

ENTREPRENEUR 4

BUZZ LAB

FOUR SATURDAYS
FOR A BETTER BUSINESS

Ain Center for Entrepreneurship



WHAT IS THE BUZZ LAB?

Small Business Bootcamp

THE UNIVERSITY OF ROCHESTER AIN CENTER FOR ENTREPRENEURSHIP HAS LAUNCHED A **NEW BOOT CAMP PROGRAM FOR POTENTIAL BUSINESS OWNERS AND SMALL BUSINESS OWNERS** IN THE GREATER ROCHESTER AREA: **BUZZ LAB: FOUR SATURDAYS FOR A BETTER BUSINESS**. THIS PROGRAM IS SUPPORTED BY A GRANT FROM THE ECONOMIC DEVELOPMENT ADMINISTRATION OF THE U.S. DEPARTMENT OF COMMERCE.

- **\$400 COURSE VALUE WITH FULL-TUITION SCHOLARSHIPS***
- **RECEIVE A CERTIFICATE FROM THE UNIVERSITY UPON COMPLETION**
- **LUNCH PROVIDED**
- **OPPORTUNITY TO WORK WITH SIMON BUSINESS SCHOOL STUDENTS**
- **BUILD YOUR ENTREPRENEURIAL TALENTS**
- **DEVELOP YOUR MANAGEMENT SKILLS**
- **SELF-DISCOVERY**
- **LEARN WHAT GOES INTO AN ACTIONABLE BUSINESS PLAN**
- **OBTAIN EXPERT ADVICE ON HUMAN RESOURCES, FINANCE AND LAW**
- **LEARN KEY MARKETING STRATEGIES & HOW TO BUILD YOUR BRAND**
- **DISCOVER A SUPPORTIVE NETWORK**

THE COURSE WILL RUN FROM **10 AM TO 3 PM ON FOUR SATURDAYS IN FEBRUARY AND MARCH**. EACH SESSION WILL CONSIST OF **THREE HOURS OF LECTURE AND INTERACTIVE ACTIVITIES FROM EXPERT INSTRUCTORS**. THERE WILL ALSO BE **ONE HOUR FOR LUNCH AND NETWORKING AND ONE HOUR HIGHLIGHTING A LOCAL RESOURCE OR A LOCAL SUCCESSFUL SMALL BUSINESS OWNER**.

* THROUGH THE ECONOMIC DEVELOPMENT ADMINISTRATION GRANT PROGRAM, UNIVERSITY CENTER SCHOLARSHIPS ARE PROVIDED TO ALL WHO REGISTER AND THE FEE FOR PARTICIPANTS FOR ALL FOUR SESSIONS IS ONLY \$25.



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BUZZ LAB SCHEDULE

Saturdays: 10 am – 3 pm on the University of Rochester River Campus

FEB. 9: INNOVATION AND STRATEGIES FOR GROWTH

GOERGEN HALL, ROOM 108

MANAGEMENT OF IDEAS

BUSINESS MANAGEMENT / BOOTSTRAPPING / MANAGING EMPLOYEES

FUNDING SOURCES

FEB. 16: RUNNING YOUR BUSINESS

GOERGEN HALL, ROOM 108

IDEA FILTERING AND RENDERING

HIRING / HR / INTERVIEWING

PAYROLL

FEB. 23: IDEA VALIDATION AND MARKETING

WILMOT HALL, ROOM 116

IDEA VALIDATION AND FRIENDLY INPUT

MARKETING / ONLINE PRESENCE / PACKAGE DESIGN

MAR. 2: PRICING AND SPECIALTY TOPICS AS BREAKOUT SESSIONS

GOERGEN HALL, ROOM 108

PRICING

BREAKOUT SESSIONS:

STOREFRONT CONSIDERATIONS / SPECIALTY RETAIL

BUSINESS STRUCTURE / LEGAL ENTITIES / TAX LAW

SOCIAL MEDIA

FORMAT:

