



## NEWS RELEASE

**FOR IMMEDIATE RELEASE: October 30, 2007**

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**First-ever national collegiate entrepreneurship tour to stop  
at Morrisville State College Nov. 8**

MORRISVILLE, N.Y. — Morrisville State College will host a unique and interactive event designed to ignite the entrepreneurial spirit of its participants. The Extreme Entrepreneurship Tour will stop at the college on Nov. 8 from 1-4 p.m. in the Little Theater at the John W. Stewart Center for Student Activities.

The Extreme Entrepreneurship Tour is comprised of many of America's top young entrepreneurs who've made, earned, or sold a company for millions and/or made a huge impact before the age of 30. The vision of the tour is for all of America's college students to graduate with an entrepreneurial mindset. It is the first-ever national collegiate entrepreneurship tour.

This event will provide inspiration and practical advice. Both emerging entrepreneurs and students of all disciplines are invited to attend to learn how they can apply the entrepreneurial mindset to their lives regardless of career choice.

"This tour is a great fit with the college's new bachelor degree in Entrepreneurship and Small Business Management," Dr. David Rogers, dean of the School of Business, said. "The percentage of young people who wish to create their own enterprises has never been higher, and existing companies are seeking employees with entrepreneurial minds. The event provides an excellent opportunity for our students to learn from their peers what it takes to succeed."

Rochester native, Joanna Alberti, will be the featured speaker. Alberti created a greeting card line, philoSophie's, which has been carried in stores across the nation. She was named one of the top five entrepreneurs under 25 by *Business Week* magazine.

The event is free and the public is invited to attend.

The programming is sponsored by the School of Business and the Entrepreneurship and Small Business Management degree program at Morrisville State College, the Ewing Marion Kauffman Foundation and the Coleman Foundation.

For more information about the day's events, visit [www.extremetour.org](http://www.extremetour.org) or call the School of Business at Morrisville State College at 315-684-6056.

Morrisville State College's bachelor degree in Entrepreneurship and Small Business Management provides students who have an associate degree in almost any discipline with the opportunity to learn and apply business practices necessary to becoming an entrepreneur and create their own business. Students gain technical and business expertise through classroom and hands-on field experiences with a strong emphasis on entrepreneurship and lifelong learning. As a capstone project, students undergo a practicum in business consulting or in creating their own business. The practicum will require student interns to work directly with successful entrepreneurs in high-growth, innovative companies or to engage in faculty-mentor supervised activities associated with starting their own business.

Morrisville State College offers more than 75 bachelor and associate degrees and options with eight new degrees being offered this fall: entrepreneurship and small business management, B.B.A.; nursing, B.S.; science, technology, and society, B.S.; journalism communication for online media, B.S.; horticulture business management, B.T.; human performance and health promotion, B.S.; criminal justice, A.A.S. (Norwich Campus only); and human services, A.A.S. (Norwich Campus only).

Considered to be one of the most technologically advanced colleges in the nation for its ThinkPad University program and wireless technology initiative, the college recently became the first in the nation to comprehensively replace landlines in residence halls with individual cellular phones. Morrisville State College was also chosen as one of the top five colleges in the nation for campus activities by *Campus Activities* magazine.

The Morrisville State College Norwich Campus offers associate degree programs in accounting, business, computer systems technology, office administration, liberal arts transfer, nursing, early childhood, criminal justice and human services to south central New York residents and employers. Students may also apply coursework to other associate or bachelor degrees at the main campus.