Exciting Fall Programming on Tap

In addition to welcoming the new students to the Silberman College of Business, we’re excited about a dynamic fall semester with innovation and family business programs that will highlight successes and share best practices.

This fall we are delighted to be honored as a small business advocate by NY Enterprise Report Magazine (Gala in NYC on 9/17; 6 pm).

We hope to see you soon at this and our other upcoming events!

James C. Barrood
Executive Director
Rothman Institute of Entrepreneurial Studies

FDU Alum Wisniewski to Give Lecture

Alumnus Raymond Wisniewski, president and COO of National Retail Systems Inc., will share his entrepreneurial experiences at the Institute’s seventh annual recognition reception on September 5.

Wisniewski has been president of National Retail Systems (NRS) since 2000, overseeing operations for one of the nation’s leading retail logistics providers. He has spent his entire career in logistics, starting at NRS as a truck dispatcher in 1978. Wisniewski has been a longtime visionary in his field, “wearing many hats” during his impressive tenure at NRS. Register at www.fdu.edu/rothman.

2008 Innovation Conference Focuses on Managing Creativity

On September 23, the Institute will host a seminar designed to help the executive management teams of small, medium-sized businesses and large corporations better manage innovation. The program will feature insights from innovation leaders including Bami Bastani, Anadigics; Charles Cascio, Educational Testing Services; and Raymond Stark, Honeywell. More at www.fdu.edu/innovation.

Upcoming Events

October 7, 2008: 16th Annual New Jersey Business of the Year Awards. For information call 973-443-8880.

October 14, 2008: Institute is co-sponsoring with NJAWBO-Women’s Business Center a seminar, How Taxes Impact the Entrepreneurial Process.

October 30, 2008: Institute is co-sponsoring Morris County Hispanic American Chamber of Commerce Business Success Symposium.

More information about our events at www.fdu.edu/rothman.

Women’s Power Summit to Showcase the Forces Behind Women’s Success

On the evening of October 2, 2008, groups that support women will be honored. These organizations will unite for a Women’s Power Summit. This program, co-sponsored by the Institute and Because We are Women, will provide a platform to promote a synergistic, cooperative alliance, that will enhance their impact on women’s growth and success. More info at www.fdu.edu/rothman.

→ Marlene Waldock, founder, Because We are Women

Institute Develops Creativity and Innovation Program for Teens

Innovation skills increasingly are being recognized as the skills that separate students who are prepared for increasingly complex life and work environments in the 21st century, and those who are not. In response to the growing need for young people to have an understanding of creativity and innovation fundamentals, the Institute has launched a new certificate program to offer high school students the opportunity to learn about these topics.

The collection of videos, exercises and reading material provides a fun and stimulating approach to learning. Learn more at www.fdu.edu/edison.

Institute to Co-sponsor Creativity Event

On Wednesday, November 12, InSource will present a full-day event that will explore ways to build and manage your internal creative team and explore the strategic synthesis of brand and design management that transcends organizational barriers to create meaningful, measurable consumer experiences. Speakers include Moira Cullen, design director of Coca Cola, North America, and Emily Cohen, consultant to Creative Professionals.

Thomas Edison Workshop

New Jersey’s own Thomas Edison is widely considered to be history’s greatest innovator. From October 6 to 8, the Institute will co-sponsor a unique experiential program where participants will be taught proven Edisonian principles of innovation. They will also learn how to apply many of the principles Edison used to achieve such remarkable success. Info at www.fdu.edu/innovation.
NJN’s Christopherson Gives Dynamic Lecture, Student Entrepreneurs Honored

On May 7, Elizabeth Christopherson, executive director of New Jersey Network (NJN) Public Television and Radio, gave the keynote address at the 10th Annual Richard M. Clarke Distinguished Entrepreneurial Lecture. Christopherson’s inspiring lecture was titled “The Business of Civic Entrepreneurship: Purpose, Innovation and Partnership.”

The ceremony for the New Jersey Student Entrepreneur Awards program was held prior to Christopherson’s talk. First prize went to Princeton University’s Seth Priebatsch. Second prize was awarded to Rider University’s Daniel Jamet. The third-place winner was Guy Pridy from Rowan University. And fourth place went to Rider University’s Vincent Padalino.

Entrepreneurship Week to Offer Two Exciting Lectures

Tattoos are everywhere, but the business is still considered part of the “alternative” lifestyle. According to a recent feature article in Inc. magazine, artist Mario Barth aims to change that. His goal is to build the “Starbucks” of tattoo parlors. On Wednesday, November 19, the Entrepreneurial Society will present a lecture given by Barth.

On Thursday, November 20, serial entrepreneur, Leonard Green, will present “10 Steps for Success in Entrepreneurship.” These methods were born out of a combination of the experience and knowledge he has gained over 25 years. Green is one of the most successful real estate entrepreneurs in the region plus he runs more than one dozen other businesses.

Institute Recognizes Innovative Ideas

The winners from the Institute’s First Annual FDU Innovation Challenge program were honored on May 7. Students, faculty and staff were honored for their innovative product and service ideas. Winners included undergraduates — first place: Kenneth Betz, Jr., second place: Michael Ryan McNesby, third place: Darlene Branco, and graduate students — first place: William Schwartz, second place: Tess Tomasi and Nicholas Verrucci, third place: Terry Hardin. James Marcum, University librarian, was the faculty/staff winner. See winners’ ideas at www.fdu.edu/rothman.

Mark Your Calendars for the 2008 Family Business of the Year Awards Luncheon!

October 7, 2008, Crystal Plaza Caterers, Livingston, N.J.

More at www.fdu.edu/family.

Upcoming Family Business Forum Sessions

Brothers, Sisters and Cousins? Building a Strong and Successful Management Team
Ann Dugan, Institute of Entrepreneurial Excellence, University of Pittsburgh

A great deal of focus surrounds the challenges of moving from a founder to a sibling-generation leadership team in the family business. This program, to be held on September 11, is aimed at helping sibling and cousin teams organize themselves and their extended families as a group that owns and runs a business together.

What is YOUR Compensation Strategy?
Don McDermott, DG McDermott Associates, LLC

In this session, to be held on October 2, compensation consultant Don McDermott will provide important insight into the design of compensation programs that support the business strategy for any family-owned business, addressing how it may impact family members and non-family employees alike.

Back to Basics: Learning to Build on the Uniqueness of Families Who Share a Family Enterprise
Fredda Herz-Brown, Relative Solutions Family Business Consulting Group

Using an innovative presentation and interactive case study, family business consultant Fredda Herz-Brown, on October 30, will illuminate the basics for understanding families who share some kind of asset through ownership and/or management.