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FOR IMMEDIATE RELEASE

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Cal Poly to Spotlight Entrepreneurship and the Arts at Nov. 26 Forum

SAN LUIS OBISPO – The Cal Poly Center for Innovation & Entrepreneurship (CIE) will host “Entrepreneurship and the Arts: The Impact of the Technology Revolution” on Monday, Nov. 26 at the Cal Poly Performing Arts Center Pavilion. The event begins at 4:45 p.m. and will feature interactive student exhibits and a panel of creative entrepreneurs.

Cal Poly’s music, dance and visual arts students will populate the PEN (Pitches, Exhibits & Networking) portion of the forum. That will be followed by a session with local entrepreneurs discussing how entrepreneurship and the arts are a natural fit.

“Artists and entrepreneurs are both problem creators and problem solvers,” said panelist Jimmy apRoberts, a San Luis Obispo graphic designer. “The number of entrepreneurs in San Luis Obispo makes artistic entrepreneurs relevant here, which presents great opportunity for the artist to become part of the business in a more meaningful way.”

Numbering almost two million, artists make up one of the largest classes of workers in the U.S. and are leading a technological revolution, driving entrepreneurship across the globe. This group includes painters, writers, architects, musicians and designers.

Panelists include Layne Lev, co-founder of interactive design firm Hundred10; surf photographer Chris Burkard; Enrica Lovaglio Costello, associate professor of art and design at Cal Poly; Mark Coudray, president of Coudray Graphic Technologies; Ron S. Regier, managing director of the Performing Arts Center, San Luis Obispo; and Jimmy apRoberts, CEO and co-founder of Subplot Studio.

CIE forums are free and open to the public; advance registration is required. Attendees may choose to support entrepreneurship and innovation at Cal Poly by becoming Pioneer Pass holders. This new program allows CIE to uphold the quality and longevity of the Forum Series.

For more information and to register, go to <http://cie.calpoly.edu>

About the Cal Poly Center for Innovation & Entrepreneurship

CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members, and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

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