



PHOTO BY RICHARD BAKER

Steve Mariotti of the National Foundation for Teaching Entrepreneurship visited Rochester for Global Entrepreneurship Week 2008.

COVER STORY

Exploring a rich history of entrepreneurship

Ideas have a way of bubbling up on university campuses. The University of Rochester has long stood out for its ability to transform those ideas into enterprises that create value.

Entrepreneurship is a tradition at the University, partly because the region in which the University thrives has a reputation for innovation. Rochester is the birthplace of Eastman Kodak Co., Bausch & Lomb Inc., and Xerox Corp. Suffragist Susan B. Anthony fought for the female vote from her home in the city, setting the bar for social entrepreneurs to come. In Rochester, famed orator Frederick Douglass launched his *North Star* newspaper and a tireless campaign against slavery.

As the University grew, Rochester's drive to innovate found its way onto campus—into the Simon Graduate School of Business, Eastman School, Warner Graduate School of Education, and School of Nursing.

These well-established entrepreneurship programs vary widely, from community clinics to tech startups. Despite their differences, they work together, thanks to a spirit of cooperation among the deans and faculty of the various schools.

"The flavor of entrepreneurship in Rochester is really cross-disciplinary," says Duncan Moore, vice provost for entrepreneurship and the Rudolf and Hilda Kingslake Professor of Optical Engineering. "One of the unique parts of the University is that because we're small, we're going to survive based on these kinds of interactions."

Entrepreneurship education on campus hit its stride after the University received a \$3.5 million matching grant from the Ewing Marion



Duncan T. Moore
Vice Provost
for Entrepreneurship

Rochester's role in Global Entrepreneurship Week

Welcome back. A lot has happened since our inaugural issue, especially since the University proudly participated in the first-ever Global Entrepreneurship Week, Nov. 17 to 23, 2008. An estimated 13,000 events took place in 77 countries with over 5 million participants.

Campus-wide, the University celebrated this movement throughout the entire month of November. Many of our activities are featured inside this issue. Other events included the Warner School's paper discussion on "Entrepreneurial Practices that Can Empower Educators as Agents of Change"; lectures at Simon from visiting business leaders, such as Kevin Glazer, owner of the Tampa Bay Buccaneers and Manchester United; and a community talk at the Medical Center, "Making Life Hard for Inventors: What the Courts and Patent Office Are Doing that Hurt Inventors," part of Tech Transfer's F.I.R.E. (For Inventors, Researchers, and Entrepreneurs) Lecture Series.

The festivities culminated in a two-part appearance by Steve Mariotti, founder of the NYC-based National Foundation for Teaching Entrepreneurship (NFTE). After a public talk on the future of entrepreneurship education, Mariotti facilitated our best-attended faculty seminar to date. In addition to participants from each of the University schools, representatives came from the Rochester Institute of Technology, SUNY Geneseo, Nazareth College, Bishop Kearney (a private school, grades 7 to 12), and Jefferson High School's "Merchants of Hope" Entrepreneurial Academy.

One of the most important goals of the Week is to connect enterprising people all over the world. In terms of the University's network of entrepreneurial students, faculty, and alumni, this is also one of the Center's aims. So I would like to thank everyone who submitted feedback on the first issue of *Innovations*. Keep your comments coming and stay tuned. We have some exciting new developments that will come to fruition in the fall.

Continued on Page 5

University hosts Extreme Entrepreneurship Tour

Arel Moodie, an emcee for the Extreme Entrepreneurship Tour, started his first company while still in college—the same age or older than most of the student audience members at the tour's latest stop in Rochester.

Promoted as the country's first-ever collegiate entrepreneur tour, the program features an engaging blend of workshop activities, speed networking sessions, and business pioneers who have created or sold a successful company before the age of 30. Moodie, founder of PlaceFinder.com, a Web site that helps college students find off-campus housing, roommates, and sublets, enjoys motivating young people to pursue their goals.

