



Steve Wannamaker, of *Inspire Magazine*, leads a discussion on Human Resources teams in new ventures.

## Career Development Center Hosts Entrepreneurship Workshop

In the spring quarter of 2004, the UC Center for Entrepreneurship Education & Research partnered

with the UC Career Development Center, UC Main Street, the UC Small Business Development Center, and the Ohio Statewide Minority Business Development Center to present the 2<sup>nd</sup> Annual "Careers in Business Ownership Workshop: Is Being an Entrepreneur the Career Choice for You?"

*"An excellent resource [for expanding my knowledge]..."*

"Julia Montier-Ball in the Career Development Center organized a tremendous event attracting excellent guest speakers and panelists," noted Dr. Charles H. Matthews, Director of the UC Center for Entrepreneurship Education & Research. The workshop was held April 21 through April 23 at the Career Development Center in the University Pavilion. Ten sessions were presented, featuring prominent entrepreneurs and business leaders from the Greater Cincinnati area.

Over 15 keynote speakers were featured, including representatives from BIO/START, Carol Frankenstein; Global Lead Business Consulting, Oris Stuart; CMC Properties,

Jim Cohen; Observatory Group, Dawn Hornback; Radio One WBDZ 1230 AM, Wayne Box Miller; WCIN 1480 AM Radio, John C. Thomas; peoplethatclick.com, Sean McCosh; *Inspire Magazine*, Steve Wannamaker; Solano Interiors, Connie Matthews; Altoria Solutions, Mike Backer; Laser Control Systems, Evan Jones; River

City Furniture, Carl Satterwhite; Hard Ta' Knock Shoppe, Corey Simley; Findlay Business Tower, LLC, Earl Blanks; and the Young Entrepreneurs Panel.

Participants received an introduction to the field of entrepreneurship, in addition to

practical ideas for starting a business enterprise. Topics covered during the Careers in Business Ownership Series included:

- Personality & Survival Skills of the Successful Business Owner
- Successful Business Models & Plans: Choosing the Right Product or Service for You
- Unique Marketing, Public Relations and the Numbers
- Pros and Cons of Business Ownership
- Web Marketing, Web Based Business & E-Commerce
- Human Resources: Employees, Experts & Your Professional Team

### Entrepreneurship

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- Preparing to Be an Entrepreneur: College, Internships, & Power Networking
- New Idea Development
- Top Businesses & Fastest Growing Industries

The Entrepreneurship Career Days concluded Friday, April 23, with the Best Business Idea Challenge, including visual/marketing presentations, judging, an awards showcase, and a reception. Evan Jones, CoB student, was awarded first place for his business concept "Laser Remote Mouse." Kady Demeritte, Arts & Sciences, and Chad Cordrey, Clermont, tied for first runner-up for their respective cosmetics and automotive advertising accessory concepts.

The highly successful event attracted many UC students who were eager to learn more about venture creation and the entrepreneurial field. CoB undergrad, Derek Brown, expressed interest in many of the topics and recommended the workshop as extremely beneficial. "It falls in perfect timing with my entrepreneurial quest because I am searching for opportunities in order to expand my knowledge, and the Career Days seems to be an excellent resource." ■

*" E-Center faculty have hosted three international delegations..."*

# E-Center Hosts International Delegations

As part of the E-Center's global entrepreneurship program, every year guests gain insight into how entrepreneurial growth might be facilitated in their own countries. This year, E-Center faculty have hosted three international delegations at the College of Business, providing visitors an opportunity to learn about entrepreneurship and strategic planning, family business issues, and entrepreneurship education in the United States.

This first delegation, hosted in autumn 2003, featured guests from Baku, Azerbaijan. Local arrangements for the group were made through the International Visitors Center of Greater Cincinnati, and as part of the Community Connections Program, visitors from Azerbaijan received a half day workshop presented by Dr. Charles H. Matthews on Entrepreneurship & Strategic Planning.



Delegation from St. Petersburg, Russia with CoB Dean Frederick A. Russ.

In winter 2004, the E-Center extended



To the left, participants in Entrepreneurship Career Days Workshop are pictured. L to R: Sean McCosh, Cory Simley, Evan Jones, Gloria Parker, Kemia Demeritte, Earl Blanks, and Chad Cordrey.





Delegation from  
Turku, Finland with  
CoB Dean  
Frederick A. Russ  
and E-Center  
Director Charles H.  
Matthews.

