

Alfred University sponsors Urban Enterprise Forum in Rochester

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ALFRED Alfred University's Center for Family Business and Entrepreneurial Leadership is a sponsor of a forum in Rochester focusing on how entrepreneurs can grow and prosper in today's business world. The Urban Enterprise Forum will be held Thursday, April 19, from 8:30 a.m. to 12:30 p.m. at One HSBC Plaza, Chestnut Street, Rochester. The half-day conference will include an opening session, a series of workshops, and a luncheon and keynote address. Alfred is co-sponsoring the forum with the South Wedge Planning Committee, a group dedicated to revitalizing the South Wedge neighborhood in Rochester. David Pistrui, director of the AU Center for Family Business and Entrepreneurial Leadership and professor in the University's College of Business, is coordinating the event. The opening session, from 8:30 to 9 a.m., will include a panel discussion with Rochester Mayor William Johnson and members of the Rochester Enterprise Titans. The Rochester Enterprise Titans are a group consisting of African-American business owners and community leaders in the Greater Rochester area. A partnership between this organization and the Alfred University Center for Family Business and Entrepreneurial Leadership aims to develop community driven plans to assist entrepreneurs and spur economic development. AU business students are actively involved with the Enterprise Titans in field research and internships. Following the opening session, a series of workshops designed to address issues facing business owners will be held. The workshops are as follows: Finance: presented by Robert Boyd of HSBC. Marketing: presented by Robert Gerace of Paychex. Small Business on the Web: presented by Jeff Bloom of Web Factor-B. The workshops will be presented during two concurrent sessions - from 9:15 to 10:15 a.m. and 10:30 to 11:30 a.m. -- allowing participants to attend at least two. After the workshops have concluded, there will be a luncheon and the keynote address from Dr. Katherine Keough, president of St. John Fisher College. Cost for attending the program is \$25. To register, call 716-256-1740.