



one voice to represent continued entrepreneurial growth in WNY

Reaching Out – What's in it for me?

On December 4th the CELAA hosted a Business Community Outreach program asking the question, CELAA – what's in it for me, what's in it for the community? The energetic discussion that ensued will help our organization focus on the initiatives most relevant to CEL graduates.

The core mission remains the same. Some innovative methods we can employ to achieve these objectives:

- Education** - invite CEL alumni to share experience, knowledge, and expertise
- build on UB's continuing education series
- Networking** - provide a Resource Directory on the website as downloadable pdf file
- develop a CELAA blog interface
- Mentoring** - develop a formal post graduate mentoring "clearing house" database searchable by expertise
- include mentoring resources for all of The Center's programs (MWEE/Panasci/ High School Initiatives)
- Advocacy** - become a forum for business advocacy by polling our membership and reporting findings to relevant leaders and organizations
- work with other business development groups to maximize WNY resources (WTCBN / BNP)



Education – Networking – Mentoring – Business Advocacy

To read about more of the suggestions and insights resulting from this meeting visit www.cel-aa.org and click on Reaching Out.

Reaching Out –

What's in it for the community?

So what is this UB 2020 all about? And why should CEL graduates really care? Simply, it is the most ambitious transformation at UB since the campus joined the SUNY system in 1962 and promises to be the catalyst for growth in New York State.

President John Simpson and his colleagues have generated considerable excitement in the WNY community with the recent introduction of the UB 2020 Strategic Plan. By the year 2020, UB is planning on increasing its total economic impact 42% to \$2.6 billion and regional jobs 41% to 19,780.

Thousands of jobs will be created as a result of the UB 2020 growth plan. This path to prominence will bring an additional 750 faculty, 10,000 students, and 600 staff to the university. In the process, the added faculty will bring families to the region that purchase homes and goods, attend local schools, pay taxes and lend their creative and intellectual talents to enrich the area.

To fully realize this vision, UB will forge partnerships with New York State, SUNY, the Buffalo/Niagara community, alumni, donors, and friends. The rewards for our entire business community are monumental – substantial job

growth in the region, a better-trained workforce, expansion of commercialization efforts, and the revitalization of our urban core.

"UB will become an economic engine for Buffalo and a flagship institution for a world-class, public university system" Governor Spitzer said in his State of the State address.

UB and CELAA – A Rising Tide!

Join your fellow CEL graduate as Marsha Henderson, Vice President for External Affairs, shares this exciting initiative first hand – Tuesday, March 11, 2008, 8:00am – 10:00am, at the Buffalo Club. We are a group with considerable influence in the business community, as well as members of UBAA and SOMAA, so let's take the CELAA and UB relationship and drive change in our business community.

UB2020 A collaborative future in progress.

Register at www.cel-aa.org or call Pat Milbrand at 885-5715

* Program presented by the CELAA Community Outreach committee.



Letter from the Chair

Welcome to 2008! I hope that you and your families had a safe and enjoyable holiday season and your businesses prospered over the past year. Many of us are often anxious as the New Year begins and we look ahead to an uncertain future. Will the economy remain strong? What new challenges will my business face and in what ways will my leadership skills be tested?

During our recent community outreach event you identified initiatives that you believe will enhance your ability to lead and grow your business. You spoke and we listened. We are working hard to organize several upcoming events that we hope will better prepare you for the challenges that lie ahead. Please recognize that your Board of Directors are serving as volunteers and are contributing their time to develop, organize and conduct educational and networking events that are intended to add value to your CELAA membership. New events are being introduced this year that have not been held before. There are always unforeseen challenges with any new undertaking. We ask for your patience and support as we strive to offer you more for your hard earned membership dollar.

On behalf of your Board of Directors, I wish to extend our best wishes for a prosperous New Year.

Gary Rogers, CEL '04
President
Hughes HiTech

Entrepalooza '08

The Signature Event Wednesday – June 11, 2008
Holiday Valley, Ellicottville, NY

Main Event: Seth Godin

Seth Godin is the author of 9 books that have been worldwide bestsellers and have been translated into more than 20 languages: Permission Marketing, a New York Times bestseller, Unleashing the Ideavirus, the most popular eBook, and Purple Cow, the bestselling marketing book of the decade.

In addition to his writing and speaking, Seth is founder of squidoo.com, a fast growing, easy to use website.

Find out why American Way Magazine called **Seth Godin**, "America's Greatest Marketer."

- writes the most popular marketing blog in the world
- speaks on marketing, new media and what's next
- grew up in Buffalo

This year's event will host more than 300 movers and shakers from the WNY region. This event offers high performance networking opportunities in a unique learning environment.

Ask The Expert

You spoke and we are listening. One of the most prominent requests made of the CEL Alumni Association is access to information from our own core of experts in a variety of disciplines. To help share this knowledge, the CEL Alumni Association is organizing an "Ask the Expert" educational session for the morning of **Thursday, February 28, 2008** at the JEDC from 8:00am – 11:00am.

The program format features an "expert" host at each table making a brief presentation on a relevant topic, followed by questions from the attendees sitting at their table. Attendees will pre-register for the presentations that would be of the most interest or benefit to their specific needs.