Pictured, right: Ev  
Telljohann, BBA '56

an invitation to two more delegations to participate in the international entrepreneurship program. In conjunction with the Greater Cincinnati International

Visitors Center, visitors from St. Petersburg, Russia participated in a full day workshop led by Dr. Matthews focusing upon Planning and Implementing Strategic Entrepreneurial Plans. In addition to the workshop, the Russian delegation received a presentation by

Kent Lutz, director of the Goering Center, on Family Business Issues.

The third delegation from Turku, Finland included Annikki Matikainen, Degree Programme Manager, Raimo Hyvönene, Vice Rector, and Eeva Harjulahti, Director of Education. The guests from Turku Polytechnic, the biggest polytechnic university in Finland, spent several days in Cincinnati and New York researching entrepreneurship education in preparation for building an entrepreneurship program at Turku Polytechnic. In addition to learning about building an entrepreneurship program on campus from Dr. Matthews, meetings and information exchanges were also held with Dean Fritz Russ, College of Business, Kent Lutz, The Goering Center for Family Business, Susan Sadlier, Director of International Programs, College of Business, and Kettil Cedercreutz, Associate Provost and Director of Professional Practice. ■

*"Guests spent several days researching entrepreneurship education..."*

## Ev Telljohann Joins E-Center Advisory Board

The UC Center for Entrepreneurship Education & Research is pleased to announce the addition of Mr. Everett F. Telljohann as a member of its Advisory Board.

Mr. Telljohann received his B.B.A. from the University of Cincinnati in 1956. Since then, he has held such positions as VP of Finance and Treasurer of Phillips Industries and Copeland Corporation, and President and Director of Miami Valley Capital, Inc., an entrepreneurial venture capital group. Today, he remains with Telljohann & Company, Management and Consulting Services.

Though having numerous business associations, his primary board involvements presently include Excellence in Motivation and the Widows Home.

Mr. Telljohann will take the place of Advisory Board member Holbrook Forusz (BBA '99), who is pursuing his MBA at the University of Chicago. ■



# E-Center Director Elected Head of USASBE

UC entrepreneurship education leader, Dr. Charles H. Matthews, has been elected President of the United States Association for Small Business and Entrepreneurship (USASBE). The USASBE is the world's largest professional organization for entrepreneurship education with nearly 1,000 members in the U.S. USASBE is the U.S. affiliate of the International Council for Small Business (ICSB) with a network of over 2,000 members worldwide.

Matthews was voted President-Elect in 2003 and was installed as President during the 18th annual USASBE conference January 18, 2004, in Dallas, Texas. Over 550 participants attended the three day conference featuring over 100 workshops and paper presentations across ten professional divisions, including entrepreneurship education, technology entrepreneurship, women and minority entrepreneurship, entrepreneurship and the arts, small business, corporate entrepreneurship, international entrepreneurship, family business, and individual entrepreneurship. Matthews will oversee a 27 member board, including five

Senior Vice Presidents, four Vice Presidents, the Immediate Past President, and the Executive Director, in addition to the ten Divisional Vice Presidents.

Matthews is an internationally recognized scholar in the field of entrepreneurship and is the founding director of UC's Center for Entrepreneurship Education and Research. He has served as the Director of the Small Business Institute® in the College of

Business since 1982. He is a pioneer in the field of experience-based education, facilitating over 500 field case consulting projects involving over 2,000 students, working with both companies as well as non-profit organizations. He is a Past-President and Fellow of the Small Business Institute® Directors Association and was recently elected a Fellow of the United States Association for Small Business and Entrepreneurship – one of only a half dozen scholars in the field to be so honored.

As the founder of the UC Center for Entrepreneurship Education and Research, Matthews has overseen the development and implementation of the annual UC MBA New Venture Business Plan Competition, the Cecil Boatright Business Plan Competition (for the best field consulting case), the Bearcat Bridge Fund (providing seed grants to student venture start-ups), the Bearcat Launch Pad (incubator space in cooperation with CMC Properties to provide offices for both student and faculty new ventures), and the Annual Entrepreneurship Recognition Banquet. A major thrust of the E-Center is to foster and facilitate entrepreneurship across the campus. ■



USASBE President Dr. Charles H. Matthews congratulates Dr. Jeffrey Timmons on receiving the USASBE Entrepreneurship Educator of the Year Award.



Pictured Left: Dr. Matthews congratulates Dr. Max Wortman, Jr. on receiving the inaugural USASBE Max R. Wortman Lifetime Achievement Award in Entrepreneurship Education.



# SBI Field Case Program Showcased



E-Center staff members Jessica Young and Mark Schenkel.

Representatives from various colleges across the UC campus came together on May 26, to celebrate the work that UC students and community members engage in as part of the many service learning projects in which UC is involved.