"I've kept in touch with two students from Rochester," he says. "They're applying what they've learned. And that's what it's all about."

Three other entrepreneurs completed the high energy ensemble. Joanna Alberti, the creator and illustrator of philoSophie's, served on the tour's question and answer panel. In 2005, *BusinessWeek* named Alberti in the top five of its Top 25 Entrepreneurs Under 25 annual competition. Keynote speaker Jason Duff, founder of Community Storage & Properties Ltd., is a recipient of the Global Student Entrepreneurship Social Impact Award. His company has improved the quality of life and increased economic stability in his rural Ohio community. Elizabeth Grace Saunders of Grace Communications Inc. moderated the tour's activities. Saunders' work is featured in more than 45 publications, and she is currently ghostwriting a book.



PHOTO BY RICHARD BAKER

Jason Duff, founder of Community Storage & Properties Ltd. and a keynote speaker for the Extreme Entrepreneurship Tour, asks students if they want to start their own company.

While students from the Rochester Early Business Scholars (REBS) program and the UR Entrepreneurs Club checked out the event, local high school students accounted for nearly 70 percent of the audience.

"The speakers were enthusiastic and very moving," says Jordan White, a junior at Webster Thomas High School. "I built some great connections with others who can give me business advice." White cofounded Garnished Infusion, a company that provides healthful cooking classes for teens.

University student entrepreneurs Andrew Agnello '11, founder of Andrew's Toyz, and Eric Meyer '12, owner of Spotlight Video Productions and founder of Geneseo Scholars, also served on the question and answer panel.

"This was a great opportunity to share my experience with others interested in starting their own business ventures," says Agnello.

Cofounded by 25-year-olds Sheena Lindahl and Michael Simmons, the tour is presented by VenturePort.org and sponsored by OppenheimerFunds and *Inc.* magazine.

SIMON GRADUATE SCHOOL OF BUSINESS

Dennis Kessler creates women's blog to 'nurture and inspire' entrepreneurs

The Women Entrepreneurs Blog @ Simon celebrates one year of providing helpful information on starting and running a business in April. Launched by Dennis Kessler, the Ackley Executive Professor at the Simon School and owner-operator of 21 Burger King and 46 Friendly's restaurants, the blog serves as a fact-filled forum of insights delivered by leading Western New York female entrepreneurs.

Kessler conceived the idea for a blog in late 2007 as he encountered more and more individuals who were seeking business advice. Today Kessler hosts the online discussion with regular input from 11 women bloggers.

"Rochester has a rich history of entrepreneurial activity, and this blog is one more way

to nurture and inspire the area's talented business leaders," says contributor Lauren Dixon, CEO of Dixon Schwabl Advertising.

In addition to successful entrepreneurs from the Upstate New York region, other women, such as an intellectual property attorney and an economic development government official, participate in the dialogue.

Kessler says student Marita Greenidge '09 SB is the driving force behind the blog's success. The Web site receives about 600 page views per month, with many subscribers reading new posts through an RSS feed or e-mail.

"The blog has the potential to be the go-to site for entrepreneurship in the region," says Kessler. "Let's make that happen."

Fast Facts: W-E-B @ Simon

- Launched in mid-April 2008.
- There are 12 bloggers (including Suzanne Clarridge, My Brands Inc.; Yvonne DiVita, Windsor Media Enterprises LLC; Jane Glazer, QCI Direct; Cindy Hirschberg, intellectual property attorney, Brown & Michaels; Victoria Reynolds, deputy district director, U.S. Small Business Administration; Stella Slaughter, vice president, M&T Bank; and Kitty Van Bortel, Van Bortel Subaru) who write on a monthly basis.
- Over 80 subscribers at nine-months old.
- Visit the blog at webatsimon.com.

