



# SOCIAL ENTREPRENEURSHIP IN FOCUS



**Social Entrepreneur** – Someone who energetically and creatively builds or leads an organization that advances a solution to a pressing social problem.

– D. Bornstein

## KEYNOTE LECTURE

Wednesday, November 16 • 3:30 p.m.  
Student Union Theater, North Campus

### How to Make Change Happen: Stories of Social Innovators from Around the Globe

David Bornstein, Author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*

Is it possible to eliminate homelessness? Can anyone learn to 'do math'? Is there a way to teach kindness? Around the world today social innovators are experimenting with new ideas and models to address social problems in many fields. David will share stories of people who are demonstrating surprising results and opening the door to new possibilities.



## KEYNOTE EXHIBIT

Wednesday, November 16 • 5:00-6:30 p.m.  
Student Union Lobby, North Campus

### Social Entrepreneurship Fair & Book Signing by David Bornstein

Organized by UB Undergraduate Academies, Center for Student Leadership & Community Engagement and Intercultural & Diversity Center

All events are free and open to the public. [www.buffalo.edu/intlservices/special\\_events.html](http://www.buffalo.edu/intlservices/special_events.html) • 716-645-2258 • [intlservices@buffalo.edu](mailto:intlservices@buffalo.edu)



KEYNOTE FILM

**The New Recruits** (U.S., 2010)

*Followed by student panel discussion moderated by Prof. John Thomas, School of Management, UB*

Monday, November 14 • 4:00-5:30 p.m.  
Student Union Theater, North Campus

Believing that capitalism can end global poverty, recent business school graduates turned aspiring social entrepreneurs set out to turn poor people into customers by charging them for goods and services.

**SPONSORS:** AT&T, M&T Bank, HSBC Bank, Bank of America, UB Alumni Relations, UB Asian Studies Program, UB Undergraduate Academies, Haylor, Freyer & Coon, Inc., UB Discovery Seminars Program, UB Division of Student Affairs, UB Office of International Education, UB School of Management HSBC Center for Global Leadership



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