R·I·T | SAUNDERS College of BUSINESS

**SPEAKER SERIES 2014/2015:**
# JERRY GREENFIELD!
co-founder of Ben & Jerry's Homemade Inc.

## Saunders Speaker Series
# PARTNERSHIP OPPORTUNITIES

| *Featured Event* | *Description* | *Audience / Date* | *Past Speakers* |
|---|---|---|---|
| **Brick City Homecoming–Family Weekend** | Featuring: Jerry Greenfield, co-founder of Ben & Jerry's Homemade Inc., presented by Saunders College. | RIT students, families, alumni, faculty, staff, and general public<br><br>October 17, 2014 | Daymond John, from ABC's Shark Tank and founder of FUBU. |
| **RIT Entrepreneurs Conference** | Features national keynote speakers and entrepreneurship-related sessions. | RIT students, alumni Rochester area high school students, and general public<br><br>October 24, 2014 | Austin McChord: Founder and CEO, Datto, Inc.<br>David Kidder: Co-Founder & CEO, Clickable, Inc.<br>Kevin Surace: Chairman & CEO, Serious Materials |
| **Executive Leaders Network** | A C-list forum to facilitate networking and idea-sharing, in pursuit of advancing the economy of upstate New York. | Senior executives within the upstate (alumni and others) and western New York region.<br><br>Twice a year Luncheon | Bill McDermott: CEO, SAP<br>Sanford Weill: Former Citigroup CEO<br>Bill McNabb: Chairman and CEO, Vanguard |
| **Power Your Potential** | Women's leadership conference featuring a keynote presentation and sessions delivering innovative ideas and strategies for surpassing career and personal goals. | Women focused; RIT students, faculty, staff, alumni, and general public<br><br>March 2015<br>Half-day conference | JJ DiGeronimo, president of Purposeful Women and Tech Savvy Women.<br>Jennifer Pozner: Founder and Executive Director of Women in News and Media |

## Additional Saunders Events:
- Alumni Panel Series
- Saunders Summer Startup
- Sharpen the Saw (EMBA)
- McClure Lecture (Marketing)
- Favatas Lecture (Young Alumni)
- Beta Gamma Sigma (Honors)

## Affiliated Events:
- Imagine RIT
- IdeaLab@RIT
- Business Plan Competition
- Idea Speed Dating
- Digital Entrepreneurship
- RIT Tiger Tank

*To learn more about sponsorship opportunities,*
## CONTACT:

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## Enterprising Partnerships – From Day One!

With the vision to be the first choice for enterprising students and creative enterprises, Saunders College of Business delivers exceptional value for sponsorship partners.

A strong tradition of cooperative education and applied curriculum allows Saunders to excel at building value-added relationships with entities that place a premium on enterprising solutions. Plus Saunders multidisciplinary emphasis provides our students and partners the innovative edge of and access to the vast resources in business, technology, and design found at Rochester Institute of Technology.

### Undergraduate Majors

- Accounting
- Finance
- International Business
- Management Information Systems
- Management
- Marketing
- New Media Marketing

*+ Over 100 minors available accross all 9 RIT colleges*

### Affiliated Research Centers

- Albert J. Simone Center for Innovation & Entrepreneurship (ranked #1 in the USA)
- Center for Urban Entrepreneurship (CUE)
- Institute for Ethics and Corporate Social Responsibility
- Venture Creations Incubator (VCI)

### Masters in Business Administration (MBA)

- 4+1 MBA Program
- MBA – Full Time
- MBA – Part Time
- MBA – Accounting

### Executive MBA

- On Campus (EMBA)
- Online (OLEMBA)

### Master of Science (MS)

- Management
- Finance
- Computational Finance
- Entrepreneurship and Innovative Ventures

### Our Mission

*We elevate students to make immediate and enduring contributions to organizations and the world through career-oriented experiences and our teaching and research, which integrate business, technology, and design thinking.*

# SPONSOR SAUNDERS EVENTS and become a VALUED PARTNER TODAY!

Saunders College of Business is one of nine colleges at Rochester Institute of Technology and is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). Enrolling more than 1,000 undergraduate and graduate students, Saunders College works in partnership with RIT's entrepreneurial Venture Creations incubator and #1 ranked Albert J. Simone Center for Student Innovation and Entrepreneurship to integrate business education with RIT's world-leading technical and creative programs. Saunders College offers seven undergraduate, three MS, two Executive MBA, and five MBA programs where students gain real-world business experiences in the classroom and through co-ops.

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