Welcome 2010!
As difficult as 2009 was for all of us, we still managed to have an exceptional year, particularly with some outstanding speakers — including one of the most powerful women in the world and one of the most influential men in our history. Practicing what we teach, we trimmed costs, offered better value, maintained marketing and public relations efforts and collaborated to set the stage for a strong recovery with unique new offerings.

James C. Barrood
Executive Director
Rothman Institute of Entrepreneurship

Family Business Forum Receives Generous Donation
In gratitude to Norbert Gaelen and his family for their generous contribution to the Institute’s Family Business Forum, we are pleased to announce that the Forum will be renamed “The O.Berk Company Family Business Forum.” The Gaelen family’s special commitment will enable the Institute to grow services and help more family firms succeed. The O.Berk Company is a former member of the Forum and is celebrating its 100th anniversary.

2010 Female Entrepreneur Lecturer Announced
Lindsay Phillips, founder of SwitchFlops, will give the seventh annual Female Entrepreneur Lecture on March 26. Phillips’ concept evolved from an art project — ceramic flip flops. She was inspired by the project to design flip flops with interchangeable straps. This innovation was just the beginning. Phillips will detail her entrepreneurial journey following the awards ceremony for the 2010 New Jersey Business Idea Competition. Details at www.fdu.edu/rothman.

20th Anniversary Celebration Honors Top Entrepreneurs and Innovators
The Rothman Institute will celebrate its 20th anniversary on April 27. Many of the top leaders who have participated in the Institute’s world-class programming over the past two decades will be recognized. John Crowley, founder of Amicus Therapeutics, will detail his story, which started by defying the odds of his children’s survival from illness. His story is highlighted in the new movie, Extraordinary Measures. Information at www.fdu.edu/rothman.

Events/Program Update
18th Annual New Jersey Family Business of the Year Awards Commences.
2010 applications are now available at www.fdu.edu/family

CT (Career & Transition) Boot Camp
Friday, February 26

2010 Business Idea Competition for Teens
Open to all New Jersey high school students
Deadline: February 19

NJTC Venture Conference
Friday, March 26

New Jersey Student Entrepreneur Awards
Open to all New Jersey undergraduate students
Deadline: April 2

FDU Innovation Challenge
Open to the entire FDU community
Deadline: April 16

Details at fdu.edu/rothman

Doug Forrester to Talk on Health Care Innovation
Doug Forrester, founder and CEO, Integrity Health, will give a lecture titled “Streamlining Health Care — A Better Alternative,” on Thursday morning, February 25. Integrity Health is an innovator in health-benefits management. Learn about its pioneering business model and how Forrester’s values of transparency have streamlined health care delivery. Learn more about the ACG event at fdu.edu/rothman.

2010 Innovation Summit Focuses on Education
On the morning of Wednesday, April 14, the Institute will host a seminar to help nonprofit as well as for-profit organizations and corporations. New approaches to K–12, higher education and talent management will be discussed. Best practices will be shared by David Grant, G.R. Dodge Foundation; Cristin Frodella, Google; and Hod Lipson, Cornell University, among others. Details at www.fdu.edu/innovation.

Register for the 2010 Discover Business Teen Camp!
Is your teen interested in learning about business? The seventh annual Discover Business Teen Camp should satisfy his/her 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” and also add it to their resume. One session will be held on FDU’s College at Florham in Madison, N.J., July 15–17, and another on the Metropolitan Campus in Teaneck, N.J., July 20–24.
O.Berk Company Family Business Forum

The Family Business Forum has been renamed thanks to the Gaelen family’s generous contribution. Since 1910, the O.Berk Company has been a family-owned and operated business, which supplies glass and plastic containers and closures nationwide. O.Berk currently serves more than 3,500 top consumer brands in the household, beauty and pharmaceutical industries through a regional and national distribution network.

2010 Program Convenes in March
The Family Business Forum is designed to provide family businesses in the metropolitan area with a unique opportunity to learn from leading experts about proven strategies for successfully owning and operating a family business. Leading consultants from throughout the nation will be on hand this year to instruct our members on issues of particular interest to their unique needs, and will address both the “emotional” aspect of family business, as well as the issue of professional development. For more information and to come as a guest to an upcoming program, call Kim Dennison at 973-443-8880.

Don’t Forget to Nominate Your Favorite Family Businesses for Consideration in the 18th Annual New Jersey Family Business of the Year Program!
For more information, call Kim Dennison at 973-443-8880.

O.Berk Company Family Business Forum — 2010 Schedule

**Updating Your Family Firm for the New Decade**

March 11, 2010 • 8:30–10:30 a.m. **What You Must Know About New Technology: Make Connections for Your Family Business Using Key Social Networking Tools (Twitter, FB, LinkedIn)**

April 15, 2010 • 8:30–10:30 a.m. **Using Coaching Strategies to Improve Your Performance: Its Value for all Family Members and Non-Family Staff**

May 20, 2010 • 8:30–11:00 a.m. **Valuating the Family-owned Firm, plus How to Improve Your Negotiating Skills**

September 16, 2010 • 8:30–11:30 a.m. **An Examination of Family Business Boundaries**
Speaker: Jane Adams, Renowned Family Business Expert, Coach and Author

October 14, 2010 • 8:30–10:30 a.m. **The Ins and Outs of Effective Succession Planning**

November 18, 2010 • 8:30–10:30 a.m. **Dealing with Human Resource Issues that Affect Family Firms**
Speaker: Bud D’Avella, President, Prudent Publishing Company

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iSpace is a unique creative work space that is the perfect setting for brainstorming, ideation and innovation activities and team building. It also facilitates strategic planning and leadership development efforts. Information at www.fdu.edu/ispace