

# RIT's Saunders College and Finger Lakes Wired Help Promote Growth in Local Companies

*Eight-week executive education program for businesses starts in mid-September*

BY MARCIA MORPHY, July 16, 2009 —

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For many business leaders, the recession brings fear, uncertainty and doubt about the future success, perhaps even viability of their companies.

They can hunker down, wait for the bad times to pass and hope for the best, or they can take advantage of critical community resources such as the “Creating and Leading Strategic Growth” executive education series offered by the E. Philip Saunders College of Business at Rochester Institute of Technology.

Sponsored by Finger Lakes Wired, the workshop-style training and mentoring program—which targets high potential regional small- and medium-sized companies—is designed to analyze market opportunities and develop a strategic growth and customized-implementation plan for each business. **Classes will be held on eight consecutive Monday evenings from 4 to 8 p.m. from Sept. 14 through Nov. 7, in the Saunders College, Lowenthal Building, on the RIT campus.**

“This fall RIT will offer the final program available under this special Wired collaboration,” says Cenette Burdine, executive education programs, Saunders College. “The results of these programs and the success of the Wired collaboration are to be lauded for its performance and the difference it has made for many who participated in the programs.

“In an economic climate where some are cutting back on education, training and investment in the future, these folks have chosen a path less taken and have seized the opportunity for having more control over their company’s destiny and see a future of possibilities.”

The cost of the series is \$1,500 per person and includes instruction, materials, dinner and parking. Discounts and scholarships are available.

For more information on the Strategic Growth program, contact the E. Philip Saunders College of Business Executive Education office at (585) 475-7435 or visit [www.ritemba.com](http://www.ritemba.com) and click on Executive Education Series.

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**Note:** One of eight colleges at RIT, the E. Philip Saunders College of Business is accredited by the Association to Advance Collegiate Schools of Business International (AACSB International) and enrolls more than 1,200 undergraduate and graduate students. The Saunders College and its entrepreneurial Venture Creations Incubator works in partnership with RIT's Albert J. Simone Center for Innovation and Entrepreneurship to integrate business education with RIT's world leading technical and creative programs. The business school is also launching an executive MBA online program this fall.

In six consecutive years since 2004, Saunders undergraduate programs have ranked in the top five percent of all U.S. business schools, according to *U.S. News & World Report's* America's Best Colleges. In 2009, it was named one of the "Great Schools for Accounting Majors!" in *The Princeton Review's* "The Best 368 Colleges."