



one voice to represent continued entrepreneurial growth in WNY



Special thanks to our sponsors:



Holiday Valley, Yodler Lodge The lush green hills provide a perfect backdrop for an afternoon of learning, networking, and sharing business ideas.

The Signature Event
Entrepalooza '07

Thursday, June 14, 2007
Holiday Valley Resort & Conference Center
Ellicottville, New York

The third annual Entrepalooza promises to be the Signature event of the year.

Attracting business owners and executives committed to innovative strategies and lifelong learning, Entrepalooza 2007 is designed to help you take your company to the next level.

This full day festival will host more than 300 movers and shakers from the Western New York region. From small and mid-size companies to large corporate centers, this event offers high performance networking opportunities in a unique learning environment.

1. What's New

The most important part of this event is ensuring that it brings unprecedented value to our members and guests. So, following last year's event, the BNSME and CELAA board members reviewed your feedback.

We asked questions about speakers, venue, date/time preferences and additional activities. We learned some things should remain the same while other things could change. So here's what Entrepalooza 2007 offers.

First, we looked at venues. Everyone agreed that despite the distance, Holiday Valley is a great place to spend the day. Moving this event to a city hotel or convention center was reviewed, and we found every other organization in WNY making those same plans. So, do we want to be a "me too" event, or do we believe our members are looking for something different.

We opted for different and we hope you'll agree – it takes a day away from the office to make us work on our business, not just in our business!

We've made changes to the format that will help you take less time away from the office or take advantage of the many amenities in Ellicottville.

2. First We Work

The day begins at noon with our very special luncheon keynote speaker, Terry Bowden, five-time College Coach of the Year, sharing his unique leadership perspective. The Main Event starts just after lunch. Alan Weiss, Ph.D., consultant to Fortune 500 companies, author of 25 books and more than 500 articles, adjunct professor, and a

worldwide expert in executive education, is a force of nature. He is dynamic, profound, and funny!

3. Then We Play

For attendees that plan to stay the night and start their weekend early, we will have special room rates available at Holiday Valley Resort and Conference Center. We'll be making arrangements for later Thursday evening for wine tasting, beer sampling, and dinner reservations at some of the best eateries in town. And you won't want to miss the Hospitality Suite for the late night crowd.

We hope you'll take some "me" time on Friday...Holiday Valley is saving some special tee times so call early. E-ville also offers horseback riding, shopping sprees, or quiet time to relax!

Registration:	11:00 AM
Luncheon:	12:00 PM – 1:00 PM
Keynote Speaker:	12:15 PM – 1:00 PM
Main Event:	1:15 PM – 4:15 PM
Cocktail Party:	4:30 PM – 6:30 PM

Ticket Prices		
Purchased by 3.15.07	Per Person	Table of 8
Member	\$75	\$600
Non-Member	\$100	\$800
Purchased after 3.16.07		
Member	\$100	\$700
Non-Member	\$125	\$900

▶ Register today at www.cel-aa.org



Letter from the Chair

As we exhale from the exhausting schedules of the holidays, it's time to reflect on where CELAA has been since the fall newsletter.

Due to the incredible support of CEL Alumni, the Welcome Reception for the 2007 CEL Core class was a big success. Candidates experienced firsthand the size and value of the network of CEL graduates.

Our continuing effort to be a powerful voice of small business in WNY, the Panel Discussion with Congressman Brian Higgins, Ken Vetter and Bill O'Laughlin proved we will Speak Out when it counts. The exit surveys from the November 28th event showed just how important Brian Higgins can be for WNY.

A Business Survey was e-mailed in early December to all CEL grads asking about programs, benefits, and topical information you want from CELAA. The Board will tally the results and share ideas and plans for the future. We continue to work on our website, making it an even better resource and communication tool for CELAA members.

As usual, the CELAA Holiday Party was well attended and a big hit. Great food and drink, good company, fine entertainment, and a few decorations compliments of Salvatore's made for a wonderful time.

I want to extend my gratitude to the CELAA Board and all of our members for the tremendous support you provide to CEL by being active members. CEL and by extension CELAA would not be possible without your experience and expertise, stewardship of time, and financial support through membership dues. Thank you!

Best regards,

David A. Cervi, CEL '02
Vice President
Personal Touch Food Service, Inc.

Luncheon Keynote Speaker...

Terry Bowden

Terry Bowden, renowned as one of the brightest young minds in college football, is more than another motivational speaker – he's a leader that knows how to win!

Bowden's biggest accomplishments came while manning the sidelines at Auburn University from 1993 until 1998. Bowden led the Tigers to an astounding 47-16-1 mark, as well as racking up three post-season "Bow1" appearances. In addition, Bowden became the first head coach in Division 1A history to lead his squad to an undefeated season in his first year at the school (1993). Bowden's perfect season garnered him numerous Coach of the Year awards, including the Walter Camp, Scripps Howard, Football News, Toyota and the Paul "Bear" Bryant award presented by the Football Writers Association.