Representing the College of Business at the Service Learning Fair, E-Center staff members informed participants about the outreach services E-Center students, faculty, and staff provide to the local business community through the Small Business Institute® (SBI) Field Case Study Program.

Among those present at the Service Learning Fair were E-Center G.A., Mark Schenkel, and co-op student, Jessica Young. Both presented information about the E-Center’s SBI Field Case Program, a teaching and learning program offering personalized business counseling to local companies on their own premises, free of charge. Participants received information pertaining to the purpose, benefits, and history of the program, in addition to a listing of the many local participants that have received aid.

The four hour fair, held in the Tangeman University Center, featured 23 informational tables from 11 am to 2 pm, and concluded

with a Service Learning 101 Workshop. During the workshop, colleagues shared information with one another about initiating and improving service learning in the classroom, and many took the opportunity to network for new ideas.

Those attending the fair this year noted that they received invaluable information on many service learning programs in which they would like to participate, as well as outreach services they would like to personally receive.

For more information on the E-Center’s SBI Field Case Study Program, please check: [www.sbi.uc.edu](http://www.sbi.uc.edu). ■

## UC Field Case Teams Continue Tradition of Excellence

*"[SBI] Program has garnered local, regional, and national recognition..."*

Every year, students in the CoB receive the opportunity to participate in the Small Business Institute® (SBI) Program - a national, faculty-guided, student-based field case consultation program designed to foster entrepreneurship, while giving small and medium enterprises

guidance. The program has repeatedly garnered local, regional, and national recognition as one of the best in the nation, and this year is no different. Three student teams participating in the SBI Program this year received recognition for their outstanding field case reports at the annual SCORE Luncheon, held in May 2004.

Hytek Coatings, Inc., Sew-Ezy Sewing Studio, and The Winton Place Neighborhood

& Community Council teams were named the top three teams of thirty competing in the 2004 Cecil Boatright Field Case Competition. The Field Case reports received special recognition on Friday, May 21 at the 17<sup>th</sup> annual luncheon sponsored by the Service Corps of Retired Executives (SCORE) Foundation, the UC SBI Program, and the UC Center for Entrepreneurship Education & Research. The event held at the UC Faculty Club “was an excellent luncheon and very well attended, and a testament to the hard work of the students and faculty” according to Dr. Matthews, director of the E-Center.

Commemorative certificates, plaques, and awards were given in recognition of excellence to the first, second, and third place teams. First place this year was awarded to HyTek Coatings, Inc. (Tim J. Fahey, Michael P. McAllister, Brian M. McGeady, Mike R. Mendenhall, and Duane M. Perrin). Second place went to Sew-Ezy Sewing Studio (Adam Coffaro, Brian Lea, Brad Lenning, Mark Stagny, and Dean Ulrich). In third place overall was The Winton Place Neighborhood & Community Council (John S. Dorich, Steve R. Kline, Phillip P. Lanham, Larry Loew, and Kevin E. Vanover). ■

# E-Center Hosts World Class Faculty

In 2004, the UC Center for Entrepreneurship Education & Research was honored to receive a \$50,000 grant from the Ewing Marion

Kauffman Foundation, as part of the Kauffman Collegiate Entrepreneurship Network (KCEN). The KCEN grant received by the E-Center has made possible the enhancement of many entrepreneurship classes, including the 725 Global Entrepreneurship course offered this spring.



*"[Dr. Quiñones'] expertise provided enrichment to the classroom experience."*

Thanks to the grant, the E-Center was able to invite Dr. Zulma Quiñones from the Inter American University of Puerto Rico-San German to serve as the Guest Lecturer for the class. Dr. Quiñones is a Senior Vice President with the International Council for Small Business (ICSB), and her combination of

international, marketing, and entrepreneurship experience and expertise provided a great deal of enrichment to the classroom experience. The Global Entrepreneurship MBA “Blast Class” she taught was held April 23-24 and April 30-May 1. ■

Dr. Zulma Quiñones (Front, Center) with Dr. Matthews, E-Center Director, and students from the 725 Global Entrepreneurship course.



L to R: Dr. Charles H. Matthews, Mike Mendenhall, Tim Fahey, Michael McAllister, Dean Fritz Russ, Larry Loew, John Dorich, Phillip Lanham, Pat Brady.

# E-Center Announces 2004 Entrepreneurship Awards



- Buddy LaRosa honored for 50 years of entrepreneurial excellence
- Ed Wedbush receives UC Lifetime Achievement Award



Doug Hott, Jennifer Pham-Hott and Keith Daegele from apartmentfrog, inc. with E-Center Director, Dr. Charles Matthews.

