

## Hundreds of entrepreneurs, endless impact

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The UB Gateway Building, home to the Center for Entrepreneurial Leadership. (Photo: Douglas Levere.)

By Matt Biddle

For the past 28 years, the School of Management’s Center for Entrepreneurial Leadership (CEL) has motivated, guided and empowered business owners to overcome challenges and increase their success through peer-based and mentor-driven programming.

The 10-month Core program is the CEL’s most popular offering, and niche programming continues to expand (see sidebar). Located downtown, the CEL works with faculty, staff, students and other partners across UB and the School of Management to achieve its mission.

“We focus on individual entrepreneurs and solving their unique challenges,” says Tom Ulbrich, executive director. “Our ‘secret sauce’ is bringing together a diverse group of

business leaders in a safe environment where they can learn and grow from one another.”

The statistics are staggering: 1,300 CEL alumni employ 22,000 Western New Yorkers in businesses worth more than \$2.2 billion. But the CEL’s true impact is even greater.

“Our grads create jobs and build wealth that stays in our community,” Ulbrich says. “They’re integral to the fabric of our community, often taking leadership roles beyond just their businesses.

“When entrepreneurs do well, the community thrives, and when the community thrives, entrepreneurs do well.”



### Give back

If you haven’t responded to the annual UB Campaign for the Community, visit [buffalo.edu/ubcares/sefa](http://buffalo.edu/ubcares/sefa) and click “Donate Now.” After logging in, you can select an organization to which to direct your donation or elect not to give this year.

### The CEL’s stellar programs

Hard to keep the CEL’s programs straight? We’ve got you covered — in fewer than 140 characters each. (Each program name links to its webpage for more information.)

**Core:** In the CEL’s most popular program, participants take workshops and receive feedback on their business from peers and expert mentors.

**CEL Mastery Forum:** Growth-minded entrepreneurs gain support and accountability to push beyond their limits.

*Continued, page 2*

## The CEL squad

Meet the hardworking staff who advance the center's mission and coordinate its programs.

**Tom Ulbrich**, Assistant Dean and Executive Director

**Duties:** Tom provides strategic oversight, works to advance the CEL's mission and leads UB's Blackstone LaunchPad. He is a resource for an array of issues related to entrepreneurship, including strategy, customer loyalty, and small and family businesses and their importance to the economy.

**Best part:** His team. "Everyone is focused on our mission, and I love seeing their passion for helping entrepreneurs grow."

**Outside the office:** Tom is "trying to be an interesting grandpa" to five grandkids, adding to his library and traveling.

**Erin McGee**, Assistant Director

**Duties:** Erin works to establish relationships between the CEL and business community, serves as a point of contact for prospective participants, and oversees the Core program and CEL Mastery Forum.



Tom



Erin



Alex



Jenilyn



Jenna

**Best part:** "I love what I do. It's common to hear entrepreneurs say the CEL changed their life, and it's an honor to play a role in that."

**Outside the office:** Life's a blur with two toddlers in the McGee house – and Erin enjoys every minute.

**Alex Cleary Pelc**, Senior Program Coordinator

**Duties:** Alex manages the Allstate Minority and Women Emerging Entrepreneurs program, Panasci competition and Global Entrepreneurship Week. She's also the student engagement coordinator for the Blackstone LaunchPad at UB.

**Best part:** The first meeting with a student or entrepreneur. "I love hearing them speak passionately about their ideas."

**Outside the office:** She loves cooking, entertaining and spending time with her husband and their Italian Mastiff, Kona.

**Jenilyn Kramer**, Senior Program Coordinator

**Duties:** Jenilyn oversees the Startup CEL, High-

Tech CEL, Family Business and continuing education programs.

**Best part:** Helping people. "It's rewarding to connect people to resources that will help them grow and achieve their goals."

**Outside the office:** The bride-to-be enjoys wedding planning, volunteering, crafting and spending free time with family and friends.

**Jenna Roessler**, Operations and Administrative Coordinator

**Duties:** Jenna oversees logistics for all CEL programs and supports daily operations for the CEL and CEL Alumni Association.

**Best part:** Her colleagues. "It's so rewarding to help business owners in the community. Executing what we do is only possible with our internal support system."

**Outside the office:** Jenna enjoys working out, outdoor activities and spending time with her family, especially her dog, Hoyt, and niece and nephew.

