



**Presented by the Falcone Center for Entrepreneurship at the
Whitman School of Management, Syracuse University**

This fall, the Falcone Center for Entrepreneurship is excited to host the 2nd annual entrepreneurial event: **Youth Entrepreneurs of Syracuse (YES)**. YES is a full-day conference to teach and inspire young adults interested in entrepreneurship. We explore the unique obstacles, demands and challenges that young entrepreneurs face when creating ventures. The day combines inspirational role models, stories and advice from several local entrepreneurs who have successful ventures, and informative sessions on key facets of starting and growing ventures. Sessions and presentations will be tailored specifically for youth who are aspiring to become entrepreneurs.

Entrepreneurship is the single most important factor in a dynamic and vibrant economy. The Kauffman Center for Entrepreneurial Leadership concludes that more than 65 percent of 14- to 19-year-olds are interested in starting a business as compared with about half of the general public.

The target audience of the Youth Entrepreneurs of Syracuse program is youth in middle or high school who have a passion or an interest in entrepreneurship and starting their own business. Content throughout the day will focus on various topics that will allow the participants to not only learn about the business world, but to go beyond learning to recognize and act on their own intrinsic entrepreneurial potential. In subsequent years, we will grow this program and to continue to educate and inspire the youth of Central New York to follow and fulfill their entrepreneurial dreams! We will present them with the tools, knowledge and resources to make entrepreneurship a realistic goal for a young person.

Marketing for this conference will reach hundreds, if not thousands, of local high school and college students, and also many ambitious middle school-age youth! Our goal is to grow this program to become an annual event that reaches thousands of local youth each year. With the support of many notable young nationally-recognized and local entrepreneurs who take time out of their schedule to address the youth of Central New York and with the support of our remarkable sponsors, the YES initiative will continue to grow, educating and inspiring many young entrepreneurs across the CNY region.

The 2009 YES Conference will take place on Saturday, November 21st at the Whitman School of Management at Syracuse University and is an all-day event. YES is a program of the Falcone Center for Entrepreneurship at the Whitman School of Management. To register for this conference or for more information, please visit the website at www.YES-Syracuse.com. Questions can be directed to Lindsay Wickham by email at lwickham@syr.edu or by phone at 315-443-3550.

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Whitman School of Management • Syracuse University
www.YES-Syracuse.com