University of Michigan Zell Lurie Institute Unveils Lineup for Annual Entrepreneurial Symposium

Entrepalooza 2008 to Connect Aspiring Entrepreneurs with Business Luminaries
Roger Newton and Sam Wyly

Ann Arbor, Mich. – Sept. 11, 2008 – Continuing to bring together members of the business community and leaders in entrepreneurship and venture capital, the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies /Center for Venture Capital & Private Equity Finance, will once again host Entrepalooza, its annual Entrepreneurial Symposium. This year’s event, which will focus on the entrepreneurial theme “From Theory to Practice,” will take place on Friday, Sept. 19 from 7:30 a.m. – 1:30 p.m. at the University Michigan League.

The public symposium brings the best and the brightest business minds to the University of Michigan campus in Ann Arbor to share the secrets behind their success with students, alumni, faculty and members of the broader business community. This year’s event will feature leading entrepreneurs, venture capitalists and business executives who will offer advice on the full spectrum of entrepreneurial activity, from ideation to launch to cracking the entrepreneur’s “success code.” Networking opportunities are also built into the program to enable newly minted entrepreneurs to make personal contacts with potential backers and future clients.

Underscoring the key theme of the Symposium will be keynote presentations from two of the country’s most successful entrepreneurs. Opening Entrepalooza with a keynote address, Dr. Roger Newton, president and CEO of Esperion Therapeutics, will share his remarkable story of co-discovering Lipitor®, founding Esperion and developing it into a $1.3 billion buyout by Pfizer, and co-leading Esperion’s spinout.

The Symposium’s closing address will be given by Sam Wyly, serial entrepreneur, investor and author of 1,000 Dollars and an Idea: Entrepreneur to Billionaire (Newmarket Press, September 2008). Wyly has founded and/or grown successful companies including University Computing, HandyLab, Sterling Software, Sterling Commerce, Earth Resources, Gulf Insurance, Bonanza Steakhouses, Michaels Stores, Maverick Capital and Ranger Capital. Wyly, the 2008 Ross School of Business Alumni Entrepreneur of the Year award recipient, will share the secrets to his success and sign copies of his new memoir which will be handed out to the first 200 attendees.

The symposium will also host four panel discussions on the following topics:

- Launching and Growing Your Business
- Financing Your Business
- Legal Considerations for Start-ups
- Growing Emerging Companies in the Tech, Life Sciences, and Energy Market Sectors

Panelists will include entrepreneurs, business executives and venture capitalists from organizations such as HealthMedia, HandyLab, MooseJaw, Cerenis, Comerica Bank, CoreNetwork, Leapfrog Holdings, and Chrysalis Ventures, among others.
Entrepalooza is co-presented by the Ross School of Business Entrepreneur and Venture Club and the School's Zell Lurie Institute for Entrepreneurial Studies. The public symposium is free to attendees. For more information or to register to attend the event, please go to http://www.epalooza.bus.umich.edu/.

About the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies / Center for Venture Capital & Private Equity Finance
The Institute and its Center for Venture Capital and Private Equity Finance bring together a potent mix of knowledge, experience and opportunities from the front lines of entrepreneurship and alternative investments. The student learning experience is further enhanced through internships, entrepreneurial clubs and organization and events that serve to provide viable networks and engage the business community. The School's two student-led investment funds, with over $3M in management, immerse students in the business assessment and investment process. Members of the Advisory Board include Samuel Zell, Chairman of Equity Group Investments; Michael Hallman, former COO of Microsoft Corporation; and Eugene Applebaum, Founder of Arbor Drugs, Inc. For more information, visit the Institute at www.zli.bus.umich.edu.

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