Renowned venture technology educator to visit Rochester

Tina Seelig '79, executive director of the Stanford Technology Ventures Program (STVP) at Stanford University, will visit Rochester on March 17 to give a public lecture, "What I Wish I Knew When I Was 20." She is delighted to give such a talk in Rochester—the place she lived at 20.



Tina Seelig

With the exception of the March weather, Seelig is looking forward to her return to River Campus. She has fond memories of her undergraduate years. Always the entrepreneur, she designed her own major in neuroscience at Rochester and plans to reunite with her former professor, Carol Kellogg, who, according to Seelig, had a powerful influence on her career. Seelig went on to complete her doctorate in neuroscience at Stanford University but she remembers Rochester as the place where she "became a scientist."

Propelled by a drive to solve problems, Seelig has worked as an entrepreneur, management consultant, scientist, and author. After writing her first book in 1991, she became interested in how books were marketed. She built a company, Book-Browser, that employed kiosks in stores to promote books. The kiosks suggested titles to readers based on their interests.

"This was a precursor to Amazon.com," she says. "It was a solution to a problem that I personally faced. In fact, the vast majority of entrepreneurs are motivated to solve their own problems."

Seelig now enjoys leading STVP and teaching courses in Stanford's Department of Management Science & Engineering on Creativity and Innovation. "I am blown away by what students accomplish when they are encouraged to be entrepreneurial," she says.

During her visit, Seelig will also facilitate a faculty seminar on "Creativity and Innovation" on March 18. She is the fourth speaker in the Center for Entrepreneurship Lecture Series. Past speakers in this series have included Jeff Timmons of Babson College, Bob Litan of the Kauffman Foundation, and Steve Mariotti of the National Foundation for Teaching Entrepreneurship.

Simon, College, Nazareth team up to support Virtual Enterprises program

Adopted by more than 300 secondary schools across the nation, the Virtual Enterprises (VE) program offers students the opportunity to set up and run a business in a simulated environment. While there is no actual transfer of goods, services, or cash, high school students conduct all the usual activities involved in operating a business through various forms of electronic communications and record keeping.

Guided by a teacher facilitator, students receive business skills training through practical, task-oriented instruction. They are required to write a business plan and attend a trade fair. Additionally, students in the most successful practice firm of the region, determined by a local competition, go on to vie for \$25,000 in cash prizes at the Merrill Lynch National Business Plan Competition in New York City.

LaTonya Bedell is in her second year of teaching the VE class at East High School. In 2007, East High's staff reached out to the Simon National Black MBA Association (SNB) in hopes of recruiting mentors for the program. SNB was happy to oblige.

"The program is SNB's way of giving back to the community," says Marita Greenidge '09 SB, an East High mentor.

James Cuthbert '09 SB, vice president of marketing for SNB, agrees. "It's great to see [high school] students taking a sincere interest in business, all the while exposing them to the possibilities of pursuing a graduate-level education," he says.

SNB has continued its partnership with East High during the fall term this year. The mentors visited the VE class on Fridays, as often as their schedules allowed.

Bedell recalls her class was excited to take on suggestions from the Simon students. "The chemistry was dynamic," she says. "Real-life experiences work well with my students."

SNB's dedication contributed to all-around improvement in the students' work according to Virginia Dukes-Smith, the former VE facilitator at East High. In particular, Premier Fashions, a firm from last year's class, made history as the first firm from the Rochester City School District to represent the region in the 2008 Merrill Lynch competition.

This year the University expanded its support of Virtual Enterprises. Bob Tobin, associate director of the Center for Entrepreneurship and entrepreneur-in-residence, met with Rhonda Neal, coordinator of the VE program



Marita Greenidge '09 SB (left) offers advice to Jamela Soman (right), a East High School Academy of Finance student in the VE class.

for the Rochester City School District, and John Daniels, cochair of the Rochester Rotary Club's VE Committee, to determine additional areas where the University could help.

In the past, organizations that fund the program, such as the Rotary Club, judged the written business plans in the local competition. Daniels said a transition of the process to a third party would make the judging more fair, balanced, and equitable.

