

Awards Ceremony for the 2007
New Jersey Business Idea Competition



2007 Female Entrepreneur Lecture

March 30, 2007

Lenfell Hall • The Mansion

College at Florham

Fairleigh Dickinson University



2007 New Jersey Business Idea Competition Winners

Northern Region (Bergen, Essex, Morris, Passaic, Sussex, Warren counties)

Finalists

Laura Brett, *Columbia High School* – Nails on the Go
Chad Nathan, *Livingston High School* – If Only Someone Told Me: Guide to Independence
Stephanie Pankiw, *Hasbrouck Heights High School* – TutorsNearMe.com
Christine Whelan, *Hasbrouck Heights High School* – The Easy Find

Semifinalists

Jhon Cardona, *County Technical Institute* – Pop Tarts with SAT Questions on Them
Mike Corsetto, Marissa Simone, *Kinnelon High School* – Adjustable Heel
Dominick Cristofolo, *Hasbrouck Heights High School* – Textbook Recycling Service
Steve DeBellis, Kyle Wiedemann, *Kinnelon High School* – Clean band
Joshua Eiseman, Matthew Wagner, *Bergen County Academies* – TGK (The Gift of Knowledge)
Rebecca Hahn, *Kinnelon High School* – Wipe-Away
Christina Pan, Lauren Villano, *Bergen County Academies* – Academic Outreach
Christa Ziffer, *Hasbrouck Heights High School* – Beauty on the Go!

Central Region (Hudson, Hunterdon, Mercer, Middlesex, Somerset, Union counties)

Finalists

Randall Arthur, *North Plainfield High School* – Race Suit Coolant System
Michael Bachmann, *Highland Park High School* – Jumping Scholars Centers
Nicholas Keyasko, *Watchung Hills Regional High School* – E Alert
Brandon Rhoades, *East Brunswick High School* – Rhoades Real Estate Developing

Semifinalists

Abdullah Anwar, *William L. Dickinson High School* – Student Shopper Discounts
Stephen Backiel, *Cranford High School* – Spray Off
Allison Hearon, *Cranford High School* – Italian Restaurant/Pizzeria
Morgan Fitzpatrick, Dana Giaccio, *Cranford High School* – The Universal Key
Derek Hashemi, Amanda Williams, *Cranford High School* – The Stylizer
Matthew Heinle, *Cranford High School* – The Local Disk
Colin Mayberry, Hannah McHugh, *Cranford High School* – E-Note Personal Whiteboard
Vaishali Nayak, *East Brunswick High School* – Humanitarian Café

Southern Region (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Monmouth, Ocean, Salem counties)

Finalists

Steve Bonafiglia, Dan McAleer, *Haddon Township High School* – The Shake and Wake
Jessica Low, Amanada Rose, *Haddon Township High School* – Dress Me Up!!
Parth Parikh, *Colts Neck High School* – ICounsel
Mirabelle Salomon, *Egg Harbor Township High School* – Savvy Software

Semifinalists

Chelsea Hawco, Taylor Harper, *Haddon Township High School* – Sporty Hearing
Jake Jurman, *Haddon Township High School* – Anti-theft ATM Machine
Brian Kasilowski, *Haddon Township High School* – Safe Child Organization
Ashley McNellis, Lisa Kopchinski, *Cherokee HS N.* – Drop Your Tot So You Can Shop
Nikolas Papaioannou, Michael Dunn, *Haddon Township High School* – Smart-Fridge
Victoria Rizzo, Carissa Tiroto, *Haddon Township High School* – The Two-Way Hold
Laura Smith, *Haddon Township High School* – The Easy Lock
Thomas Toomey, *Cherokee High School North* – Bookfly

Program Sponsors



Program

6:00 p.m. Reception

6:30 p.m. Welcome

James G. Almeida
Associate Dean, *Silberman College of Business*

James C. Barrood
Executive Director, *Rothman Institute of Entrepreneurial Studies*

