

## Entrepreneurship Conference for DOC Entrepreneurs

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Learn how experienced entrepreneurs create ventures in such fields as Web 2.0, Social Networking, Video Gaming, Software, and New Media at RIT's fourth annual Entrepreneurship Conference during Brick City weekend on Friday, Oct. 5. Two DOC faculty – Dr. Sue Barnes and Dr. Ki-young Lee – are Conference participants.

This year's theme, "Entrepreneurship and Innovation in the New Economy," celebrates entrepreneurship with an emphasis on creating and growing businesses in the digital economy. The conference includes a dozen sessions/workshops and two keynote addresses.

RIT President William Destler will deliver opening remarks, focusing on his vision of RIT's role in fostering innovation and creativity. Serial Silicon Valley entrepreneur, David Sifry-founder and Chairman of the Board of Technorati, Inc.- is the afternoon keynote speaker.

Sifry is an international pioneer and expert in creating commercially successful businesses employing social networking.

The Entrepreneurship Conference offers participants a variety of networking opportunities with leading entrepreneurs and service providers. Admission is free to students, staff, and faculty. Spaces are limited; online registration is available at [www.rit.edu/entconf](http://www.rit.edu/entconf).