## Stellar CEL programs *(continued)*

### Allstate Minority and Women Emerging Women

**Entrepreneurs (MWEE):** Individuals leading minority- and women-owned enterprises receive the skills and tools to take their businesses to the next stage.

**High-Tech CEL:** Support and guidance for high-tech and life science entrepreneurs and their team members in early-stage and established companies.

**Startup CEL:** Entrepreneurs in the early stage of their venture learn to build successful teams and navigate the pathway to commercialization.

**Sustaining a Successful Family Business:** Family business owners must navigate a unique set of challenges – and the CEL has the program and resources to help.

**Continuing Education:** Short-term programs in leadership development, financial reports, strategic planning and goal setting and achievement.

### Henry A. Panasci Jr. Technology

**Entrepreneurship Competition:** UB students from across disciplines vie for more than \$50,000 in startup capital and in-kind services.

# Meet your new School of Management colleagues



## **Gayle Hutton, Assistant Dean and Director of Philanthropy**

Gayle oversees the philanthropy team as they cultivate meaningful relationships with our alumni and friends to advance our mission and raise philanthropic support. Previously, she held philanthropy roles in UB's Jacobs School of Medicine and Biomedical Sciences and School of Engineering and Applied Sciences. Gayle holds bachelor's and master's degrees from Indiana University Bloomington and the University of Akron, respectively. In her free time, she is a violinist and violist who performs as a freelance and chamber musician, and enjoys biking and other outdoor activities with her family.



## **Jamie Anne O'Donnell,**

**Business Development Coordinator, Center for Executive Development**  
Jamie focuses on building corporate partnerships for customized training and open enrollment program sales in the CED. She has extensive national and international experience in business development and a bachelor's from Buffalo State. A Buffalo native, she recently returned home after living in Italy for 20 years.

## **Jason Gilbert, Undergraduate Academic Advisor**

Before joining the Undergraduate Programs Office this fall, Jason served as an advisor for engineering students at Northern Illinois University. He holds a bachelor's from Western Illinois University and a master's from Northern Illinois University. In his free time, you'll find Jason reading, playing the drums and spending time with his wife, Dani, and beagle, Bailey.



## **Shannon Mahany, Assistant Director of Assessment and Technology, Career Resource Center**

In her role, Shannon measures, analyzes and reports key performance indicators related to graduate employment outcomes, experiential learning engagement, career readiness and more. She last worked for UB Career Services. Shannon earned her master's from UB and her bachelor's from St. John Fisher College. Shannon, a Rochester native, has lived in Buffalo for four years and is an avid outdoor runner — even in the winter.

## **Cindy Zenosky, Program Manager, School of Management Alumni Association**

Cindy plans programs and manages sponsorships for the school's alumni association. She holds an MBA from Medaille College and a bachelor's from SUNY Geneseo, and previously served as senior program manager for Ingram Micro's largest sales incentive program, President's Club. In her spare time, Cindy loves to travel and spend time with her nephews and two golden doodles.



## **Derek Donovan, Data Analyst, Alumni Engagement and External Relations**

Derek supports the alumni engagement and philanthropy teams by measuring, analyzing and reporting alumni data to forecast trends and assist with outreach. A School of Management alumnus with a bachelor's in business administration, Derek spent the last decade of his career at the Superior Group. In his off hours, he plays ice hockey, builds personal computers and enjoys graphic design.

## **Molly Anderson, Executive Director, Center for Leadership and Organizational Effectiveness (CLOE)**

Molly has more than 25 years of management and leadership experience, most recently as president and CEO of Leadership Niagara. She attended UB and Houghton College and has extensive leadership training through Harvard Business School of Buffalo's program for nonprofit managers, United Way of Buffalo & Erie County's board governance program and the American Management Association. A mom of four, Molly will travel to Russia soon to celebrate her 20-year relationship with Center Sodruzhestvo, an economic education center.



## Tech Tips

Is this email spam?

By Denise Adamski

It's getting harder to distinguish legitimate emails from spam.

"I lost 30 pounds and made \$10,000 by taking this special pill!" Well, that's obvious.



Other messages are more subtle. For example, emails have appeared in our UB inboxes recently claiming to be from Human Resources or other services requesting your UB credentials. At first glance, they look real, like something we should act on. But, take a second to review it, and you'll save yourself a huge headache.

