

*The Rochester Youth Year Program Presents*

# **AN INTRODUCTION TO SOCIAL ENTREPRENEURSHIP**

Led By:

***Bob Tobin***

Entrepreneur-in-Residence for the  
University of Rochester's Center for Entrepreneurship

**Wednesday, October 10<sup>th</sup>  
3-5pm**

**Location:** *His Branches, Inc.*  
*342 Arnett Blvd.*  
*(585) 235-9000*

“A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Whereas business entrepreneurs typically measure performance in profit and return, social entrepreneurs assess their success in terms of the impact they have on society.”

**\*\*Space is Limited- Advance Registration is Required\*\***  
*Transportation Available for Pre-Registered Attendees*

**For Registration or More Information Contact:**

*Sam Nichols*

*Rochester Youth Year Program Coordinator*

*(585) 275-5957*

[\*snichols@ur.rochester.edu\*](mailto:snichols@ur.rochester.edu)

