

## E-Center News & Views

April 2011

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### Upcoming Events

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### Letter from the Executive Director

Hello Everyone,

As I look out from my office window, Spring is everywhere! From the bright yellow daffodils lining the hills of Burnett Woods to the lacy pink and white blooms on the Yoshino Akebono Cherry Trees on the Sigma Sigma Commons on campus, the signs are unmistakable.

As you look over the Spring Quarter issue of *E-News & Views*, the entrepreneurial activity among our students, alumni, faculty, and local entrepreneurs is in full bloom as well. Current fourth year student **Robel Kidane** (Carl H. Lindner Honors-PLUS majoring in finance and entrepreneurship) is heading to Stanford for an outstanding 3-day entrepreneurship boot camp for aspiring entrepreneurs from across the U.S. Former UC student **Jaydev Karande**, co-founder of Wearcast, is organizing an appearance by entrepreneur Russell Simmons, co-founder of Def Jam and author of *Super Rich: A Guide to Having it All*. The E-Center welcomes two outstanding adjunct instructors, **Trevor Stansbury** and **Ron Meyers**, to campus to share their experience and expertise with our students on Corporate Entrepreneurship and New Venture Finance.

Of course, you will want to check out the **13th Annual Entrepreneurship Recognition Banquet** coming up May 12, 5:30 p.m. in downtown Cincinnati overlooking Fountain Square. Our Entrepreneurial Stars on the Square will celebrate the entrepreneurial journey in all its forms with great friends, food and conversation.

In our **Network Notes** below, there is something for everyone including information on upcoming Greater Cincinnati Venture Association meetings and two outstanding programs to help entrepreneurs grow their ventures: The Kauffman FastTrac TechVenture Program and the Brandyery's second class for early-stage consumer-oriented ventures. Also, you will want to mark your calendars for the 5th Annual MANNY awards celebrating tri-state manufacturing.

We hope you enjoy reading about some of the news and stories and as always, if you have a story idea, please send it to us at [ecenter@uc.edu](mailto:ecenter@uc.edu) and we will follow-up. All the best for continued entrepreneurial success!

Charles H. Matthews, PhD

Executive Director

## Entrepreneurial Stars On the Square

You are cordially invited to the

### 13th Annual Entrepreneurship Recognition Banquet

#### Honoring

David M. Lance  
Co-Founder  
Restaurant Management Inc.  
University of Cincinnati  
Lifetime Achievement Award for Entrepreneurship

Lifetime Achievement Award for Entrepreneurship

Edgar L. Smith  
Chief Executive Officer  
World Pac Paper, LLC  
2011 Award for Entrepreneurial Excellence

John P. Burns  
President & General Manager  
Cincinnati Bell Technology Solutions, Inc.  
2011 Award for Entrepreneurial Excellence

Lt. Colonel Jeffrey E. Lay  
President & Co-Founder  
Talon Eight, LLC  
(Presented in November 2010)  
2011 Award for Entrepreneurial Excellence

Georg F. Weber, MD, PhD  
Associate Professor  
UC Winkle College of Pharmacy  
2011 Emerging Faculty Entrepreneur Achievement Award

Chong Ahn, PhD  
Professor  
UC College of Engineering & Applied Science  
2011 Established Faculty Entrepreneur Achievement Award

Also Honoring

Student Entrepreneurs  
and Scholarship Recipients

Thursday, May 12, 2011  
5:30 p.m. Reception  
6:30 p.m. Dinner and Program  
McCormick & Schmick's

Downtown Cincinnati, Overlooking Fountain Square

[For Reservations, Click Here](#)

### E-Bootcamp 2011: Real-Time Applied Entrepreneurship

University of Cincinnati student Robel Kidane, (College of Business, Lindner Honors-PLUS, 2012, majoring in Finance and Entrepreneurship) was recently chosen to be part of one of the nation's most selective national entrepreneurship conferences. The conference is held on the campus of Stanford University in conjunction with the Business Association of Stanford Entrepreneurial Students (BASES) and Princeton University's Business Today (BT). The Bootcamp is an all-expenses paid trip to Berkeley, CA. Kidane is one of only 110 out of hundreds of students with brilliant ideas who applied to be chosen from universities around the nation. He will have an opportunity to network and hear from founders, entrepreneurs and venture capitalists for an intensive learning experience. Congratulations Robel!



[For more, click here](#)



### The E-Center Welcomes Two New Instructors

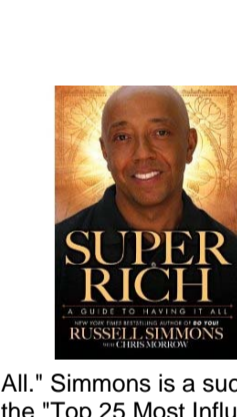
The Center for Entrepreneurship is pleased to welcome two outstanding entrepreneurs to the part-time teaching ranks this Spring Quarter: Trevor Stansbury, founder and president of Supply Dynamics; and Ron Meyers, president of The Ridge Consulting Group and founder of GreenLife Energy, Inc.