The topics can come from a variety of different disciplines, including:

- Accounting/Finance
- Advertising/Public Relations/Websites
- Sales/Marketing/CRM
- Legal/International Trade/Transportation
- Insurance/Financial Planning/Investments
- IT/Computers/Telecommunications
- Human Resources/Benefit Plans
- Strategic Business Planning/Succession Planning
- Leadership Development

CEL graduates represent a significant "brain-trust" and we have proven we are willing to share our experience, knowledge and expertise with our fellow grads. Sign-up for this new and interesting way to learn more about each other while we learn better ways to work on our business.

Ticket Prices

Purchased by 4.15.08	Per Person	Table of 8
Member	\$89	\$599
Non-Member	\$119	\$799
Purchased after 4.16.08	Per Person	Table of 8
Member	\$119	\$799
Non-Member	\$149	\$999

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Letter from the Executive Director



As a member of the Community Outreach Panel at the December event I shared The Center's big picture with members of the CEL Alumni Association. If you missed the event here's the short version...

The Center for Entrepreneurial Leadership, formed in 1987, fosters economic growth within WNY with programs providing development and experiential learning. The Center graduated and has relationships with nearly 1000 business owners and leaders and is an important link between the business community and the University.

Working with businesses from start-ups to multi-generational companies, we also provide resources for Women, Minorities, University and high school students and not-for-profits.

Today, the key programs managed and presented by The Center are – CORE Program – Allstate Minority/Women Emerging Entrepreneurs (MWEE) – Advanced CEL – Panasci Student Technology Entrepreneur Competition. There are also several new high school initiatives including involvement with the Charter School for Applied Technologies and working with Buffalo Public and other area high schools to provide guest speakers, shadow days, internships and industry presentations to students. We have also begun projects with several School of Management professors in the Human Resource, Marketing and Consulting disciplines.

Finding new ways to partner with the University and the WNY business community is one of our primary goals. As entrepreneurs, we know that companies – or Center's – that don't grow and change don't survive. Thanks to the CELAA for being a part of this dynamic enterprise – we're a great team making a difference in Western New York.

Warm regards,

Althea E. Luehrsen
Executive Director
Center for Entrepreneurial Leadership

And the hits just keep coming...

April 2008

Should I stay or should I go – A Dialog with our Political Leaders
CELAA will host a reverse panel discussion where we get to tell our political leaders what they can do for us!

June 2, 2008

Summertime, and the livin' is easy – Let's hit the links!
The CELAA Golf Outing and Annual Meeting promises to be another outstanding event.

Holiday Party 2008 -
Another Great!

Not just for fun...



This year's bash raised more than \$2,500 for the Taylor Key scholarship fund, **a new record!**



Fall of 2008

Getting to know you – First Annual CELAA Trade Show
With nearly 700 graduates of the CEL CORE program since 1987 we've finally realized we really don't know ourselves very well. Plan to participate in our First Annual Trade Show and introduce yourself to like-minded business owners in our community. Exhibit space and break-out sessions are in the planning so if you have any ideas or want to learn more now contact anyone on the board and we'll listen and learn. Watch the website for more information.

For more information visit www.cel-aa.org



Entrepalooza '08

You're either a Purple Cow or you're not.
You're either remarkable or invisible.
Make your choice.

The Signature Event

Wednesday – June 11, 2008
Holiday Valley, Ellicottville, NY

Ask the Experts

**You spoke –
we're listening!**

How can we leverage the
knowledge and experience
of our fellow alumni?

Join us for our first annual
"Ask the Experts"
roundtables...
topics range from
accounting to
leadership development.

►► **Thursday, February 28, 2008**
8:00 am – 11:00 am
JEDC

Read more in this issue and
sign up today at www.cel-aa.org

Calendar of Events

Ask the Experts Jacobs Executive Development Center 672 Delaware Ave	February 28, 2008 8:00 – 11:00 am
Community Outreach – UB 2020 What's in it for the community? Buffalo Club/Millard Fillmore Room 388 Delaware Avenue	March 11 2008 8:00 am – 10:00 am
CELAA-bration Scarlet 26 Virginia Place	April 24, 2008 7:00 pm – 9:00 pm
Location - TBD	May 20, 2008
CEL Open House Jacobs Executive Development Center 672 Delaware Avenue	May 7, 2008 5:30 – 8:30 pm
Golf Outing/Annual Party Transit Valley Country Club 8920 Transit Road	June 2, 2008
CEL/ACEL Graduation Shanghai Red's	June 4, 2008
Entrepalooza Holiday Valley, Ellicottville, NY	June 11, 2008 11:00 am – 4:30 pm

Reaching Out -

What's in it for the community?

So what is this UB 2020 all about? And why should CEL graduates really care? Learn how the CELAA/UB relationship helps Raise the Bar in our community.

Marsha Henderson,
Vice President for External Affairs

Tuesday, March 11, 2008
8:00am – 10:00am

Millard Fillmore Room, Buffalo Club

Read more in this issue and sign up today at www.cel-aa.org.

Newsletter designed by:
Clarity-Connection Group Inc.

Center For Entrepreneurial Leadership

Alumni Association
672 Delaware Avenue
Buffalo, New York 14209

one voice to represent continued
entrepreneurial growth in WNY



Entrepalooza June 11, 2008 Seth Godin back to his roots...

