

EXTREME Business Makeover: Restaurant Edition

Featured Business
Elke's Bake Shop

Presented by
Elke Bosshart

Wednesday, JUNE 6, 2012

4:00-6:00 p.m.

BING ARTS CENTER
716 Sumner Avenue, Springfield, MA

Sponsored by

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The Center for Innovation & Entrepreneurship (CIE) is expanding the mission of entrepreneurial education at Western New England University. By fostering campus-wide entrepreneurial thinking in the Colleges of Arts and Sciences, Business, Engineering, Pharmacy, and our School of Law, the new CIE will develop academic programs, provide scholarships, and create partnerships with local and global organizations while remaining a valuable resource within the small business community.

For more information on the Western New England University's Center for Innovation & Entrepreneurship, call **413-796-2030**, email **cie@wne.edu**, or visit **www.wne.edu/cie**.

Center for Innovation and Entrepreneurship
Western New England University
1215 Wilbraham Road
Springfield, MA 01119

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Extreme Business Makeover candidate Elke Bosshart, owner of Elke's Bake Shop located in the Forest Park neighborhood of Springfield, will discuss her business plan with a panel of industry experts and receive feedback in front of a live audience.

Our expert panel will review Elke's business plan and provide feedback. What you learn could help your own small business.

PANEL OF INDUSTRY EXPERTS:

- **Peter Rosskoth**—Owner and CEO, Log Cabin and Delaney House
- **Jill Monson**—Owner, Inspired Marketing
- **Arnold Lizana, Esq.**—Case Manager, University of Connecticut Office of Diversity and Equity
- **Kara Rescia, Esq.**—Business and Bankruptcy Attorney; Partner, Eaton & Rescia LLP; Co-owner, Touch of Garlic Inc.

Taste of the X

As a special feature of this event, participating local restaurants will donate a specialty food item as a show of support and community spirit for Elke's Bake Shop and the Bing Arts Center.

- Typical Sicilian Ristorante
- Sal's Bakery and Cafe
- A Touch of Garlic
- Gus and Paul's
- Bueno Y Sano
- Elke's Bake Shop