Tobin, who works with many undergraduate groups and individuals with an interest in business, recognized this as an opportunity for collaboration. With 28 VE business plans to be reviewed by a minimum of three sets of eyes, Tobin asked his colleague, Jerry Zappia, dean of the Nazareth School of Management, if his students would also like to join. The result was a River Campus gathering of more than 60 students from both colleges.

The guest judges based their evaluation on a standardized rubric, identical to the one used in the national VE competition. Rating the business plans with a one to five scoring system in eight categories, the undergraduates were also encouraged to write edits and suggestions in the margins.

Neal considers the support from Nazareth and the University of Rochester to be invaluable. "This opportunity opens the door for our students to work with the postsecondary community to gain entrepreneurial insights and learn tools to transition into college," she says.

PHOTO COURTESY OF MARITA GREENIDGE

Newly accepted KEY students propose wide range of projects

Eight undergraduates, including a record number of women, were accepted into the Kauffman Entrepreneurial Year (KEY) program in December. KEY offers students the chance to pursue an entrepreneurial endeavor during a tuition-free fifth year on campus. The new KEY students' projects range from opening an art gallery in Sector 4 of the city to launching a sustainability consulting firm, with the University's Admissions and Financial Aid Offices serving as the first clients. Another KEY student pair will work with the Rochester City School District on their project, Opening Doors to Higher Education for Refugee Youth. The KEY application deadline for the spring semester is March 19.

Local business plan contest set for spring

The 2009 Rochester Regional Business Plan Contest, designed to encourage entrepreneurship and advance new, high-growth ventures in the region, is tentatively set for May 15. Contest finalists will receive a customized package of professional and incubation services to accelerate their development, and the contest winner will receive a \$25,000 cash prize. For-profit companies, headquartered within the nine-county Rochester and Finger Lakes Regions, are eligible to compete. SiMPore Inc., a nanotechnology firm that produces ultra-thin filters designed to screen out microscopic particles, won first place in last year's competition. For additional information and contest details, visit htr.org.

Seasoned entrepreneurs join Simon faculty

Don Golini '86 EAS, president of QED Technologies Inc., has joined the Simon School to teach a new undergraduate course, Technical Entrepreneurship. Golini has more than 20 years' experience in the development, management, and commercialization of new technologies. Elisabeth Hager, founder, chair, and CEO of Balan Biomedical Inc., will be teaching a graduate-level course alongside Duncan Moore, vice provost for entrepreneurship. Hager has launched three companies, including a global clinical trials management venture and most recently, a medical and consumer health intelligence company.

Startup companies to employ Entrepreneurs Club members as interns

Members of the Simon Entrepreneurs Club spent an evening networking with local entrepreneurs last fall. Twenty-five students spoke with representatives and founders of 14 companies, taking the first step in lining up a summer internship at the inaugural Entrepreneurship Meet & Greet. Last summer, Marita Greenidge '09 SB, Collin Krehbiel '09 SB, Asmaa Parkar '09 SB, and Larissa Sokoloff '09 SB took part in 10-week entrepreneurship internships. The program is supported by Mark Ain '67 SB, founder of Kronos Inc.

SEND US NEWS BRIEFS Please submit your University-related entrepreneurship news and your contact information to Innovations at 1-211 Carol Simon Hall, P.O. Box 270360, Rochester, NY 14627-0360 or e-mail cfe@rochester.edu.

1971 Jenny Servo ('80, M.S.E. and '82, Ph.D.), founder of Dawnbreaker Inc., said the company was ranked No. 43 in the Rochester Top 100, which annually recognizes the fastest-growing privately held companies in a nine-county region. Dawnbreaker helps small, advanced technology firms to commercialize technologies developed with Small Business Innovation Research (SBIR) funding.

