Rothman Ink

The Rothman Institute of Entrepreneurial Studies • Silberman College of Business • Volume 32

Rothman Ink has a New Design

It keeps you up to date on innovative programs, allows you to get the whole story on our web site and increases the frequency of the newsletter. We look forward to hearing your feedback on this redesign. Please email your views to rothman@fdu.edu.

Our family at the Institute hopes you had a wonderful holiday and wishes you a healthy and prosperous 2007!

James C. Barrood
Executive Director
Rothman Institute of Entrepreneurial Studies

FDU Ranked Among Top 20 Entrepreneurship Programs

The Silberman College of Business has been recognized as one of the leading business schools in America for entrepreneurship. In the annual ranking of top entrepreneurship programs done by The Princeton Review and published in October in Entrepreneur magazine, FDU’s undergraduate entrepreneurship program placed seventh out of more than 700 schools surveyed. In addition, the graduate entrepreneurship program ranked 19th. (More at www.fdu.edu/Ink)

Len Green to Give Entrepreneurship Week Lecture

On March 1, 2007, serial entrepreneur, Leonard Green, will present “10 Ways to Make Your Entrepreneurial Venture a Success.” These methods were born out of a combination of the experience and knowledge he has gained over 25 years. Len is one of the most successful real estate entrepreneurs in the region plus he runs over one dozen other businesses. (More at www.fdu.edu/Ink)

2007 Female Entrepreneur Lecturer Announced

On the evening of March 30, 2007, Ann Limberg, President, Bank of America New Jersey, will give a lecture entitled “The Importance of an Entrepreneurial Spirit in a Large Corporation,” which will detail her personal entrepreneurial journey. As a corporate executive who heads a branch of one of the world’s largest financial institutions, Limberg also provides statewide leadership for business, civic and philanthropic activities. (More at www.fdu.edu/Ink)

Fourth Annual New Jersey Business Idea Competition Announced

The 2007 New Jersey Business Idea Competition is open to all New Jersey high school students. This unique competition encourages an entrepreneurial mindset and gives teens an opportunity to identify and develop new business ideas. Interested students can find more details and an application at www.fdu.edu/rothman. (More at www.fdu.edu/Ink)

2007 Innovation Summit

On the morning of April 18, the 2nd annual Innovation Summit will be held. Following last year’s brilliant presentation by innovation author, Clayton Christensen, this year’s program focuses on implementing innovation. It will feature corporate innovation leaders who will offer their insights about their organization’s innovation culture and processes. (More at www.fdu.edu/Ink)

2007 East Coast Student Entrepreneur Awards Begins

To apply online, visit www.fdu.edu/rothman.

Institute to Co-sponsor Brand America Lecture (March 27), Innovation Workshop (March 29–30), and Disney Seminar (April 17)

Learn more about these exciting events at www.fdu.edu/rothman

New Seminar: Driving Design Through Innovation

The Rothman Institute is hosting this unique InSource event on April 3rd, from 8:30 am – 12:30 pm. The event will be moderated by leading industry creative consultant and managing partner of Sayles Graphic Design, Sheree Clark, and will feature a panel discussion with Bob Wagner, Vice President, Xerox Creative Services Business and Premier Partners Program; Gordon Kaye, Editor, Graphic Design USA; and James Barrood, Executive Director of the Rothman Institute of Entrepreneurial Studies. (More at www.fdu.edu/Ink)
Discover Business Teen Camp Expands Program for 2007

Due to popular demand, the Rothman Institute will offer a second session on the University’s Metropolitan campus in Teaneck, N.J., July 23 – 27. The College at Florham in Madison will hold the camp July 16 – 20. The Discover Business Teen Camp is for students entering grades 9 through 12. Last summer the one-week day camp educated 21 area students on business-related topics including communication, research, teamwork, financial planning, business planning and entrepreneurship. (More at www.fdu.edu/Ink)

Upcoming Female Entrepreneurs’ Alliance Spring Seminars

March 8, 2007 (9:00 am – 1:00 pm): Writing Promotional Copy that Sells.
March 15, 2007 (10:00 am – 1:00 pm): Creative Marketing and Advertising Techniques.

Top Family Business Honors Go to Viking Yacht Company and John’s Meat Market

Viking Yacht Company, a second-generation yacht builder, and John’s Meat Market, a third-generation prime meats retailer, took top honors at the 2006 New Jersey Family Business of the Year Awards luncheon, held on October 3 at Crystal Plaza Caterers in Livingston, N.J. (More at www.fdu.edu/Ink)

Recent Seminars from the Institute’s Family Business Forum

Recently, the Family Business Forum sessions presented experts who focused on topics ranging from innovation to teamwork to mentoring to valuation. (More at www.fdu.edu/Ink)

For more information about our FBF programs or to register for a session, contact Kim Dennison, Family Business Programs Administrator, at 973.443.8880.

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Institute Welcomes New Staff and Board Members

Ann Protasiewicz has joined the Rothman family as administrative assistant. She brings with her extensive corporate experience as well as entrepreneurial experience in the construction industry.

Wayne Tamarelli, New Jersey’s preeminent angel investor, and Betty Manetta, entrepreneur, former corporate telecom executive and president of Commerce and Industry Association of New Jersey’s Hispanic Business Council, have joined the Rothman Institute’s Advisory Board.

Academic Notes

Associate Professor and Department Chair, Ethné Swartz, presented a lecture entitled “Outcomes Assessment as an Opportunity: The Case of a Business Planning Course in a Business Curriculum,” at the USASBE’s 2007 Annual Conference.

James Barrood, executive director of the Rothman Institute, attended the Council on Competitiveness’ 20th Anniversary Conference in Washington, D.C. in November. The Institute has become a national affiliate of the council.

Recent programs included Doing Business in China as well as Leveraging Open Innovation, which featured innovation author Henry Chesbrough. Both programs can be viewed at www.fdu.edu/Ink.

Rothman Recognizes David Knee, BA’88

David Knee, EVP of Lee and Klatskin Associates at the Rothman Institute Recognition Reception in September 2006. (Photos from the event at www.fdu.edu/Ink)