Spring Programs Expand to Share Best Practices

We’re excited about the variety of exciting programs offered this spring. From innovation to family business to new venture creation, to international trade, to sports and business management, we will be fostering entrepreneurship and innovation. We hope to see you at an upcoming event!

In addition, we’re very pleased with the response to our new Innovation Challenge contest launched University-wide!

James C. Barrood
Executive Director
Rothman Institute of Entrepreneurial Studies

2008 Innovation Summit Focuses on Health Care

On the morning of Wednesday, April 30, the Institute will host a seminar designed to help the executive management teams of small, medium-sized businesses and large corporations better understand how to implement innovation at their organizations. This year’s focus is health care. Angie McGuire, deputy director, Office of Economic Growth, State of New Jersey, will offer remarks, and three innovation leaders from the health industry will share their insights. Best practices will be shared by distinguished speakers Edward Ludwig, chairman and CEO of BD; Mervyn Turner, senior vice president of Worldwide Licensing & External Research of Merck; and Robert Hugin, president and COO of Celgene Corporation. More information at www.fdu.edu/innovation.

NJN’s Elizabeth Christopherson to Give Distinguished Entrepreneurial Lecture

Elizabeth Christopherson, Executive Director of New Jersey Network (NJN) Public Television and Radio and President of the NJN Foundation for Public Broadcasting, Inc., will give the 10th Annual Richard M. Clarke Distinguished Entrepreneurial Lecture at FDU’s College at Florham campus on May 7. Under her leadership NJN has greatly diversified and increased financial resources, garnering national awards for best practices and growth. More info at www.fdu.edu/rothman.

Invention to Venture Workshop

The Institute is co-sponsoring an exciting event with the National Collegiate Inventors and Innovators Alliance and FDU’s Institute for Sustainable Enterprise on Friday, May 2. The daylong workshop, “Growing the Next Generation of Green Ventures,” will explore sustainable venture creation and growth. More info at www.fdu.edu/rothman.

Rothman Launches Innovation Management Program

An intensive two-day executive training program on June 11 and 12 will cover the fundamentals of developing and implementing innovation processes and building a culture of innovation at your organization. Learn more at www.fdu.edu/innovation.

Events/Program Update

New Jersey Family Business of the Year Awards Program is Underway. Nominate your favorite Family Business!

April 12: Re-Launching Your Career on Your Terms: A Workshop for Women Interested in Returning to Work.

April 17: Innovation 2 Exit: Raising Capital & Executing Exits


May 28: Disney Keys to Excellence — learning, insight and inspiration.

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

Sports & Small Business Seminar

On May 9, 2008, Andrew Sherman, CEO and founder of Grow Fast, Grow Right, will speak to business owners on “How to Grow Your Business in Tough Times.” Sherman’s company has helped thousands of entrepreneurs start, manage and grow their businesses.

In addition, NY Giants defensive end Michael Strahan will talk about team leadership, discipline and how to take principles used on the playing field and transfer them over to running a successful business. More info at www.fdu.edu/rothman.
Register for the 2008 Discover Business Teen Camp!

Is your teen interested in learning about business? The fifth annual Discover Business Teen Camp should satisfy their curiosity. The skills learned at this camp apply to all areas of life—school, business and society. The program is a wonderful opportunity for your teen to consider life in the “real world.” Due to popular demand, the Institute will offer a second session on the FDU’s Metropolitan Campus in Teaneck, July 21–25. The College at Florham camp will be held July 14–18.

FDU Innovation Challenge

Have you ever come up with a unique product or service but never pursued it? Here is your chance to submit your innovative idea! In an effort to unleash the creative and innovative spirit within our University community, the Institute and the Silberman College of Business have launched an exciting competition open to all students as well as faculty and staff members at FDU. The deadline for entries is April 11. Details at www.fdu.edu/rothman.

Academic Notes

Associate professor and marketing/entrepreneurial studies chair, Ethné Swartz, recently conducted an interview with Rebecca Harding, director of the Global Entrepreneurship Monitor, UK, which was recently published on Exploring Globalization, an online scholarly journal, part of FDU’s new Global Issues Gateway. More information at www.gig.org.

Alumni Updates

Bohden James Apparel founders Andrew Cavitolo and Lucas Cittone are living their entrepreneurial dreams. A leading men’s fashion magazine recently stated that they were a new “Ralph Lauren with an Attitude.” Today, their line can be found in stores such as Bloomingdale’s. Andrew and Lucas credit FDU’s entrepreneurship program for their excellent education. In addition, the school’s close proximity to New York allowed them to get their degrees while running their Brooklyn-based firm.

FDU alumnus Paul Lewis, serial entrepreneur and investor, was part of a recent “The Big Idea” show on CNBC as the featured angel investor in an exciting elevator pitch clip.

Family Ink

Nominate Your Favorite Family Business! The 16th Annual New Jersey Family Business of the Year Contest is Underway. The deadline is April 18 so don’t delay! Download application at www.fdu.edu/family.

Family Business Forum Program Update

On Thursday, April 10, marketing specialist Ed Delia will present “Small Brand Leadership: A Step-by-Step Approach to Defining and Delivering a Profitable Brand.” This presentation will offer a systematic approach to brand building and communications that is accessible for small- and middle-market organizations. Members will come away with tactics necessary to define a brand’s core value and how to effectively deliver key brand communications.

On Thursday, June 5, compensation consultant, Don McDermott, will provide 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. Issues to be covered include how much compensation is correct for the family members as compared to non-family members, what determines the level of pay and benefits, and how succession plans influence the “whole picture.”

For more information on the Family Business Forum, and to come as a guest to an upcoming program, please call Kim Dennison at 973-443-8880.