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Welcome from the Executive Director

As Winter quarter mid-term exams and the snow slowly fade away, finals and Spring Quarter are just around the corner. I invite you to take a few minutes to read about some of the notable achievements of our outstanding Entrepreneurship students, alums and faculty.

This is a truly exciting issue of the *E-Center News & Views*. Below you will read about our student's top wins in the inaugural Reality Check

Undergraduate Cross Town Shoot Out Business Plan Competition; the National Small Business Institute® annual Case of the Year Awards; the Cardinal Challenge Graduate Business Plan Competition just this past weekend; and our very own Spirit of Enterprise Graduate Business Plan Competition ready to go this weekend with an outstanding line-up. Thus far, 2010 has been an excellent year to embrace the entrepreneurial spirit, and I invite you to share the excitement. As always, if you have a story idea, please do not hesitate to send it to us at ecenter@uc.edu and we will follow-up. Stay tuned and all the best for continued entrepreneurial success!

Charles H. Matthews, PhD
Executive Director
Center for Entrepreneurship Education & Research



**UC College of Business
Team Takes Top
Honors in Inaugural
Cross-Town Business
Plan Shootout**

An outstanding team of College of Business undergraduate students, Neil Black, Alex Bey and Charles Rinehart took 1st place honors for their new venture, Book-A-Bike, in the inaugural Reality Check Undergraduate Business Plan Competition. Students from Northern Kentucky University, the University of Cincinnati, Xavier University, Miami University and the University of Dayton competed in the event. The group bested eight top teams from over 100 potential entrants from the five nationally recognized programs.

[For More Information Click Here](#)

**UC Alum Awarded "Best Teaching
Case" by the United States
Association for Small Business and
Entrepreneurship**

Dr. Mark Schenkel (PhD '05), Assistant Professor of Entrepreneurship at Belmont University, was awarded the "Best Teaching Case" by the United States Association for Small Business and Entrepreneurship (USASBE) at this year's national conference. The case, "Bergen Cathedral Interiors" (with Dr. Beth Woodard and Joseph Ormont), focuses on a venture founded by Stephan Bergen, a Belmont alumnus. This is the third consecutive year that a Belmont faculty-authored case has been recognized with this prestigious national award. "Mark is a very talented researcher, writer and teacher," commented Dr. Charles H. Matthews, Executive Director of the Entrepreneurship Center. "Both his refereed journal articles and now his teaching cases are top drawer."



[For More Information Click Here](#)

**University of Cincinnati Student Teams Pack 1-2
Punch at the National Small Business Institute® Case
of the Year Competition**

University of Cincinnati undergraduate students Daniel Cremons, Gregory Lutz and Megan McElroy, and graduate students Linda Ahting, Jared Aldridge, Carol Prues, LaTisha Salaam, Tapan Shah and Gang Sun were honored for outstanding achievement in the 2009-10 National Small Business Institute® Case of the Year Competition. Their undergraduate and graduate field case projects took first place specialized undergraduate and second place specialized graduate in the nation at the National Small Business Institute® annual conference February 20, in Albuquerque, NM. The Entrepreneurship Center would like to extend a round of applause and our highest congratulations to the students, The Cincinnati Symphony Orchestra, Reality Plus Clothing, and Faculty Advisors Dr. Tom Dalziel (undergraduate) and Dr. Charles H. Matthews (graduate).

[Click Here For More Information](#)

**UC Spirit of Enterprise
Announces Finalists for
the 6th Annual
Competition**



The 6th Annual Spirit of Enterprise Graduate Business Plan competition is set to commence on Thursday and Friday, February 25 & 26 at Cincom Systems International Headquarters in Cincinnati. The following teams have been accepted to present at this year's competition: Florida Atlantic University, Indiana University, Johns Hopkins University, Kennesaw State University, Purdue University, Rice University, University of Arkansas at Fayetteville, University of Cincinnati, University of Illinois at Chicago, University of Louisville, University of Manitoba, University of Michigan and University of Oregon. Look for the results in our next issue!

[For more about the Spirit of Enterprise Competition Click Here](#)

**UC Undergraduate Student, Jordan Brewer, Is Named
Finalist in Entrepreneurial Essay Contest**

Senior Jordan Brewer (BBA '10) was named a finalist in the national competition titled '30 Minutes with an Entrepreneurial Hero' co-sponsored by the Acton Foundation and the American Marketing Association. Jordan received a scholarship towards his attendance at the National American Marketing Association convention in New Orleans, LA in April. His interview with CEO and President of Massage Heights LLC, Glenn Franson was one of only 28 selected for this honor.

[For More on the Competition Click Here](#)



**UC Team One of Only
Twelve Finalists in the
Cardinal Challenge Business
Plan Competition**

Congratulations University of Cincinnati graduate students Niraj Kapadia (College of Design, Architecture, Art, & Planning, Master of Architecture program) and Greg Crase (College of Business, MBA program) on being one of the 12 semi-finalists in the 2010 Brown-Forman Cardinal Challenge Business Plan Competition at the University of Louisville February 19 and 20. Kapadia, inventor and designer of the revolutionary and evolutionary vMouse, represented the new venture team in the high energy opening round of this year's Cardinal Challenge. The vMouse is a vertical computer mouse that is ergonomic, elegant and efficient in its form and function. The vMouse proposes a welcome change to the traditional, repetitive stress inducing mouse design that has essentially remained unchanged since its introduction 20 years ago.

[For Complete Details Click Here](#)

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