen ’01, PhD ’04, Co-Founder Novomer, Vice President, Catalyst Development
Panelists: Alison Gerlach ’93, Host, The Unapologetic Capitalist; Tim Novikoff ’10, PhD ’13, Founder/CEO, Fly Labs, Sacha Ross ’94, JD ’99, Partner, Wilson Sonsini Goodrich and Rosati

Panel 4: Sponsored by The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at The School of Hotel Administration at Cornell University: ‘Mingle-Ability’: A HoteliE Approach to Networking for Entrepreneurial Mobility
Moderated by: Mona Anita Olsen PhD ’04, Assistant Academic Director and Visiting Assistant Professor, The Leland C. and Mary M. Pillsbury Institution for Hospitality Entrepreneurship
Panelists: Josh Ogle ’07, Founder & CEO, Fresh Spin Advertising; Ana Perez ’10, Co-Founder, InSitu Works; Christopher Sanson ’06, Co-Founder & Lead Developer, Handsome Code; Zeev Sharon ’04, Co-Founder & CEO, Hotelied, Inc.

4:45 – 6:15 pm
**eLab Demo Day**
Sponsored by eBay
Statler Auditorium

6:30 – 7:15 pm
**Cocktail Reception**
Sponsored by Harter Secrest
Ballroom Foyer, Statler Hotel

7:15 – 9 pm
**Celebration Banquet with special guest Svante Myrick, Ithaca Mayor**
Sponsored by TBA
Ballroom, Statler Hotel

**Friday, April 17**
8 – 9 am
**Networking Breakfast**
Conference Room Foyer, Statler Hotel

9:15 – 10:30 am
**Symposia Session 2 (Select one panel)**
Statler Hotel, Rooms TBD

**Panel 1:** Sponsored by the Sloan Program in the College of Human Ecology: “Entrepreneurship Examples from Hospitality, Healthcare and Design”
**Panel 2:** Sponsored by the Center for Sustainable Global Enterprise: “To BRIC and Beyond: Tapping the Mass Markets in Emerging and Frontier Economies”
**Panel 3:** Sponsored by Entrepreneurship and Innovation Institute at Johnson: “Those Other Startups”

**Moderated by:** Rhett Weiss, Executive Director, *Entrepreneurship & Innovation Institute at Johnson*

**Panelists:** Jon Ambrose MBA ’14, Co-Founder & COO, Rosie; Mike Beird MBA ’87, Co-Founder and Managing Director, BankersHub; Jeff Chemeres EMBA ’15, SVP, Sales and Marketing, Pulse Infoframe, Inc.; Marisa Sergi ’15, Founder, RedHead Wine

**Panel 4:** Sponsored by the Cornell Entrepreneur Network (CEN) and Cornell Silicon Valley (CSV): “Entrepreneur Stories”

**Moderated by:** Michael Roach, J. Thomas and Nancy W. Clark Assistant Professor of Entrepreneurship, Charles H. Dyson School of Applied Economics and Management

**Panelists:** Julie McPeek ’83, Strategic Partner, Fenwick Brands; Andrew Topus ’72, President & CEO, Smart Price Sales and Marketing, Inc.; John Wilkinson ’79, Managing Partner, Bin to Bottle Winery

10:30 – 11 am
Networking Break
Conference Room Foyer, Statler Hotel

11 am – 12:15 pm
Symposia Session 3 (Select one panel)
Statler Hotel, Rooms TBD

Panel 2: Sponsored by the Sloan Program in the College of Human Ecology: “Health and Medical Entrepreneurship”
Panel 3: Sponsored by the Center for Sustainable Global Enterprise
Panel 4: Sponsored by the Business Law Society: "Law and Entrepreneurship"
Moderated by: Charles Whitehead ’83, Law Professor, Cornell University
Panelists: Mike Horn ’05, Founder, Craft Coffee; David Kotz ’90, Managing Director, Berkeley Research Group; Marshall Phelps JD ’69, CEO, Article One Partners

12:30 – 2 pm
Student Business of the Year Recognition Lunch & Panel Presentation: “Continuing Entrepreneurship: Student Companies after Cornell”
Ballroom, Statler Hotel

2:45 – 4 pm
Symposia Session 4 (Select one panel)
Statler Hotel, Rooms TBD

Panel 1: Sponsored by Entrepreneurship and Innovation Institute at Johnson: “Entrepreneurship vs. MBA: Mutually Exclusive or Not?”
Moderated by: Rhett Weiss, Executive Director, Entrepreneurship & Innovation Institute at Johnson
Panelists: Bobby Frisch MBA ’13, Founder and Co-Owner, Firelight Camps; Erin Handel, Co-Founder, BankersHub; John Hui, EMBA ’15, Co-Founder, Superus Health; Nick Nickitas MBA ’14, CEO and Co-Founder, Rosie
Panel 2: Sponsored by Computing and Information Sciences: “Computing and Entrepreneurship”
Panel 3: Sponsored by the Center for Transformative Action & Engaged Learning + Research: “Social Entrepreneurship and Innovation: Opportunities and Challenges”

4:30 – 6 pm
“BIG Idea” Undergraduate Competition Finals
Ballroom, Statler Hotel

6 – 7 pm
Networking Reception
Ballroom Foyer, Statler Hotel