Tips to avoid spam:

- Hover your mouse over the sender's email address or name in the "From" field to reveal exactly where it is coming from.
- If you're checking email on a tablet or smartphone and can't hover over the senders' name or email address, wait until you're back at a computer to investigate it.
- If the email directs you to click on a link that appears to be a buffalo.edu address, hover over it – you'll see it's really going somewhere else.
- Don't click directly on a link in an email. Instead, type the URL into your browser.

If you're unsure, contact the IT Department at [mgt-it@buffalo.edu](mailto:mgt-it@buffalo.edu) before acting on an email. We can help.

## Buffalo Business wins Platinum



The communications team: Matt, Jackie and Kevin. (Photo: Mark Gruber.)

Buffalo Business magazine has garnered many awards over the years, but this summer, in addition to a Gold Excalibur award, the magazine received the coveted Platinum Excalibur (best of show) award from the Buffalo Niagara Chapter of the Public Relations Society of America.

In addition, this newsletter, Inside Management, earned a Gold Excalibur in the Internal Communications category. Thank you to all who provide feedback, ideas or content. If you'd like to contribute, send an email to Matt Biddle at [mr\\_biddle@buffalo.edu](mailto:mr_biddle@buffalo.edu).

### Style Guide refresher

- When referencing the School of Management, spell it out fully. Never use SOM.
- Do not use ALL CAPS, **bold** or underlining in our web content. To highlight specific information, use UBCMS components like Call to Action or Callout.
- Eliminate exclamation points in business writing.
- Avoid ampersands (&) unless part of a company name.

## Winter fun

In our last reader survey, we asked about your favorite winter activity or attraction in Western New York. Here are a few ideas to beat the winter blues:

- A few love ice skating at Canalside. Also, try out the ice bikes (pictured at right), invented by School of Management alumna Lisa Florczak, BS '89.
- One staff member suggested skiing at Holiday Valley, Kissing Bridge "or Emery Park to do it on the cheap."
- If downhill skiing isn't your thing, try this staff recommendation: cross-country skiing at Grover Cleveland Park, near UB South Campus.
- Another staffer opted to stay indoors, curled up in front of a fire with a good book. (For novel ideas, see page two of [our last issue](#).)
- And, if all else fails, one School of Management staffer is out of here – "on vacation to somewhere warm."

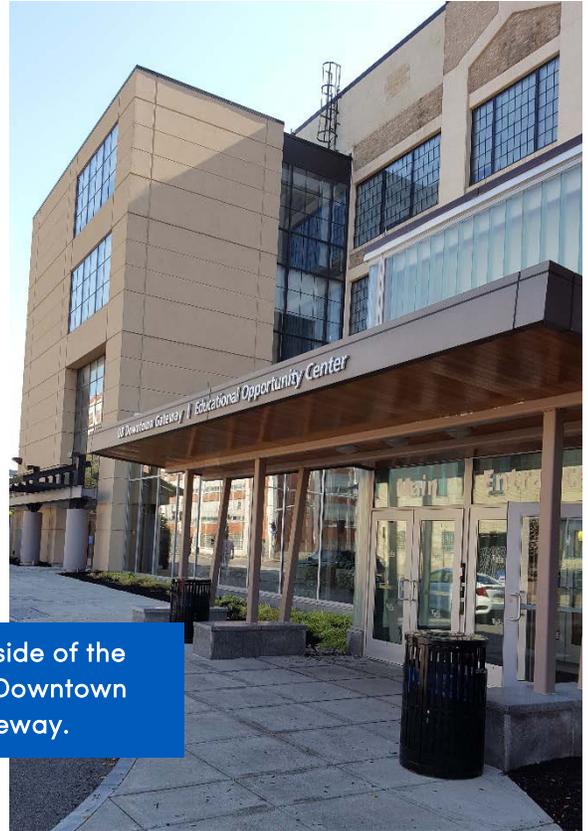


# A visit to the Gateway Building

Since 2012, the Center for Entrepreneurial Leadership has been located in the UB Downtown Gateway. Thanks to Alex Clearly Pelc and Jenilyn Kramer for providing Inside Management a tour around the CEL offices earlier this year.



This plaque honors the first cohort of the CEL's family business program.



Outside of the UB Downtown Gateway.



Two of the spaces the CEL uses for meetings and classes.

The UB Downtown Gateway is adjacent to the growing Buffalo Niagara Medical Campus.



Do you have photos to share for a future issue of Inside Management? Send them to Matt Biddle at [mriddle@buffalo.edu](mailto:mriddle@buffalo.edu).