

The Western New England College Law and Business Center for

Advancing Entrepreneurship was established to offer graduate business and law students with an opportunity to provide practical consultation to entrepreneurs starting new and building existing small businesses in the community. This initiative strengthens current alliances within the community by using the combined resources of our School of Law and School of Business to foster new business development.



UPCOMING EVENTS

"HOW TO" ENTREPRENEURIAL INSTITUTE

S. Prestley Blake Law Center
Western New England College

March 28

SPEAKER SERIES

S. Prestley Blake Law Center
Western New England College

April 8 Michael Barr
"Community Banking"

WORKSHOPS

Scibelli Enterprise Center Building, SEC Training
Room, One Federal Street, Springfield, MA

Feb. 14 Administrative Law Compliance

April 10 Franchising



WESTERN
NEW ENGLAND
COLLEGE

LAW AND BUSINESS
CENTER FOR ADVANCING
ENTREPRENEURSHIP

Scibelli Enterprise Center
One Federal Street
Springfield, MA 01105
www.law.wnec.edu/lawandbusiness

WESTERN
NEW
ENGLAND
COLLEGE

LAW
& BUSINESS
CENTER FOR
ADVANCING
ENTREPRENEURSHIP

SPEAKER SERIES

JANUARY 2008



Stephanie Capparell

Tuesday, January 29, 2008

12:00 noon

**RACE AND
ENTREPRENEURSHIP**

**WESTERN
NEW
ENGLAND
COLLEGE**
LAW
& BUSINESS
CENTER FOR
ADVANCING
ENTREPRENEURSHIP

Stephanie Capparell

Tuesday, January 29, 2008

12:00 noon

**RACE AND
ENTREPRENEURSHIP**

S. Prestley Blake Law Center, Main Lobby
Western New England College
1215 Wilbraham Road
Springfield, MA



Stephanie Capparell is a journalist, author, and filmmaker based in New York City. She is a senior special writer for *The Wall Street Journal*, where she edits the paper's Marketplace-page columns. She has worked for the *Journal* for the past 17 years.

Her most recent book is *The Real Pepsi Challenge: The Inspirational Story of Breaking the Color Barrier in American Business*. It is a case study of Pepsi-Cola Co.'s groundbreaking all-black sales division (1940–1951), and so tells the story of some of the first African Americans in Corporate America. They were traveling salesmen in the time of Jim Crow segregation laws, before the civil rights movement.

Ms. Capparell's first book is the international bestseller *Shackleton's Way: Leadership Lessons from the Great Antarctic Explorer*, about Sir Ernest Shackleton, a genius of leadership in crisis.

Ms. Capparell is a native of Ohio. She studied at St. Mary's College in Notre Dame, IN, and Boston University, and has a master's degree from Columbia University's School of International and Public Affairs.



WESTERN
NEW ENGLAND
COLLEGE

LAW AND BUSINESS
CENTER FOR ADVANCING
ENTREPRENEURSHIP

Free and open to students, alumni, the College community, and the general public.

For more information:

Call 413-736-8462

Email: amunnings@law.wnec.edu

www.law.wnec.edu/lawandbusiness