1976 Michael E. Jones, CEO and cofounder of Brighton, N.Y.-based Clover Capital Management, announced that Pittsburgh-based Federated Investors Inc., one of the nation's largest investment managers, acquired Clover Capital at the close of the fourth quarter of 2008. Jones will remain chief investment officer of Federated Clover Investment Advisors.

1979 Tina Seelig, executive director of the Stanford Technology Ventures Program at Stanford University, and her colleague Tom Byers, received the National Academy of Engineering's prestigious Bernard M. Gordon Prize for Innovation in Engineering and Technology Education.

1985 Jeff Beal (ESM) composed the soundtrack of actor-director Ed Harris's new Western, *Appaloosa*. The film also stars Jeremy Irons and Renée Zellweger.

1986 Don Golini (EAS), president of QED Technologies, was recently featured in the *Democrat and Chronicle*. QED, a manufacturer of equipment for the precise polishing and laser measuring of lenses, has increased its workforce by more than 20 percent in the past year; it now employs approximately 60 people.

1987 Alexandra Kelly (SB), managing director of London-based Powerchex, said the company won Business of the Year at the 2008 Thames Gateway Business Awards. Powerchex was also recognized in the Innovation category.

1989 Linda Smith (EAS), founder of Mass.-based Peloton Diagnostics Corp. and Ceres, has been selected as one of five women entrepreneurs to participate in the inauguration of the Ernst & Young Strategic Growth Forum.

2005 Lisa Prefontaine (WE) has been named program director of Horizon Health Services' Boulevard Counseling Center in Tonawanda, N.Y.

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- College of Arts and Sciences
- Eastman School of Music
- School of Engineering and Applied Sciences
- School of Medicine and Dentistry
- School of Nursing Center for Nursing Entrepreneurship
- Simon Graduate School of Business Administration
- Warner Graduate School of Education and Human Development

Are you an entrepreneur?

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Key to School Abbreviations

ESM	Eastman School of Music
EAS	School of Engineering and Applied Sciences
MD	School of Medicine and Dentistry
SON	School of Nursing
SB	Simon Graduate School of Business
WE	Warner Graduate School of Education

SEND US CLASS NOTES If you have an announcement you'd like to share with your fellow alumni, please submit your professional news to Innovations at 1-211 Carol Simon Hall, P.O. Box 270360, Rochester, NY 14627-0360 or e-mail cfe@rochester.edu.

History

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Kauffman Foundation in 2003. It ensured more robust offerings in entrepreneurship, boosting programs already in place and creating new ones.

The relationship between Kauffman and the University dates back to 1998 when Jim Doyle secured a grant from the foundation to start an entrepreneur internship program. Doyle began teaching at the Simon School in 1993 with a course on developing a business plan. Sensing a need, he offered a second course for determining the viability of a business opportunity.

Today Doyle works with students who are placed in startups through the school's internship program. What makes the program unique, he says, "is the pioneering work we did. I was not aware of anyone else doing this in the country at that time. I think we've been innovative in our thinking."

For roughly 15 years, the Eastman School's entrepreneurship focus has been an acknowledged leader among music educators.

"Eastman is right at the forefront—I hate to brag, but it's true. It's what we do," says Ramon Ricker, senior associate dean and director of the Institute for Music Leadership (IML), the first center of its kind.

Through IML, the school recently brought together educators and students from 30 music schools for a workshop to explore the role of entrepreneurial thinking in their field.

The Eastman School has taught the business side of music for nearly 40 years, beginning with Professor Rayburn Wright's Business of Music class in 1970. Originally intended for jazz majors, the course was heavy on copyright law. When Ricker began teaching the class in 1990, he broadened its focus to include issues of interest to all musicians, such as taxes, grants, and product feasibility.

The School soon will launch the Center for Music Innovation. It will help students put their ideas into action with a project incubator, an entrepreneurship club, business mentors, and a certificate program.

"We're not trying to turn out musical entrepreneurs," Ricker says. "What we are trying to do is help musicians who are really strong players and have an interest in scholarship—give them some entrepreneurial skills so they can realize their dream in music."