Presentation of Awards

Lou Dell'Ermo, *Gateway Security*

Samuel Delgado, *Verizon*

Penni Nafus, *NJAWBO's Women's Business Center*

7:15 p.m. 2007 Female Entrepreneur Lecture

Presented by the Rothman Institute's Female Entrepreneurs' Alliance

Introduction

Elizabeth Christopherson

Executive Director, *NJN Public Television and Radio*

Address

Ann Limberg

President, Bank of America New Jersey

Discussion

Conclusion

Ann Limberg

As president of Bank of America New Jersey, Ann Limberg provides statewide leadership for business, civic and philanthropic activities. In this role, she looks to continuously improve the customer experience and deploy company resources in New Jersey to create more vibrant communities. In addition to her duties as New Jersey state president, Limberg is also the market executive for the Private Bank for New Jersey, Pennsylvania, Long Island and Delaware. The Private Bank provides integrated wealth-management solutions – including investment, trust, banking and lending services – to high-net-worth individuals. Limberg joined Bank of America through the merger with Fleet.

Prior to joining Fleet in 1996, Limberg held senior leadership positions in retail banking and private banking at NatWest and Citibank. Her professional credits include credit/finance training at Citicorp's Institute for Global Finance and Canon Trust School. A graduate of the State University of New York at Stony Brook, Limberg is a member of the board of the New Jersey Performing Arts Center, Liberty Science Center and The United Way of Bergen County. She was recently recognized by *NJBIZ* as one of the Top 25 Women of Influence in New Jersey and one of the Best 50 Women in Business.

The 2007 New Jersey Female Entrepreneur Lecture has been made possible by

**Female
Entrepreneurs'
Alliance**

WOMAN
GARDEN STATE
MAGAZINE

**WOMEN'S
BUSINESS
CENTER** **NJAWBO**
The Jersey
Association of Women Business Owners

NJN

NJBIZ
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Female Entrepreneur Lecturers

2004

Diahann Lassus

Co-founder and president, Lassus Wherley

2005

Peg Brady

Executive Director, Medical Missions for Children

2006

Doris Drucker

Author, Inventor, FDU Alum

Rothman Institute of Entrepreneurial Studies

Fairleigh Dickinson University's Rothman Institute of Entrepreneurial Studies has been supporting entrepreneurship and innovation since 1989. Its top 20 (7th undergraduate; 19th graduate) academic program includes a comprehensive curriculum on both undergraduate and graduate levels. Outreach programs include the Family Business Forum, the Female Entrepreneurs' Alliance, Innovation and Governance Executive Training programs for entrepreneurs/executives, the Innovation Summit and the Business Plan Development program. Recognition programs include the CEO Innovation Lecture Series, Distinguished Entrepreneurial Lecture Series, the NJ Family Business of the Year Awards, and the East Coast Student Entrepreneur Awards program. It also coordinates the Discover Business Teen Camp and NJ Business Idea Competition for high school students.

Silberman College of Business

The goal of the Silberman College of Business is to achieve regional and global recognition as a leading provider of high-quality, innovative business education that emphasizes the linkage of theory to the practice of business. The College is accredited by AACSB International—The Association to Advance Collegiate Schools of Business. AACSB is the premier business school accrediting body. Only one-third of the business schools in the United States are accredited by AACSB. The mission of the College is to prepare graduates to assume leadership positions in a global business community characterized by rapid technological and social change. The educational programs are built on the diverse backgrounds and experiences of both the faculty and students, emphasizing the practice of business management through the applied research and professional activities of the faculty.

Fairleigh Dickinson University

Fairleigh Dickinson University, New Jersey's largest private university, is a nonsectarian, coeducational institution offering more than 100 degree programs on the undergraduate, graduate and professional levels. The University offers programs through the Silberman College of Business, the Maxwell Becton College of Arts and Sciences, University College: Arts · Sciences · Professional Studies and the Anthony J. Petrocelli College of Continuing Studies. Fairleigh Dickinson is the first traditional university in the world to require every undergraduate to take one online course per every 32 credits. The program features online study with Global Virtual Faculty™ - a cadre of distinguished scholars and professionals from around the world. Fairleigh Dickinson University is committed to preparing world citizens through global education.

In his classic text, *Innovation and Entrepreneurship*, Peter F. Drucker noted that the founders of Fairleigh Dickinson were "...one of the new generation of American academic entrepreneurs" in the higher education system after World War II. At the time of its creation, FDU was a private university that targeted "mid-career" students as well as the traditional high school graduates. Throughout the years, the University has retained its entrepreneurial spirit as it has continually modified its curriculum and schedules and created new venues to fulfill its mission.