WNY Prosperity Fellowship Program Director:

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Seminar Objectives

University at Buffalo Western New York Prosperity Fellows will be introduced to opportunities & challenges in WNY through the lenses of five key issues for the region. With a foundation of the region’s key strategies to sustained economic growth, Fellows will be able to identify and articulate how they will contribute to the revitalization & sustainability of the region. Perspectives include:

- Arts/ Cultural Organization’s and Tourism’s impact on Economic Development
- Health and Life Sciences
- Government and Public Policies to Support Economic Development
- Innovation and Entrepreneurship – Established Companies Innovation Strategies | Startup Community
- Advanced Manufacturing

Student Learning Outcomes

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Measurement</th>
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<tr>
<td>Through panel presentations from business leaders with expertise in the selected</td>
<td>Classroom discussion and engagement with instructors and visiting speakers.</td>
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<td>perspective areas; Fellows will be introduced to and gain knowledge of the opportunities &amp;</td>
<td>Five instances of serious engagement with central issues. Students will complete</td>
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<td>challenges in WNY through five key issues impacting the region. Fellows will be able to</td>
<td>FourSight Creative Problem Solving Assessment.</td>
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<td>identify and articulate how they will contribute to the revitalization &amp; sustainability of</td>
<td>Students will prepare questions for the panelists based on readings selected for the</td>
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<td>the region;</td>
<td>seminar.</td>
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Students will submit a final reflective paper articulating how they might contribute to the revitalization and sustainability of WNY related to one of the themes discussed throughout the seminar.

| Students will identify their individual and team FourSight Creative Thinking Profile | Complete FourSight Creative Problem Solving Assessment and as a Team present on their experience serving as consultants to the Westminster Economic Development Initiative (WEDI)/ Foundry Entrepreneurs, specifically highlighting how they leveraged the FourSight approach to develop their recommendations. |
| Fellows will gain an understanding of the fundamentals of entrepreneurship and the landscape of resources available to support entrepreneurial endeavors in WNY. Fellows will develop business consulting skills. | Through consulting the WEDI/ The Foundry Entrepreneurs, WNY Prosperity Fellows will contribute their expertise to strengthen the WEDI/ The Foundry Entrepreneurs' business plans. |
## Calendar and Assignments

### The Fellow Experience

<table>
<thead>
<tr>
<th>Program Schedule</th>
<th>Day 1 Sunday 1/17/16 Kick-off [17 Norton]</th>
<th>Day 2 Monday 1/18/16 Arts/Cultural Organization’s &amp; Tourism impact on Economic Development Hallwalls</th>
<th>Day 3 Tuesday 1/19/16 Health &amp; Life Sciences Jacobs Institute</th>
<th>Day 4 Wednesday 1/20/16 Government and Public Policies to Support Economic Development Market Arcade</th>
<th>Day 5 Thursday 1/21/16 Advanced MFG Steel Plant Museum, part of Heritage DiscoverY Center</th>
<th>Day 6 Friday 1/22/16 Innovation &amp; Entrepreneurship M &amp;T Innovation Center &amp; DIG</th>
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<tbody>
<tr>
<td>Time</td>
<td>9:00 AM Service Experience with Peaceprints</td>
<td>9:00 AM Tour of Jacobs Institute &amp; 10:00 a.m. Seminar session</td>
<td>9:00 AM Tour with PUSH 460 Massachusetts Ave.</td>
<td>10:00 AM Discussion + Tour</td>
<td>9:00 AM Seminar session</td>
<td>Lunch</td>
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<tr>
<td>Team Building &amp; Dinner: 2:00-7:00 PM</td>
<td>1:00 – 3:15 PM FourSight Creative Problem Solving Assessment</td>
<td>1:00 - 4:00 PM Project team work sessions</td>
<td>11:00 AM Seminar session</td>
<td>1:00 - 4:00 PM Project team work sessions</td>
<td>10:00 AM Seminar Session Lunch</td>
<td>1:30-4:30 PM at DiG Team Presentations</td>
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<tr>
<td>Time</td>
<td>3:30 PM Seminar Session 6:00 PM WEDI/The Foundry representatives + Prosperity Dinner working session</td>
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<td>4:30 PM Presentation Brewing &amp; Distillery Laws followed by PFP Alumni Reception at Big Ditch Brewery</td>
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Day 1: Sunday, January 17, 2016

**Community Building**

**Meet in 17 Norton Hall**

- Team Building & program kick-off with Buffalo ComedySportz, 2:00–7:00 PM, 17 Norton Hall,

- Presentation by **Kevin and Christian Cullen**, *The Outdoor Recreation Industry as a Driver of Triple Bottom Line Development; International Case Studies and Western New York*. Kevin Cullen is a Prosperity Fellow.