The UC Center for Entrepreneurship Education & Research is pleased to announce the University of Cincinnati students, faculty, and alumni who are being honored this year for their outstanding entrepreneurial accomplishments. All award recipients were recognized at

the 6<sup>th</sup> Annual Entrepreneurship Recognition Banquet, held on Friday, May 14, at the Marriott Kingsgate Conference Center.

Among those receiving recognition are the recipients of the 2004 Award for Entrepreneurial Excellence and the 2004 UC Lifetime Achievement Award for Entrepreneurship. The Award for Entrepreneurial Excellence, granted to a worthy entrepreneur who has given back to the community, was awarded to Donald "Buddy" LaRosa, founder of LaRosa's Pizzeria & Wine Cellar. Edward W. Wedbush, Founder, Wedbush Morgan Securities, Inc. and E\*Capital, accepted the UC Lifetime Achievement Award for Entrepreneurship.

Faculty entrepreneur award winners for 2004 include David Melvin, Eric Gruenstein, and Christy K. Holland. David Melvin, M.D., Ph.D., of CardioEnergetics, Inc., received this year's Emerging Entrepreneur Award,

and the Established Entrepreneur Award was presented to Eric Gruenstein, Ph.D., of Intracellular Imaging, Inc. Christy K. Holland, Ph.D., also received honorable mention for her work with the Transcranial Ultrasound Thrombolysis System (TUTS).

Seven student teams were also honored at the E-Banquet for their success in both local and national competitions:

- **Kelley's Custom Framing:** Jiten Dihora, Heather Jardis, Jeanine Lohman 1st Place 2003-04 District/Region V (Specialized) National Small Business Institute® Case of the Year Competition; 1st Place 2003 Cecil Boatright Case Competition
- **Genomatix USA:** Marvin Abrinica, Derek Blank, Thad Edmonds, Teresa Lake, Wendy Lau Tenn 1st Place 2003-04 National Small Business Institute® Graduate Comprehensive Case of the Year; 1st Place 2003-04 District/Region V (Comprehensive) National Small Business Institute® Case of the Year Competition; 2nd Place 2003 Cecil Boatright Case Competition
- **apartmentfrog, inc.:** Doug Hott, Keith Daegele, Jennifer Pham-Hott 1st Place UC MBA New Venture Competition; 2nd Place IU Spirit of Enterprise MBA Business Plan Competition; 2004 Bearcat Bridge Fund Recipient
- **Agri-Solutions, LLC:** Chris Williams, Terry Koetter, Scott Steger 1st Runner-up UC MBA New Venture Competition

*"The 2004 honorees exemplify the best Cincinnati has to offer."*

- **Quarkboard, LLC:** *Brian Magill, Ryan Robertson* 2nd Runner-up UC MBA New Venture Competition

- **BabysitEase:** *Darrin & Peggy Murriner* 2004 Bearcat Bridge Fund Recipient

- **Coleross Corporation:** *Donn Strohofer, Stephanie McFarland, Ryan Goodman* 2004 Bearcat Bridge Fund Recipient

Further student recognition occurred this year through the presentation of the inaugural California Scents Scholarship, awarded to CoB undergraduate student, Derek Brown. (See "E-Center Additions" page 8)

“The 2004 honorees exemplify the best Cincinnati has to offer,” says Dr. Charles Matthews, director of the UC Center for Entrepreneurship Education & Research. For him, this year’s banquet was a cause for pride and excitement, as “the event provides an opportunity to say thank you to the many UC & CoB faculty who support the entrepreneurial dreams, and the students and alumni who make them come true.” ■

*"The [scholarship] recipient, Derek Brown, was announced May 14, 2004..."*

# E-Center Additions

## California Scents Scholarship

New to the E-Center in 2004, was the inaugural California Scents Scholarship for Students in Entrepreneurship, made possible through the generosity of Mr. and Mrs. Gus Doppes.

The scholarship fund was established to encourage the study of entrepreneurial business, and to recognize and support the academic achievements of students who have expressed an interest in this field.

To be eligible for the scholarship, applicants are required to be full-time undergraduate students enrolled in the College of

Business, with a concentration in Entrepreneurship/Family Business.

The 2004-2005 recipient of the California Scents Scholarship, Derek Brown, was announced May 14, 2004, at the 6<sup>th</sup> Annual Entrepreneurship Recognition Banquet. ■



Dr. Charles H. Matthews presents CoB undergrad, Derek Brown, with the inaugural California Scents Scholarship.



UC President, Dr. Nancy Zimpher congratulates Mike LaRosa and Edward W. Wedbush.

## 782 Biotechnology and Pharmaceutical Management

# Faculty Research Receives Recognition



Dr. Daniel A. Shelly, instructor of the 782 Biotechnology and Pharmaceutical Management course.

