

E-Center News & Views October 2011

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**Letter from the Executive Director**  
 Hello Everyone,  
 Welcome back to Fall Quarter! Change is in the air. The Fall always brings the exciting change in colors and next year at this time, UC will have completed its transition from Quarters to Semesters beginning August 27, 2012. Entrepreneurship thrives on change and I hope you will enjoy reading about the exciting entrepreneurial journeys featured this Fall.

Leading off this issue is a spot light on **Chris Downie** (LCB '94), followed by a trio of DAAP students, **Josh Suhre** (DAAP '07), **Alex Aeschbury** (DAAP '10), and **Adam Treister** (DAAP '10), and their various continuing entrepreneurial pursuits. **Cincinnati Innovates** and the **UC Entrepreneurship Club** continue to highlight and promote the changing entrepreneurial ecosystem in Greater Cincinnati and Northern Kentucky. On the global front, I had the honor of delivering the opening keynote address at the **XVI Reunion Anual de la Red Pymes Mercosur Entrepreneurship Conference** in Concepcion del Uruguay Entre Rios, Argentina at the Universidad Tecnologica Nacional at the end of September. Locally and globally, UC Entrepreneurship is changing the world.

Of course, you will want to check out the many fascinating stories below and the growing list of outstanding programs supporting students and entrepreneurs in "Network Notes." From the "Science of Signage" at the **2011 National Science Research and Education Conference** hosted by UC, to the **Morning Mentoring Program** hosted by the Hamilton County Business Center, to the **Brandy Demo Day**, to the **SURGE Entrepreneurial Wave of Growth** hosted by EO Cincinnati, to the **29th Annual National Entrepreneurship Education FORUM** co-chaired by Edgar L. Smith, Jr. and myself, there is something here for every entrepreneur leading change.

A special congratulations to **Brett Smith** (LCB, PhD '07) on his outstanding feature story "A Teacher for Our Time" extolling his exceptional academic career founding the Center for Social Entrepreneurship at Miami University, fostering social change. Finally, don't miss our youngest entrepreneur featured in this issue, Ms. Natalie Brady, now 14. At just nine years old, she is changing how children deal with fear. 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. Enjoy Fall Quarter and all the best for continued entrepreneurial success!

*Charles H. Matthews*  
 Charles H. Matthews, PhD

**SAVE THE DATE**  
 UC Spirit of Enterprise Graduate Business Plan Competition  
 February 23 & 24, 2012

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**UC Carl H. Lindner College of Business Alum Continues Entrepreneurial Pursuits**  
 Chris Downie (LCB '94), founder of **SparkPeople** and **ConnXus**, continues his successful entrepreneurial pursuits while maintaining a strong UC connection. Chris is a growing UC legend, frequent speaker at UC and mentor to the next generation of entrepreneurs.

**SparkPeople.com** is an online site built for people looking for a diet or healthy living program and community. Their mission is to SPARK millions of PEOPLE to live healthier lives and reach their goals.

Meg Gavin and Stephanie Romine, authors of The **SparkPeople Cookbook**, will be discussing and signing their book at Joseph Beth Booksellers, Rookwood Pavilion, Norwood, October 18, 2011 at 7:00 p.m. For more information, [click here](#)

**ConnXus.com** is an online service that connects diverse and small businesses with companies seeking to expand and diversify their supplier base. Their mission is to be a catalyst of economic growth by making it easier for their members to do business with one another.

**UC DAAP Alum Josh Suhre Launches BMX Apparel Company, Operativ**  
 Josh Suhre (DAAP '07) recently launched his BMX Apparel Company, Operativ, receiving coverage from media giant ESPN. Understanding BMX riding, coupled with his co-op experience at the University, help land Josh as Creative Director of 24,000 partner company in Dayton, Ohio. Josh believes the skills and experience he acquired could help him take the company from idea to launch and make the time to ride. Operativ offers hats, t-shirts and sweatshirts with additional products on the way.

**Global Entrepreneurship Week Starts November 14, 2011**  
**Local Perspective:** The **Entrepreneurship Club** is in the process of lining up key speakers for the campus wide event. As more information becomes available, we will update our website.

**Several UC Alums Take Four Innovation Awards and More!**  
**Cincinnati and Northern Kentucky Are Home to Four of the Top Entrepreneurship Programs in the Country!**

The 2011 Cincinnati Innovates Awards event had several UC alumni connections. Of the 12 awards from over 200 entries, UC alums took home four innovation awards and one recognition award, not to mention sizeable checks for some outstanding innovations. For a complete article and list of the winners, [click here](#).