10 - NOON: LECTURES / INTERACTIVE ACTIVITIES

NOON - 1 PM: LUNCH BREAK AND NETWORKING

1 - 2 PM: LECTURE / INTERACTIVE ACTIVITY

2 - 3 PM: LECTURE / INTERACTIVE ACTIVITY



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BUZZ LAB INSTRUCTORS

Get to know the experts

AMANDA ALTMAN, A3 DESIGN
AGENCY PRINCIPAL

LIBBY BAKKEN, SIMON BUSINESS SCHOOL
ASSISTANT DIRECTOR, CAREER MANAGEMENT CENTER

RICHARD CARDOT, UNIVERSITY OF ROCHESTER
FACULTY DIRECTOR, BARRY FLORESCUE UNDERGRADUATE BUSINESS PROGRAM

KELLEY CARSON, COMPLETE PAYROLL
CORPORATE TRAINER & ACA SUBJECT MATTER EXPERT

DIANA CLARKSON, HARTER SECREST & EMERY LLP
SENIOR ASSOCIATE

REBECCA CROCKER, UNIVERSITY OF ROCHESTER
CREATIVE MARKETING PROGRAM MANAGER

AUSTIN FISH, COMPLETE PAYROLL
CEO

SANDY GRUNZWEIG, MARILLA COUNTRY STORE
OWNER & PRINCIPAL

JAN PISANCZYN, NY STATE SMALL BUSINESS DEVELOPMENT CENTER
REGIONAL DIRECTOR

BOB TOBIN, SIMON BUSINESS SCHOOL
LECTURER IN ENTREPRENEURSHIP (RETIRED)

MARK WILSON, SIMON BUSINESS SCHOOL
LECTURER IN ENTREPRENEURSHIP



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WHO SHOULD ATTEND?

Residents of Rochester and Surrounding Counties

INDIVIDUALS WITH AN IDEA FOR A VENTURE THEY WOULD LIKE TO START, THOSE WHO HAVE STARTED A VENTURE AND ARE IN THE EARLY STAGES, AND PEOPLE WHO ARE CURIOUS ABOUT THE ENTREPRENEURIAL WAY OF LIFE.



TRANSPORTATION & PARKING

PARKING ON CAMPUS - FREE & OPEN

RTS BUS LINE - CITY OF ROCHESTER TO RIVER CAMPUS



REGISTER NOW - LIMITED SPOTS

University of Rochester certificate awarded upon completion

\$400 COURSE VALUE WITH FULL-TUITION SCHOLARSHIPS*

* THROUGH THE ECONOMIC DEVELOPMENT ADMINISTRATION GRANT PROGRAM, UNIVERSITY CENTER SCHOLARSHIPS ARE PROVIDED TO ALL WHO REGISTER AND THE FEE FOR PARTICIPANTS FOR ALL FOUR SESSIONS IS ONLY \$25. PAYMENT CAN BE MADE AT THE FIRST SESSION IN THE FORM OF CASH OR CHECK. WE CANNOT PROCESS CREDIT OR DEBIT CARDS.

FOR MORE INFORMATION OR TO REGISTER ONLINE, VISIT:

<http://bit.ly/ur-buzzlab2019>

PAPER REGISTRATION FORM AND INSTRUCTIONS
AVAILABLE ON THE FOLLOWING PAGE



Registrant Information

Full Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Address Type: Home Business Phone: _____ Phone Type: Cell Home Business

Email Address: _____

Dietary Restrictions (please list): _____

If you are coming from Genesee, Wyoming or Livingston Counties, are you interested in shuttle transportation?: Yes No

Business / Idea Information

Do you currently own a business?: Yes No Do you have and idea for a new business?: Yes No

Briefly describe the business or idea: _____

How many years has your company been in business?: _____

How many people does your company employ?: _____

Scholarships

This course is valued at \$400. Through the Economic Development Administration grant program, University Center Scholarships are provided to all who register and the fee for participants for all four sessions is only \$25. Payment can be made at the first session in the form of cash or check. We cannot process credit or debit cards.

Signature: _____ Date: _____



SEND COMPLETED REGISTRATIONS BY FEB. 6

MAIL COMPLETED FORMS TO:

UNIVERSITY OF ROCHESTER AIN CENTER FOR ENTREPRENEURSHIP

ATTN: BUZZ LAB

1-211 CAROL SIMON HALL

P.O. BOX 270360

ROCHESTER, NY 14627-0360

FAX COMPLETED FORMS TO: (585) 276-2357

EMAIL COMPLETED FORMS TO: AINCFE@ROCHESTER.EDU

