Russell Simmons, Entrepreneur & Author, will visit the University of Cincinnati campus on Wednesday, May 18, 2011. Former UC student Jaydev Karande, co-founder of Wearcast, in conjunction with the UC Student Entrepreneurship Club (E-Club), is organizing an appearance by the entrepreneur Russell Simmons, co-founder of Def Jam and author of "Super Rich: A Guide To Having It All." Simmons is a successful entrepreneur and considered to be one of the "Top 25 Most Influential People of the Past 25 Years," calling him a "hip-hop pioneer" for his groundbreaking vision that has influenced music, fashion, finance, television and film, as well as the face of modern philanthropy. On Wednesday, May 18, 2011, Simmons will speak on Campus from 6 - 8 PM, Great Hall in Tangeman University Center. The event is free and open to the general public.

His recent book "Super Rich: A Guide To Having It All" is about the concept of "true wealth and has more to do with what's in your heart than what's in your wallet". Simmons uses his rare blend of spiritual savvy and street-smart wisdom to offer a new definition of wealth, and share timeless principles for developing an unshakable sense of self that can weather any financial storm. As Simmons says, "Happy can make you money, but money can't make you happy." Using this knowledge, Simmons became one of America's shrewdest entrepreneurs, achieving a level of success that most investors only dream about.

This event is sponsored by Rush Card, Wearcast, CincyTech, the Center for Entrepreneurship Education & Research and the Entrepreneurship Club at the College of Business.