**Cincinnati Innovates** is just one of the many programs, organizations, and events geared towards entrepreneurs in Cincinnati. Cincinnati Innovates asked Seven/Seventy-Nine to create a video for their 2010 awards ceremony to highlight that entrepreneurial landscape. The organizers of the event wanted the audience to be excited about the opportunities available and asked that the creativity and energy level be turned up to 11, if you will. If you missed the video, [click below](#).

**Expanded Cincinnati Enquirer Business Section Explores Entrepreneurship**  
 The *Cincinnati Enquirer* recently revamped its Sunday business section to include more features and stories on small, entrepreneurial and family owned businesses. Josh Pichler, executive business editor, will share his insights and stories on leadership and innovation. Business reporter, Laura Baverman, recently completed a very large project on the region's innovation and entrepreneurship ecosystem which appeared in the Sunday, October 9, 2011, *Cincinnati Enquirer*, and featured many of the initiatives at local universities including UC. She launched a new blog called **EnterChange** which explores the region's entrepreneurial ecosystem in more depth.

**UC Center for Entrepreneurship** Executive Director, Dr. Charles H. Matthews, Entrepreneur Extraordinaire Bill Cunningham, and university colleagues Brett Smith, Miami, John Clarkin, NKU, and Joe Carter, XU have joined forces to write a weekly column entitled, "The Entrepreneurs" on the trials and tribulations of starting, owning, and running a new venture. Past columns can be found online at [www.cincventre.com](http://www.cincventre.com).

**UC DAAP Alum Springboards to Success**  
 Alex Aeschbury (DAAP '10) is one of the founders of Such & Such, a design/build studio working out of Cincinnati. They create beautiful, unique goods which are manufactured domestically and can share their skills with you.

Founded by three industrial designers, Such&Such is at its core a design firm with an aim to create concrete objects from your vision. They can start anything in your process, from a project brief, napkin sketch or 3D model, picking up where your staff left off and continue through to a physical manifestation. Centrally located in the historic Over The Rhine Neighborhood of Cincinnati, feel free to stop by the studio. You can email questions to Alex at [hello@suchandsuchsite.com](mailto:hello@suchandsuchsite.com).

**Student Designed - Connecting Students with Real-World Work**  
 Adam Treister (DAAP '10) is founder of The Student Designed Network, a social networking website connecting businesses and universities, and one of the winners of the Xavier Launch-A-Business Competition. Winners receive free consulting services, a meeting with potential investors and other support.

**Student Designed** creates a place where businesses can submit requests for students to work on projects in their classrooms. Universities review the project proposals and accept the best ones for their students. Professors guide their students by basing their course work on real-world projects. For more information, contact Adam at [treister\\_adam@studentdesigned.com](mailto:treister_adam@studentdesigned.com).

**Global Entrepreneurship Alive in Argentina**  
 Dr. Charles H. Matthews, past president of the International Council for Small Business (ICSB) was invited by Dr. Ruben Ascuia, president, ICSB - Argentina, to deliver the opening keynote address to the 200 plus delegates attending the XVI Reunion Anual de la Red Pymes Mercosur Entrepreneurship Conference in Concepcion del Uruguay Entre Rios, Argentina on the campus of the Universidad Tecnologica Nacional, Thursday, September 29, 2011. Dr. Matthews' presentation focused on the nexus of art, innovation, creativity, simplicity, technology, functionality, and entrepreneurship. He was joined at the conference by the current President of ICSB, Dr. Don Bradley, III, from the University of Central Arkansas.

[Click here for the complete story](#)

**NETWORK NOTES**  
 Notes of Interest from the Greater Cincinnati Entrepreneurship Community

**The Science of Signage**  
 The 2011 National Signage Research and Education Conference (NSREC) will be held at the University of Cincinnati on October 12-13 in collaboration with the Carl H. Lindner College of Business and DAAP. The 2011 NSREC will provide topical research and presentations in four key areas that impact signage: Science, Technology, Art/Advertising and Regulation (S.T.A.R. initiative). Each of these four topical areas will serve as the focus for NSREC for the next four years.

For the complete agenda and more information, [click here](#).

**The 29th Annual National Entrepreneurship Education FORUM Cincinnati, Ohio**  
 Mr. Edgar L. Smith, Jr., founder and CEO of World Pac Paper and Dr. Charles H. Matthews, professor and executive director of the UC Center for Entrepreneurship are honored to be co-chairs of the 29th Annual National Entrepreneurship Education FORUM, to be held at the fabulous and historic Hilton Netherland Plaza Hotel in downtown Cincinnati from Friday, November 4 through Monday, November 7, 2011. Dr. Cathy Ashmore, executive director of The Consortium for Entrepreneurship Education, comments, "We are very excited to have chosen Cincinnati Ohio as the site for the 29th Annual FORUM to highlight the outstanding professional development opportunities for over 300 delegates attending and presenting at the three-day conference."