### The E-Center Thanks Its Sponsors:

- The Coleman Foundation
- The Kauffman Foundation
- The National Science Foundation
- Key Bank
- CMC Properties

Thanks to the KCEN grant awarded to the E-Center in 2003, the center has been able to enhance, grow, and leverage its offerings across the curriculum. Such enhancement has been most visible through the 782 Biotechnology and Pharmaceutical Management course

offered in the 2004 winter quarter. The class, taught by Dr. Dan Shelly, focused specifically on addressing entrepreneurship in the BioTechnology and Pharmaceutical arena.

Students received a basic overview of the biotech and pharmaceutical industries and the drug development process, highlighted by visits from local industry experts.

One project developed during the class, BioKits, has already gone on to pursue the launching of its own venture. It has recently been accepted into the "Cincinnati Creates Companies" program, launched by the E-Center with the help of an NSF Partners in Innovation grant. ■

*"Their paper was one of only 180 to be selected for presentation..."*

Dr. Charles H. Matthews, Director of the UC Center for Entrepreneurship Education and Research, and Terri Lonier, Founder and President of Working Solo, Inc., recently presented their findings on the importance of entrepreneurial networking at the Babson-Kauffman Entrepreneurship Research Conference (BKERC). The annual conference, which took place June 3- 5 at the University of Strathclyde in Glasgow, Scotland, is the premier scholarly forum for entrepreneurial research in the world.

Their paper, "Measuring the Impact of Social Networks on Entrepreneurial Success: The Master Mind Principle," was one of only 180 out of 350 submissions to be selected for presentation at the conference. As a result of the prestigious invitation, Matthews and Lonier were permitted to share their findings with more than 300 scholars in attendance.

Since the conference, their research has been highlighted in the June 28-July 2, 2004 issue of the *National Dialogue on Entrepreneurship*, an electronic newsletter sponsored by the Ewing Marion Kauffman Foundation. The newsletter targets followers of the entrepreneurial economy. For more information, please consult: [www.publicforuminstitute.org/nde/news/2004/enews-04-06-28.htm](http://www.publicforuminstitute.org/nde/news/2004/enews-04-06-28.htm).

Additionally, the July 19, 2004 issue of *The MicroEnterprise Journal*, a weekly publication covering issues that affect microbusinesses, has cited the research as "the most important study of these very small businesses since Joanne Pratt's 1999 study of home-based businesses." ■

# Cincinnati Creates Companies

After extensive planning over two years, in January 2004, Cincinnati Creates Companies (CCC) held its first meeting for aspiring entrepreneurs. Made possible in part by a \$600,000 grant for the National Science Foundation's Partnerships for Innovation, the program is intended to fuel technology entrepreneurship in the Greater Cincinnati area.

Together, the University of Cincinnati, the UC College of Business, UC Center for Entrepreneurship Education & Research, UC College of Engineering, Children's Hospital Medical Center, Bio/Start, CincyTech USA, and the Hamilton County Business Center have put together a hands-on, outcome-oriented program that intends to support innovation through the development of people, tools, and the infrastructure needed to connect new scientific discoveries to practical uses.

Selected from over 50 applicants, the inaugural group of 16 entrepreneurs meets weekly over three academic quarters. In addition to learning skills needed to launch and sustain a successful business, participants receive their own mentor in order to actively work on their business plans. Each participant entered the

*"These represent some... [of the] most promising technology driven ventures."*

program at a slightly different stage in the business launching process, yet each has already benefited from the program. Dr.

Dr. Dorothy Air, Associate Senior V.P. for Entrepreneurial Affairs at UC, comments, "We have gotten very favorable feedback in terms of the insight and advice [participants] have gotten." She thinks that in light of the huge time commitment the program requires,

the fact that all 16 participants who started the program have remained, speaks very highly of the benefits they are receiving.

At the completion of the three quarters, participants are eligible to submit completed business plans to compete for funding in the range of \$25,000-\$40,000. In the six months to a year following the competition, they will continue to receive mentoring as they begin

implementing their plans. Additionally, all are encouraged to take advantage of services the SoundingBoard offers and are informed of other useful networks and funding sources.

"These 16 ventures represent some of Cincinnati's most promising technology driven new ventures," commented Dr. Charles H. Matthews, who developed the course modules. "It will be exciting to watch them grow and take off." ■



Tracy Wilson and Lloyd Hastings of Osmic Enterprises with their mentor Cathy Conaty (center).



Pictured Left: William Keating, Jr., of Keating, Muething & Klekamp, addresses the CCC class on what it takes to get a new venture started.