Stansbury is teaching Corporate Entrepreneurship (ENTR 501). "He brings a wealth of business experience in general and intrapreneurial experience in particular to the classroom," notes Dr. Charles H. Matthews, Executive Director of the E-Center. "This is one of our key electives in the Entrepreneurship major." Supply Dynamics is a wholly-owned subsidiary of O'Neal Steel, North America's largest privately owned metals service center valued at \$2 billion. Stansbury received his B.A. in International Relations with a minor in Economics from Lynchburg College in 1990 and a Master of Business Administration from the Thunderbird School of Global Management in 1992.

Ron Meyers is teaching New Venture Finance (FIN 408). "Ron is the ideal instructor to teach this class," commented Matthews. "His professional and start-up experience is perfect to facilitate our undergraduate student's learning the accounting and finance tools required by entrepreneurs to understand, evaluate, fund and manage new ventures." The New Venture Finance course is required by all Entrepreneurship majors. GreenLife Energy, Inc. is a developmental stage corporation which seeks to apply the use of energy efficient and renewable energy sources to solve a growing problem related to passive outdoor lighting. Meyers received his Master of Business Administration from UC in 2010 and is currently enrolled in the Master of Science in Marketing program in the College of Business at UC.



Welcome Trevor and Ron to the Entrepreneurship Program, the College of Business and the University of Cincinnati!



### Russell Simmons Entrepreneur & Author Coming to UC Campus

Former UC student Jaydev Karande, co-founder of Wearcast, in conjunction with the UC Student Entrepreneurship Club (E-Club), is organizing an appearance by entrepreneur Russell Simmons, co-founder of Def Jam and author of "Super Rich: A Guide to Having it All." Simmons is a successful entrepreneur and considered to be one of the "Top 25 Most Influential People of the Past 25 Years," calling him a "hip-hop pioneer" for his groundbreaking vision that has influenced music, fashion, finance, television and film, as well as the face of modern philanthropy. On Wednesday, May 18, 2011, Simmons will speak on Campus from 6 - 8 PM, Great Hall in Tangeman University Center.

[For more, click here](#)



## NETWORK NOTES

Notes of Interest from the Greater Cincinnati Entrepreneurship Community



The GCVA has two upcoming events you will not want to miss. The first event is on Tuesday, April 19, featuring John Gardner, Nokia Growth Partners. Gardner is the Keynote and Moderator of the event titled "State of Venture."

The May event is the Best of the University Biz Plan Competitions, Spirit of Entrepreneurship Award honoring/roasting Bill Cunningham for his 20 years with the GCVA. This event will be held on Tuesday, May 17, 2011.

[For more, click here](#)

### Kauffman FastTrac® TechVenture™ Program

HCBC and BioStart are seeking to find early stage, technology focused entrepreneurs who are seeking assistance in building their business and their business plan. The HCBC and BioStart are offering an excellent 10 week program called Kauffman FastTrac® TechVenture™. This is the second offering of this program locally. The first program offered in the Fall of 2010, successfully graduated seven entrepreneurs who are in the process of starting or growing technology focused companies. Both HCBC and BioStart have put together an excellent program and look forward to getting the Spring 2011 session started.

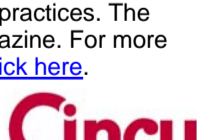
[For more, click here](#)



### 2011 Manny Awards Celebrate manufacturing, innovation and entrepreneurship in the Tri-State!

The MANNY Awards are committed to recognizing the manufacturing industry's greatest accomplishments, and in doing so will honor local companies for their innovation and best practices. Past winners of this prestigious award have exemplified accomplishments in areas such as: product innovation, e-business, supply-chain management, employee safety, systems/process innovation, global business, technology transfer and quality control.

This year, *Cincy Magazine* will once again honor outstanding local manufacturing companies for their innovation and best practices. The winners will be featured in the June issue of *Cincy Magazine*. For more information, contact Eric Harmon at 513-297-6205 or [click here](#).



### The Brandyery Accepting Applications

The Brandyery is now accepting applications for a new class of high-tech startup companies. Companies must be technology-based, early stage and consumer-oriented. The Brandyery's second class will take place the Fall of 2011. The program will run for 12 weeks in Cincinnati, Ohio and is scheduled to begin August 1. The application deadline is June 1, 2011.

[For more, click here](#)



### Second Annual Reality Check Competition Rescheduled for Friday, January 27, 2012

As reported in the last issue of *E-News & Views*, the Fifth Third Bank Entrepreneurship Institute at Northern Kentucky University announced the date for the Second Annual Reality Check Undergraduate Business Plan Competition for April 7, 2011. This has been rescheduled for Friday, January 27, 2012.

The Reality Check Competition is for students attending NKU, UC, XU, Miami and the University of Dayton. The UC team, Book-A-Bike, won last year's competition. Stay tuned for more information.

### E-Center Staff

Dr. Charles H. Matthews, Executive Director  
Sherry Hetzer, Assistant Director

### Contact Us

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

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