Written by Sally Parker of the Rochester Business Journal, this is the first of a two-part series on the University's entrepreneurial history. Next issue: the Warner School and School of Nursing.

CALENDAR

Entrepreneurship Events for Spring 2009

TUESDAY, MARCH 3

Women in Finance Panel*: Susan Gardner '91 SB, Nancy O'Brien, and Lori VanDusen; 4:30–5:30 p.m.; Schlegel 207; Presented by the Simon Graduate School of Business

WEDNESDAY, MARCH 4

Entrepreneurship Research Faculty

Panel*: David Primo, Professor of Political Science; Daniel Reichman, Professor of Anthropology; Lawrence Rothenberg, Corrigan-Minehan Professor of Political Science; 10–11:30 a.m.; Schlegel Hall, Eisenberg Rotunda

Kalmbach Lecture Series*: Mike Schwabl, President, Dixon Schwabl Advertising; 12:40–1:20 p.m.; Schlegel 407

FRIDAY, MARCH 6

Urban Fellows Applications Due*

THURSDAY, MARCH 12

F.I.R.E. Lecture Series XXXVIII*: "Success at the Patent Office"; Carissa Childs and Ted Merkel, Nixon Peabody; 9–10 a.m.; Louise Slaughter Conference Room (B CC 1-9555)

FRIDAY, MARCH 13

Rochester Youth Year Applications Due*: (Visit youthyear.org)

TUESDAY, MARCH 17

Center for Entrepreneurship Lecture

Series: "What I Wish I Knew When I Was 20"; Tina Seelig, Executive Director, Stanford Technology Ventures Program and Professor, Stanford University; 4:30–6:30 p.m.; Gleason 318/418

WEDNESDAY, MARCH 18

Center for Entrepreneurship

Faculty Seminar: "Creativity and Innovation"; Tina Seelig, Stanford University; 9–11:30 a.m.; Alumni and Advancement Center, Board Room

THURSDAY, MARCH 19

Kauffman Entrepreneurial Year (KEY)

Applications Due*: 5 p.m.; Lattimore 312

FRIDAY, MARCH 27

ArtAwake*: Art and Music Festival; 5 p.m.–2:30 a.m.; Former Valeo Plant, 1547 Lyell Avenue, Rochester; (Visit artawake.org)

WEDNESDAY, APRIL 1

Sands Leadership Lecture*: Bob Eckert, CEO & Chairman of the Board, Mattel Corp.; 12:40–1:20 p.m.; Schlegel 207; Presented by the Simon School

THURSDAY, APRIL 2

Mark Ain Business Model Workshop 3: "Financials, Cash Flow, Balance Sheets"; Gina Mangiamiele, Assistant Director of Education and Counseling, Simon School; 4:30–5:45 p.m.; Schlegel 207

MONDAY, APRIL 6

Kalmbach Lecture Series*: Steve Brigham '99 SB, CIO & VP, Brookstone Inc.; 4:30–5:30 p.m.; Schlegel 207

THURSDAY, APRIL 9

F.I.R.E. Lecture Series XXXIX*: Michael Greenbaum, Blank Rome LLC; 9–10 a.m.; Louise Slaughter Conference Room (B CC 1-9555)

Farash Lecture Series*: Barbara Neumann '81 SB, Advisory Software Engineer for the Systems Technology Group, IBM; 12:40–1:20 p.m.; Schlegel 207

MONDAY, APRIL 20

Charles and Janet Forbes Entrepreneurial Competition Entries Due*

MONDAY, APRIL 27

Mark Ain Business Model Competition Entries Due: 4 p.m.; Center for Entrepreneurship, 1-211 Carol Simon Hall

