

Digital Panel

Sponsor: UMEC (University of Michigan Entertainment Coalition), NYC chapter
When: March 11, Thursday
Time: 6:30 PM to 9 PM, panel 7 PM to 8 PM
Where: Salmagundi Art Club, 47 Fifth Avenue (between 11th and 12th Street)
www.salmagundi.org www.salmagundi.org/virtualtour.htm
Downstairs cash bar open until 11 PM. Parlor, art galleries, separate dining room, cash bar with light food, and pool tables. Panel attendees are welcome to use the club facilities.

Topic: **Staying Ahead of the Curve: How Digital Ideas Catch Fire**

Why is it that some digital startups succeed while others fail? We saw the dot.com bubble and bust in the 1990s. How are things different today, and what can we expect to see in the future of digital media within the next decade?

We know that new media has affected, not simply the arts and entertainment industry, but how we choose a college or career, how and where we travel, how we socialize, how we play games, how we teach and learn, how we do research, how we read, how we buy and sell, how we do business, and how we receive and deliver news.

We invite all University of Michigan alumni and friends from recent grads to late-career professionals. This should interest alums in creative fields, academics, business, technology, and diverse professions.

New Media Panelists: J. Skyler Fernandes, Centripetal Capital Partners; Jonathan Guttenberg, Guttenberg.NET; Jasmine Sandler, Agent-cy; Frank Piuck, Cyberhenge; and Fred Rassam, Transclick.

Send any questions for the panel to UMEC vice president of media, Jeanette Green: jgreenhome@gmail.com. Kindly write "Digital Panel Question" in the subject line.

Price: \$15 for U-M Alumni and others.

Reserve through the PayPal website www.paypal.com to have your payment sent to umecny@gmail.com