

## Friday, October 5, 2007

(Please be sure to check BUILDING locations of each session)

### 7:30 - 8:00 AM

B. Thomas Golisano Building  
Bldg. 70  
Atrium

### Continental Breakfast & Registration

### 8:00 - 8:15 AM

B. Thomas Golisano Building  
Bldg. 70  
Auditorium

### Welcome & Introductions

### 8:15 - 9:00 AM

B. Thomas Golisano Building  
Bldg. 70  
Auditorium

### Morning Keynote

William W. Destler, Ph. D., President, RIT

### 9:00 - 9:15

Louise M. Slaughter Building  
Bldg. 78  
2nd Floor Balcony

### Break

### 9:15 - 10:30 AM

### Concurrent Session 1

James E. Gleason Building  
Bldg. 9  
Xerox Auditorium

### Commercialization of Technology (Session 1A)

Lotfi Belkhir, CEO, Kirtas Technologies, Inc.  
Kenneth J. Reed, Vice President and Co-Founder, Cerion Energy, Inc.  
Mick Stadler, Executive Director, RIT High-Technology Incubator  
Josh Olin, Product Manager, myTimeHero.com, Student, RIT  
Mark Smith, Director of Product Development  
and Manufacturing Leadership, RIT(Moderator)

B. Thomas Golisano Building  
Bldg. 70  
Auditorium

### Starting a Business 101 (Session 1B)

Mark Wilson, Founder and CEO, Initiatives Consulting LLC  
Bruno Glavich, Founder & CEO, Applied Image Group, Director  
New Scale Technologies  
Paul Travers, President, Icuiti/Vuzix  
Jerry Mahone, Director, RIT High-Technology Incubator (Moderator)

B. Thomas Golisano Building  
Bldg. 70  
Room 2400

### Discipline Specific - Advertising (Session 1C)

Sue Barnes, Associate Professor of Communications, RIT  
Jerry Infantino, Shade Tree Greetings  
Tommy Brunett, Creative Executive Officer and Founder,  
Universal Buzz  
Ki-Young Lee, Professor of Communications, RIT

**10:30 - 10:45 AM**

Louise M. Slaughter Building  
Bldg. 78  
2nd Floor Balcony

**Break****10:45 AM - 12:00 PM****Concurrent Session 2**

Louise M. Slaughter Building  
Bldg. 78  
Room 2230-2240

**Creating a Web 2.0 or Software Business (Session 2A-1)**

David Koretz, President & CEO, Blue Tie Inc.  
Sean Colombo, Founder, Motive Force LLC.  
Vic Perotti, Associate Professor,  
Management Information Systems, RIT (Moderator)

B. Thomas Golisano Building  
Bldg. 70  
Auditorium

**Creativity in Entrepreneurship  
(Session 2A-2)**

Diane Garga, Ph.D., Senior Consultant, Idea Connection Systems  
Ann Coon, Professor of English, RIT (Moderator)

B. Thomas Golisano Building  
Bldg. 70  
Room 2400

**Marketing New Ventures  
(Session 2B)**

Carol Amos, Founder & Principal, Carole Amos & Associates  
Suzanne Clarridge, President & CEO, My Brands Inc.  
Mike Stone, President & CEO, Brand Orchard  
Frank Codella, Vice President of Sales, Synacor Inc.  
Neil Hair, Assistant Professor in Marketing, RIT

Louise M. Slaughter Building  
Bldg. 78  
Room 2170

**Discipline Specific - Photography  
(Session 2C)**

Doug Manchee, Associate Professor and Program Chair  
Richard Brainerd, Partner, Digital Lightning

**12:00 - 12:50 PM**

Louise M. Slaughter Building  
Bldg. 78  
Room 2210

**Lunch**

Boxed Lunches set up in Rm 2210

**1:00-1:45 PM**

B. Thomas Golisano Building  
Bldg. 70  
Auditorium

**Afternoon Keynote Address**

David L. Sifry, Founder & Chairman of the Board, Technorati, Inc.

**1:45 - 2:00 PM**

Louise M. Slaughter Building  
Bldg. 78  
2nd Floor Balcony

**Break**

**2:00 - 3:15 PM**

**Concurrent Session 3**

Louise M. Slaughter Building  
Bldg. 78  
Room 2230-2240

**Technology in the Digital Realm:  
the Vicarious Visions Story (Session 3A)**

Karthik Bala, CEO & Chief Creative Officer, Vicarious Visions, Inc.  
Jerry Mahone, Director, RIT High-Technology Incubator (Moderator)

B. Thomas Golisano Building  
Bldg. 70  
Auditorium

**Funding New Ventures (Session 3B)**

Judy Albers, CEO Excell Partners, Inc.  
Dave Halladay, Senior Vice President, Genesee Regional Bank  
Stu Marsh, President, Marsh Business Advisors  
Dan Tesson, Assistant Professor of Accounting, RIT (Moderator)

Louise M. Slaughter Building  
Bldg. 78  
Room 2150

**Entrepreneurship at RIT (Session 3C)**

Carl Lundgren, Professor of Manufacturing  
& Mechanical Engineering Technology, RIT  
Richard DeMartino, Associate Professor of Management, RIT

Louise M. Slaughter Building  
Bldg. 78  
Room 2170

**Discipline Specific (Session 3D)**

Jason Arena, Assistant Professor New Media Design, RIT  
President, Workinman Interactive LLC.  
David Thiel, CEO, Auragen Communications, Inc.  
Claire Kaler, President, K2 Design Inc.  
Vic Perotti, Management Information Systems, RIT (Moderator)