- Review schedule/expectations

Day 2: Monday, January 18, 2016

**MLK Day & National Day of Service**

**Arts/ Cultural Organizations and Tourism’s impact on Economic Development**

**Meet at Peaceprints**: 660 Smith Street, Buffalo, NY 14210

- **9:00 -11:30 AM**: Service Project with Peaceprints in honor of Martin Luther King Jr. National Day of Service. Presentation by **Cindi Mceachon**, *Executive Director*, Peaceprints.

- **Noon**: Lunch, **location to be confirmed**

**Meet at Hallwalls, 341 Delaware Ave.**

- **1:00 – 3:15 PM**: **FourSight Creative Problem Solving Assessment** presented by **Holly M. Nowak**, *President*, HMN Resources, LLC

- **3:30 – 5:00 PM**: Panel Presentation on Arts/ Cultural Organizations and Tourism’s impact on Economic Development. **Panelists:**
  - **Brad Hahn**, *Executive Director*, Explore Buffalo
  - **Richard Satterwhite**, *President*, Theatre Alliance of Buffalo
  - **Tod Kniazuk**, *Executive Director*, Arts Services Initiative
  - **Edmund Cardoni**, *Executive Director*, Hallwalls Contemporary
  - **Carima El-Behairy**, *Co-Founder*, P22 Collaborative and WNY Book Arts Center

- **6:00 p.m.**: WEDI/The Foundry representatives + Prosperity Dinner working session, **Meet at West Side Bazaar**: 25 Grant St. Buffalo, New York 14213
Day 3, Tuesday, January 19, 2016

Health and Life Sciences
Meet at Jacobs Institute, 875 Ellicott St, Buffalo, NY 14203, Fifth Floor
(Use Valet parking at the CTRC, $6 for the entire day, same as parking garage)

- **9:00 AM:** Tour of Jacobs Institute
- **10:00 AM:** Panel Discussion
  Panelists:
  - **Pamela Marcucci,** *Director, Program Development and Outreach,* Jacobs Institute
  - **Scottpatrick J. Sellitto,** *CEO,* New York Center for Nanomedicine Research
  - **Bill Maggio,** *CEO,* The Jacobs Institute (JI) and Chairman 43North
  - **Dave Poulsen,** PhD, *Professor,* Neurosurgery Department, University at Buffalo
  - **Mike Springer,** *Director of Operations and Entrepreneurship,* JI
  - **Karen Meess,** Biomedical Engineer, CUBRC
  - **Jeff Holt,** *Vice President, Chief Operating Officer,* Advanced Orthopedic & Spine Center and Surgical Services, Kaleida Health

- **1:00 - 4:00 PM:** Project team work sessions with Entrepreneurs from WEDI/ The Foundry, *based on team assignment.*

Day 4, Wednesday, January 20, 2016

Government and Public Policies to support economic development

- **9:00 AM:** PUSH Tour, **Meet at 460 Massachusetts Avenue, Buffalo, NY**

- **11:00 AM:** Panel Discussion on Government and Public Policies to support economic development. **Meet at Market Arcade, 617 Main Street, 2nd Floor Conference Room, Buffalo, NY 14203**
  Panelists:
  - **Bart Roberts,** *Associate Director of Research and Faculty Engagement,* UB Regional Institute
  - **Beth O’Keefe,** *Business Development Officer,* Erie County Industrial Development Agency
  - **Oswaldo Mestre,** *Director of Citizen Services,* City of Buffalo
  - **Leslie Zemsky,** *Larkin Square Director of Fun,* Larkin Development Group
  - **Brendan Mehaffy,** *Executive Director,* Mayor’s Office of Strategic Planning
  - **Aaron Bartley,** *Executive Director,* PUSH Buffalo
  - **Megan Connelly,** *Director of Policy Advancement,* Partnership for the Public Good
1:00 - 4:00 PM: Project team work sessions with Entrepreneurs from WEDI/ The Foundry, based on team assignment.