FRIDAY, MAY 1

Charles and Janet Forbes Entrepreneurial Competition*: 1–4 p.m.; Dewey 2-110D

MONDAY, MAY 11

BME Senior Design Poster Session*

Kalmbach Lecture Series: Kevin Clark, Program Director of Brand & Values, IBM; 4:30–5:30 p.m.; Schlegel 207

TUESDAY, MAY 12

Kalmbach Lecture Series*: David Koretz, President & CEO, BlueTie Inc.; 4:30–5:30 p.m.; Schlegel 102

WEDNESDAY, MAY 13

Mark Ain Business Model Competition Final Judging: 4–5:30 p.m.; Schlegel Hall, Eisenberg Rotunda

THURSDAY, MAY 14

F.I.R.E. Lecture Series XXXX*: "The ABCs of Starting a Company"; Dan Kinel, Harter Secrest & Emery LLP; 9–10 a.m.; LeChase Assembly Hall (G-9576)

FRIDAY, MAY 15

Rochester Regional Business Plan Competition*: (Visit htr.org)

* Check online at rochester.edu/entrepreneurship/events for the latest information.

Center for Entrepreneurship

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Change Service Requested**SPOTLIGHT**

ArtAwake connects students to city, each other

Laney Widener '09, co-president of the student organization Grassroots, jumped at the chance to get involved with the second annual ArtAwake music and arts festival.

"As soon as I heard ArtAwake was looking for someone to spearhead the catering—specifically local and sustainable foods—I really wanted to help," she says.

Teaming up with fellow Grassroots club member Liesel Schwarz '11, the pair has reached out to such local chefs as Art Rogers, owner of Lento, and Peg Fink-Gefell of Savory Thyme Catering. Rogers prides himself in serving seasonal, fresh, and organic cuisine. Savory Thyme, which offers healthful international dishes, is also committed to supporting local growers.

"This year, we're aiming to increase the quality of the event," says the festival's founder, Carlin Gettliffe '09. "So we searched for student groups whose missions aligned with ArtAwake's."

The idea behind ArtAwake was conceived in early 2007 by the founders of the Urban Exploring Club. After discovering many of Rochester's abandoned and underused buildings, they thought others in the University community and the city should experience these unique spaces.

"The club decided to hold a public event in an underused building," says Gettliffe. "We figured music and art appeal to pretty much everyone."

Although ArtAwake falls under the umbrella of the Urban Exploring Club, more than 10 other student organizations cosponsor the event. Financial contributions range from \$50 to \$2,000, and many students choose to volunteer their time to organize the festival. Gettliffe has solicited the



PHOTO COURTESY OF ZACH KOZICK

Walri, (from left to right) Christopher Coon '06, Dave Goebel '08 ESM, Amos Rosenstein '07, and Geoff Saunders '09 ESM, was one of 13 bands to play at ArtAwake last March.

help of 25 students who work in four areas: art, music, marketing, and logistics.

"We're making an effort to involve lots of underclassmen this year," says Zach Kozick '08, art director for the festival, who is also focusing on ways to sustain ArtAwake.

Kozick is taking a fifth and last year at Rochester through the Kauffman Entrepreneurial Year (KEY) program. ArtAwake is part of his KEY project, Bridging the Gap: Connecting University Students with Their Surrounding Community.

"Carlin and I want to be sure that this event lives on after we're gone," he says.

This year an ArtAwake archivist is documenting the planning process by filming interviews

with the student volunteers, and will tape the 2009 festival from 5 p.m. to 2:30 a.m. on March 27. Gettliffe and Kozick have also worked with two student Web designers, Jeffrey Levy '08 and Andrew Slominski '09, to launch artawake.org. The Web site provides background on the event, calling it a "living, evolving, dynamic project." Also online, anyone interested can request to volunteer, submit artwork, or nominate a band.

In its first year, 1,500 people experienced ArtAwake, about half of which were University students. Kozick hopes to grow attendance in 2009 but notes it's not all about the numbers.

"Our biggest goal is to show what widespread collaboration can accomplish," he says.