

## E-Center News & Views

October 2009

### In This Issue

Welcome Back!  
Spark People  
Cincinnati Innovates  
Bold Thinking  
vMouse

### Upcoming Events

"Bold Thinking"  
Weekend Workshop  
October 24 & 25, 2009

Spirit of Enterprise  
Competition  
February 25 & 26,  
2010

2010 ICSB Conference  
June 24-27

[More Info Here](#)

### E-Center Board of Advisors

Chairman:  
Chris Nawalaniec  
Stedman Machine Co.

Brandee Krabill Anderson  
Bridge Worldwide

L. Stephen Boord  
Neyer Holdings Corp.

John Burns  
Cincinnati Bell Tech.

Bill Cunningham  
Interim Director, NKU 5/3  
Entrepreneurship Institute

Chris Downie  
SparkPeople, Inc.

Sarah R. Ehrnschwender  
Marketing Coordinator  
University of Cincinnati,  
College of Nursing

Holbrook M. Forusz  
NY Life Invest. Mgmt.

Edward S. Grood,  
Professor Emeritus

William J. Keating, Jr.  
KMK, PLL

Rick Kieser  
Clean Wave Ventures

Jean B. Lauterbach  
Prism Consulting/VISTAGE  
International

Dave Lima  
OptimalDelta Institute

Rob Ratterman  
CanDo.com

Curtis Ring  
ACNielsen

Tony Shipley  
Queen City Angels

Everett F. Telljohann  
Telljohann & Company

Jeffrey L. Wyler  
Jeff Wyler Automotive

### Welcome from the Executive Director Center for Entrepreneurship Education & Research

Hello Everyone,

Welcome back to Fall Quarter! Outside my UC office window, Burnett Woods is awash in a sea of Autumn colors as we welcome over 90 undergraduate Entrepreneurship majors back to campus for 2009-10. Last year, over 200 students of all majors and multiple colleges enrolled in our undergraduate and MBA entrepreneurship courses. We currently have three outstanding doctoral students focused on small, entrepreneurial, and family business research.

As you look over the Fall issue of E-News & Views, you will see stories about UC alumni entrepreneurs (Chris Downie, SparkPeople; Phil Gettinger and Amro Kamel, Diabetitec); exciting and innovative programs for entrepreneurs (Bold Thinking, Dr. Jeff Stamp; Cincinnati Innovates, Niraj Kapadia); and much more...

The entrepreneurial spirit is alive and well on the UC campus and in Greater Cincinnati and Northern Kentucky. We hope you enjoy reading about some of the exciting news and stories and if you have a story idea, please send it to us at [ecenter@uc.edu](mailto:ecenter@uc.edu) and we will follow-up. Stay tuned and all the best for continued entrepreneurial success!

Charles H. Matthews, PhD



### Chris Downie, UC CoB '94, and E-Center Advisory Board Member Wants to Spark a Change in Your Life

Since 2001, millions of people have learned how to lose weight, eat better, exercise and generally live healthier through the Oakley-based Web site [www.SparkPeople.com](http://www.SparkPeople.com).

Now SparkPeople, which has become one of the most active diet and fitness Web sites in the country, wants to bring together in the real world some of the people who have formed fast friendships in communities on [www.SparkPeople.com](http://www.SparkPeople.com).

SparkPeople held its first convention in its hometown of Cincinnati and only the second in its history, after a May meeting in San Diego. Attendees came to hear success stories from SparkPeople members, get advice from experts, take part in strength workouts, runs and walks and listen to talks by SparkPeople founder and CEO Chris Downie.

"We tailored this so it's motivating for anybody, whether they've heard of SparkPeople or not," says Downie, a 39-year-old graduate of Northwest High School and the University of Cincinnati who now lives in the San Francisco Bay area.

Business Week named SparkPeople the best health Web site in 2006, 2007 and 2008, and it's currently the No. 1 diet Web site in the country based on page views, just ahead of Weight Watchers, according to June 2009 data from marketing research company comScore.

Downie says he'd like to hold a SparkPeople convention in Cincinnati every year. Also on the horizon: A personal savings site to help people reach financial goals, set to launch next month, and the first SparkPeople book, "The Spark: The 28-Day Breakthrough Plan for Losing Weight, Getting Fit, and Transforming Your Life" (Hay House, \$24.95), due out in December. And further down the road, Downie sees more books, magazines and maybe even a TV show.

"It's exciting to be doing something like this from Cincinnati," he says. "We're proud to be a Cincinnati company."

[Spark People Book On Sale Now!  
Press and Blog](#)



### UC Innovation Shines at 'Cincinnati Innovates'

Six out of eight available awards were captured by University of Cincinnati students, alums, faculty at prestigious Cincinnati innovation contest.

"Cincinnati Innovates" concluded its regional innovation competition September 18th by recognizing eight winners at a gathering at the Contemporary Arts Center. Six of the eight award winners might well have recognized each other: they were all proudly Cincinnati Bearcats!

[Cincinnati Innovates 2009](#)



### Cincinnati's Entrepreneurship Weekend Workshop - October 24 & 25

As part of the Cincinnati-wide entrepreneurship initiative including InOneWeekend and Cincinnati Innovates, Bold Thinking has also launched a 2-day weekend intensive workshop for entrepreneurs looking to grow their business. Led by Dr. Jeffrey Stamp and his Bold Thinking team, this in-depth 2-day weekend program will give attendees a decision-based entrepreneurial lens with which to analyze their business, uncover opportunities, and make key decisions that both create and capture value for their enterprise. Hosted at Cincinnati's premier innovation space: Boost! in Downtown Cincinnati. Discounts available!



[Bold Thinking](#)



### Cincinnati Student Develops Innovative Computer Mouse

University of Cincinnati student and master of architecture, Niraj Kapadia, came in 6th overall in the community voting for Cincinnati Innovates competition and was one of five finalists for the Taft Patent Award with this potentially life changing innovation. The vMouse is a

vertical computer mouse that proposes a welcome change to the traditional, carpal-tunnel inducing mouse design that has essentially remained unchanged since its introduction 20 years ago. Rotating the mouse 90-degrees encourages posture that facilitates the natural orientation of the forearm bones (radius and ulna) thereby eliminating strain on the wrist and forearm.

In addition to being easy on the wrists, the mouse is easy on the eyes as well. As computers and peripherals have become more a part of our lives, they have also taken on a greater significance in expressing our individual aesthetics. The vMouse is designed to be as evocative as it is functional. A coherent, beautiful design is essential to the general adoption and proliferation of the mouse.

The vMouse represents an evolution in ergonomics, technology, and design.

[vMouse Entry](#)

### E-Center Staff

Dr. Charles H. Matthews, Executive Director  
Sherry Hetzer, Assistant Director  
Ian McManis, Carl H. Lindner Honors-PLUS Intern

### Contact Us

Center for Entrepreneurship Education & Research  
Center Website: <http://www.ecenter.uc.edu/>  
Spirit of Enterprise Website: <http://www.uc.edu/ecenter>  
E-mail: [ecenter@uc.edu](mailto:ecenter@uc.edu)