4:30 PM: Presentation Brewing & Distillery Laws followed by reception with Prosperity Fellowship Alumni at Big Ditch Brewery, 55 E. Huron St., Buffalo, NY 14203
Panelists:
- Robin Ross, President, Arrowhead Springs Winery
- Matt Kahn, Co-founder, Big Ditch Brewing Co.
- Matthew Pelky, Co-founder, Black Squirrel Distillery

Day 5: Thursday, January 21, 2016
Advanced Manufacturing
Meet at Heritage DiscoverY Center, Steel Plant Museum of WNY, 100 Lee St., Buffalo, NY 14210

10:00 AM: Panel Discussion on role of Advanced Manufacturing in Buffalo's economic development.
Panelists:
- Elizabeth Galanis-Miller, Market Account Manager, Sealing Devices
- Michael Ulbrich, President, Buffalo Manufacturing Works
- Megan McNally, Co-founder, The Foundry
- Cesar Cabrera, Commissioner's Representative, NYS Department of Labor
- Liz Callahan, Workforce Development Manager, Buffalo Niagara Partnership

11:30 – 11:45 a.m.:
- Donald W. Owens, Trustee, Western New York Railway Historical Society

Lunch at 11:45 a.m. at the Heritage DiscoverY Center

Tour of Heritage DiscoverY Center: Steel Plant Museum of Western New York, Central Terminal Archives, Buffalo Lighthouse, and the Railroad Society Museum.

1:00 – 5:00 PM: Tour of East Side hosted by Explore Buffalo
Day 6: Friday, January 22, 2016  
Innovation and Entrepreneurship – Established Companies Innovation Strategies + Startup Community  
Meet at M & T Innovation Center for morning session | 465 Main Street – 1st floor, Buffalo, NY 14216  

- 9:00 AM – 10:30 AM, Morning Discussion and Tour: M &T Bank – Established Companies Innovation Strategies  
  ▪ Paul Becker, Assistant Vice President, Application Development  
  ▪ Mike DeWind, Vice President, Infrastructure & Engineering Solutions  
  ▪ Courtney Tennant, Business & Planning Analyst, Innovation

- 11:00 AM – 12:30 PM, Afternoon Panel: WNY Startup Community Panelists  
  ▪ Marnie Lavine, President & CEO, Launch NY  
  ▪ David Thiemecke, Managing Director, VCMP Health Venture Accelerator  
  ▪ Vic Nole, Director of New Business Development, Buffalo Niagara Medical Campus, Inc.  
  ▪ John Jiloty, Social Media Director, Martin Group  
  ▪ Ashica Ambu, Director, Marketing & Communications, World Trade Center Buffalo Niagara

- 12:30 -1:30: Lunch at Design Innovation Garage (Dig), 640 Ellicott St., Buffalo, NY 14203

- 1:30 – 4:30 PM: Team Presentations FourSight Creative Problem Solving Presentations, Meet at Dig, 640 Ellicott St, Buffalo, NY 14203.
Assignments:

1. **Readings:** In preparation for our discussions with panelists; Fellows are asked to read 2 articles from the list of articles provided per theme area. Based on the articles reviewed, please prepare 3 questions to ask the panelists. Fellows will be required to submit their questions on a daily basis and will count toward class participation. All of the articles are available on the Course UB Learns site. [25% of class grade]

2. **FourSight Thinking Process and consulting team experience:** A group activity completed throughout the week and presented on day 6 of the seminar, Friday, January 22, 2016. Please refer to pages 8-9 for full instructions. [25% of class grade]

3. **Graded four to six-page double-spaced times new roman 12 pt. font, polished reflection paper.** [50% of class grade] Due: Monday, January 25, 2016 by 5:00 PM via email to Hadar Borden, hborden@buffalo.edu.

As a capstone to our seminar, you will prepare a **four to six-page double-spaced times new roman 12 pt. font, polished reflection paper** that builds on the foundations in the five perspective areas you have gained during our sessions.

A. Identify one perspective you were introduced to as an approach to economic development in the region that in your opinion currently has the best recipe for short term success (growth, money, action and interest), and which do you feel will yield the most for the region in longer term? Explain how you believe you might contribute your time and talent to revitalize and sustain the region relevant to the perspective you have chosen. Identify an entrepreneurial solution to implement that would impact the area and include resources available in the WNY region that will assist in mounting the offering.

