Entrepreneurs in Fashion

Dom Streeter is the season 12 winner of the Emmy Award-winning television series Project Runway. Born in West Philadelphia, Dom’s designs use bold and daring colors combined with a symphony of graphic prints and chic silhouettes inspired by the natural and urban worlds around her.

On Wednesday, September 10, 2014, Ms. Streeter will motivate you to maximize your potential and create the life you desire.

Dom Streeter: Fashion and textile Designer

Entrepreneurs in Marketing

Nicole Purvy is the founder of Lidyr Creative Marketing Agency, a digital marketing strategy firm specializing in web design, app development, graphic design, social media marketing and search engine optimization.

On Wednesday, September 17, 2014, Ms. Purvy will share the creative marketing and entrepreneurial experience she has gained from the industry.

Nicole Purvy: Founder of Lidyr Creative Marketing Agency

Entrepreneurs in Beauty

Brittany Armstrong is the owner of Exotic Extensions that provides the finest handpicked raw virgin Indian hair extensions on the market. She is a Self-Proclaimed hair extensions guru who started her business by traveling to India to find and bring back the best hair extensions to her US clients.

On Wednesday, September 24, 2014, Ms. Armstrong will share how she journeyed across the world to gather the raw materials needed for her business.

Brittany Armstrong: Founder of Exotic Extensions

Fair Trade Entrepreneurs

Joseph Cesa is the founder of Philly Fair Trade Roasters, specializing in small-batch organic 100% Arabica coffee, which is hand-roasted daily. The coffee is sourced from fair-trade certified cooperatives in Honduras, Mexico, Ethiopia, Peru, and Colombia to name a few.

On Wednesday, October 1, 2014, Mr. Cesa will share what Fair Trade is and why it was important for his coffee business and entrepreneurs in general.

Joe Cesa: Founder of Philly Fair Trade Roasters

Successful Business Plans

Cheree Warrick is the author of Creating Business Plans That Actually Get Financed. A publication for business owners to use as a handbook for raising capital and understanding exactly what banks and investors want to know before providing funding.

On Wednesday, October 22, 2014, Ms. Warrick will share methods of creating a successful business plan that will get financed.

Cheree Warrick: Founder of The Profit Partner

Cheyney Alumni Entrepreneurs

Come out and meet Cheyney University Alumni who have become successful entrepreneurs in their chosen field.

On Wednesday, February 4, 2015, The ELC has invited Darrell Andrews, owner of Darrell Andrews Enterprise and Gavin Reid, owner of G. Reid New York to share their respective business ownership.

Cheyney Alumni Entrepreneurs

Entrepreneurs in a Digital World

Steve Jones is the CEO and Chief Innovator of Websignia, a full service digital agency. With over 20 years of experience in the industry, Steve and his team have created digital experiences for some of our favorite brands, companies and artists; Frito Lay, Cartoon Network, 9/11 Memorial Museum, and Jay Z.

On Wednesday, February 25, 2015, Mr. Jones will share some of the innovations he developed and how he got started in the digital media field.

Steve Jones: Founder of Websignia

Entrepreneurs in Insurance

Leroy Miles is the owner of The Miles Insurance Agency, an independent agency representing numerous insurance companies across the United States. Mr. Miles provides customers with insurance products related to Health, Life, Property and Casualty Insurance.

On Wednesday, March 18, 2015, Mr. Miles will share how he left a stable insurance career to establish his own insurance business.

Leroy Miles: Founder of Miles Insurance Agency

Community Based Entrepreneurs

Haile Johnston is the Co-Founder and Board Chair of Common Market Philadelphia, a nonprofit distribution center for locally grown food. Since it’s inception in May of 2008, Common Market Philadelphia has developed a distribution infrastructure that connects the local communities and institutions with nutritious local and sustainable grown foods.

On Wednesday, March 25, 2015, Mr. Johnston will share his passion for his community and how he developed a business to serve them.

Haile Johnston: Founder of Common Market Philadelphia
Key Dates

**ELC Open House**
Wednesday, September 3, 2014
Entrepreneurial Leadership Center - Harris Turner Annex

**Entrepreneurs in Fashion**
Wednesday, September 10, 2014

**Entrepreneurs in Marketing**
Wednesday, September 17, 2014

**Entrepreneurs in Beauty**
Wednesday, September 24, 2014

**Fair Trade Entrepreneurs**
Wednesday, October 1, 2014

**Successful Business Plans**
Wednesday, October 22, 2014

**Cheyney Alumni Entrepreneurs**
Wednesday, February 4, 2015

**Entrepreneurs in a Digital World**
Wednesday, February 4, 2015

**Entrepreneurs in Insurance**
Wednesday, March 18, 2015

**Community Based Entrepreneurs**
Wednesday, March 25, 2015

**Cheyney University Business Plan Competition Awards Ceremony**
Wednesday, April 22, 2015

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**I Love Cheyney University Day**
Marcus Foster
Student - Alumni Center Lobby
Wednesday, February 4th
11am - 2pm

**Annual Entrepreneurial Leadership Fair**
Marcus Foster
Student - Alumni Center Lobby
2nd Floor Auditorium
Wednesday, April 8th at 9am

**Cheyney University Business Plan Competition Awards Ceremony**
Marian Anderson
Music Center Auditorium
Wednesday, April 22nd at 7pm

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**The ELC Mission**
To provide students with an alternative to traditional employment upon graduation

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**Cheyney University of Pennsylvania Collegiate Entrepreneurs’ Organization, Cheyney CEO** is a student organization with the mission to inform, support, and inspire college students to be entrepreneurial and seek opportunity through enterprise creation.

If you are interested in joining the Cheyney CEO, please stop by the ELC for additional information. The ELC is located in Room 30 in the Harris Turner Annex.

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**Contact Information**

Sharon Cannon
Executive Director
Economic & Workforce Development Center
scannon@cheyney.edu

Reginald Whiteside
Project Development Coordinator
Entrepreneurial Leadership Center
rwhiteside@cheyney.edu

Follow the ELC
@CheyneyELC
(610) 399 - 2683

Located in Harris-Turner Building Annex

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Cheyney University
Entrepreneurial Leadership Center

Fall 2014 Lectures Series

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Cheyney CEO
Entrepreneurial Leadership Center