So, what can Terry share with a group of business owners



Main Event Speaker...

Alan Weiss, Ph.D.

Alan Weiss will bring his unique insights to Western New York and share his experience helping companies master change in a world that will never be the same. From "Raising the Bar" with continuous improvement through insights to why "Good Enough" isn't

enough, Alan's passion and humor ensure an invigorating afternoon.

Alan Weiss is a contrarian – critics and colleagues agree. He challenges traditional business thought and practice in a way that forces business leaders to face reality. He attacks the "good enough" shrug that drives once great companies into the inevitable trip into mediocrity, creating a sluggish, reactive company on a slow downward spiral to oblivion. Alan draws on his broad consulting experience for real-world examples of the right and wrong way to travel the most challenging path – the one that leads to greatness.

Alan's presentation doesn't just address the right and wrong practices, like so many consultants. He demonstrates how to make continuous improvement a way of life. He brings keen insight to raising the bar within your organization and your personal life. How to anticipate, recognize and exploit opportunity, on a small and grand scale, starts by hearing the sound of opportunity knocking. By the time Alan leaves the room the sound will be deafening.

Alan Weiss is one of those rare people who can say he is a consultant, speaker and author and mean it. His consulting firm, Summit Consulting Group, Inc. has attracted clients such as Merck, Hewlett-Packard, GE, Mercedes-Benz, State Street Corporation, Times Mirror Group, The Federal Reserve, The New York Times, and over 400 other leading organizations.

His prolific publishing includes over 500 articles and 25 books, including his best-sellers, *Million Dollar Consulting: Making it Work*, *Turning Strategy into Action*; *"Good Enough" isn't enough*, *Nine Challenges for Companies that Choose to be Great*; *Raising the Bar*, *Continuous Improvement as a Way of Life*. His books have been on the curricula at Villanova, Temple University, and the Wharton School of Business.

Insights from Alan's new book, *Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence and Business Impact*, will help you take your seat at the head of the marketing management table where you can make a real difference in your organization.

and managers? He'll fire you up to a winning frenzy, where he'll inspire you to attain a whole new leadership role to take your team to an undefeated season. Along the way, his stories are filled with laughter and lessons that are just plain fascinating.

Terry will join us for our evening cocktail party, so bring your autograph books (for the kids, of course), and plan to stay the night!

Letter from the Executive Director

The CEL Alumni Association's continued support of The UB School of Management Center for Entrepreneurial Leadership has helped make many of this year's programs even more successful.

The 39 candidates in the CEL-CORE class of 2007 are making making great progress, nearly half-way through this year's clinics and all have survived. The nine Advanced CEL participants, are breaking new ground as we continue to re-structure this powerful program. We have already received applications for both the CORE and the Advanced Programs 2008 graduating classes.

I hope you continue to capitalize on the Distinguished Speaker Series block discount seating afforded CELAA members through our joint membership with UBAA/SOMA. Many folks have already taken advantage of the Schussmeisters Ski Club discounts as well, with many more to enjoy this perk when winter finally gets to Western New York.

We also want to thank our Alumni members, sponsors, and friends of the CEL Minority and Women Emerging Entrepreneurs Program for your continued support.

Regards,

Althea E. Luehrsen
Executive Director
Center for Entrepreneurial Leadership



December Event...



Holiday Party



Minority and Women Emerging Entrepreneurs

Jetaun Jones, owner of BeYou Tiful, was honored as the "MWEE Business Owner of the Year" of the year at our third annual graduation dinner. Mary Powell and David Bunis were recognized as Mentors of the Year.



We had many CEL grads participate as mentors in the Minority and Women Emerging Entrepreneurs

contributing to the unequalled success of this year's graduating class.



Membership

Visit www.cel-aa.org and join the CEL Alumni Association. For only \$225 per year you become a member of CELAA, UBAA and SOMA.

www.cel-aa.org

Winterfest 2007

CELAA Ski Day and Snow Shoe Event

Friday, January 19th
Holimont, Ellicottville, NY

- Meet at the Main Lodge from 9-10am for discounted tickets.
- Tickets are available at the ticket counter for full price.
 - Ski rental and lessons available at Holimont.
 - Skiers and non-skiers welcome - play all day!
- 12:30 Chile and soft drinks available at the Main Lodge
- 6 pm: Après ski party at the Berghash chalet on Springs Road
Chalet # 699-5482

Calendar of Events

**Winterfest 2007
Ski and Snow Shoe Party** ■ April 24th
Holimont Ski Resort

CELAA-brations ■ May 24th
Location - TBD

Golf Outing ■ TBD
Date and Location - TBD

Entrepalooza 2007 ■ June 14, 2007
Holiday Valley, Ellicottville, NY

Annual Party ■ May / June 2007

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Some things change while others remain the same -
stay tuned for news about Entrepalooza 2007!