B. Based on your experience with the group consulting exercise, consider and reflect on the following:
   a. Include a reflection on your FourSight thinking profile.
   b. Include a summary of your experience with the entire process, what worked and what would you change or do differently next time.

I hope this assignment will be informative, interesting, and personally rewarding for you.
**FourSight Thinking Process Project overview**
Prosperity Fellows will serve as consultants to WEDI/The Foundry entrepreneurs in assigned groups, developed by the WNY Prosperity Fellowship Director. Prosperity Fellows will be asked to ask WEDI/The Foundry entrepreneurs to respond to a set of questions outlined below. Teams will be asked to summarize their findings and present to the Prosperity Fellows. In their presentations fellows will outline and identify how they utilized their *FourSight Thinking* strategies of clarifying, generating, developing and implementing.

**STEP #1: Clarifying stage**
Students will complete the *Clarifying stage* of the FourSight Thinking Process with assigned WEDI/The Foundry entrepreneurs.

Following are the Clarifying questions each group will ask their assigned entrepreneur on either Tuesday, January 19 or January 20, 2016. Students will submit a typed summary of the responses collected from their meeting with their assigned organization, **due Friday, January 22, 2016.**

1. Do you have formal goals for your business?
   a. What objectives have you set to help you attain these goals?
   b. How do you measure your success?
2. Do you have a business budget?
   a. How do you know if you are on budget?
   b. How does your business budget direct your personal budget?
3. What is your day like from a performance perspective?
   a. Do you track sales?
   b. What do you look for in your sales?
   c. Are you preparing an Income Statement regularly?
   d. What choices does your income statement present to you?

WNy Prosperity Fellows will complete the following steps using the FourSight worksheets provided in your project binder.

**STEP #2: Generating**
WNy Prosperity Fellows will identify a list of problems they have identified that will impact the development and success of the entrepreneurship venture they have been assigned. Fellows will then identify one problem as the focus of their project through the entire FourSight Thinking Process. [FourSight Worksheet, Clarify, Page 1.](#)

**STEP #3: Ideation**
WNy Prosperity Fellows will brainstorm 20 ideas to solve the problem they have selected as the focus of their assessment. [FourSight Worksheet, Ideate, Page 2.](#)
**STEP #4: Develop**
WNY Prosperity Fellows will develop the selected solution from step #3 to the problem selected in step #2 using the “POINT” method.  *FourSight Worksheet, Develop, Page 3.*

**STEP #5: Implementation**
WNY Prosperity Fellows will plan to implement the solution developed in step #4.  *FourSight Worksheet, Implement, Page 4.*

**Presentation, Friday, January 22, 2016**
WNY Prosperity Fellows will present their findings from their consulting experience with the WEDI/ The Foundry entrepreneurs. Focusing on the FourSight Thinking process they completed as a group. As a consulting team, Fellows will be required to submit one set of all the FourSight Thinking Worksheets completed. Technology will be available if groups wish to use presentation tools to share their reports.
Readings
In preparation for our discussions with panelists; Fellows are asked to read 2 articles from the list of articles provided per perspective area. Based on the articles reviewed, please prepare 2-3 questions to ask the panelists. Links to the articles are listed below and are available on the Course UB Learns site.

Bibliography for WNY Prosperity Fellowship Program

Western New York Region Overview


Arts, Culture & Tourism


(September 13, 2015). Bustling Canalside is another bright spot for the city; Investment in Canalside is proving to be another bright spot for the city. Buffalo News. Retrieved from Factiva http://libweb.lib.buffalo.edu/pdp/index.asp?ID=164


Government and Public Policies to Support Economic Development


**Innovation & Entrepreneurship**


Health Innovation


Applied Manufacturing


Student Conduct
All students are expected to be familiar with and abide by the University’s academic integrity policies, available in the Undergraduate Catalogue: http://undergrad-catalog.buffalo.edu/policies/course/integrity.shtml.

Plagiarism detection software may be used by individual instructors or the institution to aid in determining the originality of student work. Any paper that includes sections copied or slightly altered from other sources without attribution is liable to receive an automatic zero.