Be part of this MENU for Success... Motivate, Engage, Nurture and Unlock  
 For more information and registration, [click here](#)

**UC Law Alumnus Creates Entrepreneurship Fellows Program**  
 University of Cincinnati College of Law alumnus Ian Bruce Eichner has collaborated with the College of Law to create the Entrepreneurship Fellows Program. This new fellowship offers second year students, with both an entrepreneurship mindset and a desire to explore non-traditional career paths, the opportunity for "hands on" legal and business training at The Continuum Company LLC (TCC), a New York real estate development firm led by CEO Eichner.

For more information, [click here](#)

**UC Alum Featured As "A Teacher For Our Time"**  
 Congratulations to Brett Smith (LCB PhD '07), for his feature story "A Teacher For Our Time." Brett is director of Miami University's Center for Social Entrepreneurship.

For the complete story, [click here](#)

**Join the Cincinnati Entrepreneurial Community for EO SURGE 2011**  
 The Entrepreneurs Organization Cincinnati Chapter SURGE 2011 event is scheduled for Thursday, November 17, 2011 at the Museum Center, Cincinnati's Union Terminal. An afternoon of presentations and networking designed by entrepreneurs for entrepreneurs to help your business get ready NOW for the future is scheduled, along with feature presentations on future economic predictions and trends presented by some of the top futurists in their fields.

For more information and to register, [click here](#)

**Brandy Demo Day**  
 The Brandy Demo Day kicks off at 9:30 a.m. on Tuesday, October 25, 2011 with expected attendance to reach over 300. Eight companies who have gone through The Brandy process over a period of 12 weeks will take the stage to pitch to investors, angel investors, venture capitalists, and the press.

The event is by invitation only, so stay tuned to their website for an update at <http://brandy.org/>.

**Kentucky to Offer Loans to Small Businesses**  
 Governor Steve Beshear recently announced a major small business initiative that will provide Kentucky's small business with access to nearly \$155 million in new loans. The Kentucky Small Business Credit Initiative involves three new small business programs to facilitate increased private lending to Kentucky's small businesses.

Visit the Northern Kentucky Chamber by [clicking here](#)

**My Fear Zapper™ Founded by 9 Year Old Natalie Brady**  
 Andrea Brady, president, Empowering Innovations, LLC, recently launched a new website game that helps children overcome fear. My Fear Zapper™ is for children aged 3 and up, and helps children overcome normal childhood fears instead of simply providing comfort. The product has been proven in testing to work after only one to three uses, often significantly reducing or even eliminating the fear completely. It has been shown to work on fears including the dark, monsters, bugs, water, and many others.

Brady's nine-year-old daughter, Natalie, invented My Fear Zapper™ when she became frustrated dealing with fears. "I didn't like that feeling," Natalie says, "so I took some visualizing techniques my parents and I would use and created a game with them." Natalie is now 14 and is excited to see her brainchild coming to life. "I just hope My Fear Zapper™ can help other kids like it helped me. It's feels very free to be able to face your fears and deal with them, instead of continuing to be afraid."

For more information, [click here](#)

**Morning Mentoring Program**  
 Morning Mentoring is a collaborative effort between C-Cap and Hamilton County Business Center and is a resource hub designed to link entrepreneurs with angel investors and the other resources necessary to create successful growth companies.

Each month, Morning Mentoring is looking for four companies to participate in this networking and mentoring session. The format of the event allows each of the selected companies to make a 5-minute overview presentation about their company. The angels and professional advisors then have the opportunity to ask clarifying questions about the company's market, product or service, business model, stage of development, management team, etc.

The upcoming dates are November 4 and December 1.  
 For more information, [click here](#)

**Energizing Innovations Conference: Strategies & Tools To Spark Innovation**  
 The Tri-State Innovation Management Conference is a focal point in Cincinnati for Ohio, Indiana and Kentucky businesses ready to move on with innovative visions for growth. The conference is scheduled for Thursday, November 17, 2011 at the METS Center in Erlanger, Kentucky.

Eight expert speakers representing diverse, successful businesses will share their professional insights, methods and case studies, dealing with changing global and technology issues to create successful, innovative products and services.  
 Participate in the Energizing Innovation Conference on November 17th to improve your regional visibility and customer base.  
 For more information and registration, [click here](#)