

Rothman Ink

Fairleigh Dickinson University · Silberman College of Business · Spring 2007



ROTHMAN INSTITUTE
OF ENTREPRENEURIAL STUDIES

Innovation Leaders Share Insights

We're delighted to present several seminars, lectures and events that highlight successful innovation efforts at our corporate neighbors including J&J, Cadbury Schweppes, Gain Capital and Dendrite International.



Regarding our new newsletter design, thanks for the good feedback thus far. Please continue to e-mail your views to rothman@fdu.edu.

We hope to see you soon at our upcoming events!

James C. Barrood
Executive Director
Rothman Institute of Entrepreneurial Studies

2007 Innovation Summit Highlights Best Practices

On the morning of April 18, 2007, the Institute will host a half-day seminar designed for executive management teams of small and medium-sized businesses and large corporations to help them better understand how to implement innovation. Following last year's lecture by renowned author/consultant, Clay Christensen, the program will feature presentations and insights from three leaders in innovation.

Dendrite International Founder and CEO to Give Lecture

On May 2, 2007, John E. Bailye, founder, chairman, and CEO, Dendrite International, Inc., will give the Ninth Annual Richard M. Clarke Distinguished Entrepreneurial Lecture at FDU's College at Florham campus. Bailye established Dendrite International, Inc. in 1986 to pioneer the development of software applications for pharmaceutical sales force management. Dendrite has grown from \$175,000 in annual sales to more than \$420 million. Go to <http://view.fdu.edu/default.aspx?id=1261> to learn more and to register for this dynamic lecture!



15th Annual New Jersey Family Business of the Year Contest Begins!

Applications for the 2007 Family Business of the Year Awards program are currently being accepted. This program, now in its 15th year, is the only awards program in the state which selects the finest family businesses and recognizes them for their story, history and community service efforts. Winners will be honored at an awards luncheon on October 2 at the Crystal Plaza in Livingston. Download application at www.fdu.edu/family.

Penelope Smith Receives Inaugural Entrepreneurship Scholarship

The first recipient of the Frank J. Walsh, Jr. Endowed Scholarship is a senior in the Silberman College of Business. Penny Smith not only excels in her studies, but also operates a cleaning business to help pay her tuition. This scholarship is the result of a generous \$500,000 endowment given by Patricia Wisniewski in honor of her brother.



2007 Discover Business Teen Camp: Time to Register!

Is your teen interested in learning about business? The Fourth Annual Discover Business Teen Camp should satisfy their curiosity. Due to popular demand, the Institute will offer a second session on the FDU's Metropolitan Campus in Teaneck, July 23-27. The College at Florham camp will be held July 16-20. Register at <http://view.fdu.edu/default.aspx?id=1259>!

Events/Programs Update

2007 East Coast Student Entrepreneur Program Begins

To apply online, visit www.fdu.edu/rothman.

Rothman Institute to Co-Sponsor Design and Innovation Workshop (April 3), Selling to Non-Buyers Seminar (April 5), NCIIA Invention to Venture Workshop (April 13), Disney Seminar (April 17) and 10 Traits of Successful Entrepreneurs (May 8).

Learn more about these exciting events at www.fdu.edu/rothman.

View Recent Lectures Online! To view recent lectures given by Len Green and Ann Limberg, please go to www.fdu.edu/rothman.

Rothman Launches iSpace

The Rothman Institute has opened a creative work space in its facility to help companies and nonprofits brainstorm ideas. Recent programs have talked about the front end of innovation and the Institute wants to facilitate that ideation process. iSpace is a colorful, fun open space that is the perfect setting for not only brainstorming, but for team building and strategic planning activities as well. Imagine, Inspire and Innovate at www.fdu.edu/ispace.



2007 Innovation Summit featuring

Innovation Leaders from Johnson & Johnson, Cadbury Schweppes and GAIN Capital

Wednesday, April 18, 2007

Learn about

- Developing an organization's innovation capability
- Creating a passion for customer-focused innovation
- Successfully matching technology with customer needs
- How to infuse creativity into your process
- Building a culture of innovation in a start-up environment
- Maintaining innovation at a small to medium-sized business

PROGRAM INFORMATION

Registration/Breakfast: 7:15 a.m.

Presentation: 8:10 a.m.

Networking: 11:30 a.m.

Cost: \$145; Pre-registration required, 973-443-8842

www.fdu.edu/innovation

PROGRAM SPONSORS — Novartis, Innosight, Johnson & Johnson, One Flight Up Design & Innovation, Inc., Council on Competitiveness



Tom Reynolds, vice president of worldwide marketing for Johnson & Johnson Wound Management, is responsible for all aspects of marketing and product development. With more than 15 years of executive experience, he recently spearheaded an initiative on Customer Focused Innovation.



Jose Amarista, director, Latin America product development, Cadbury Schweppes, is responsible for driving growth in the region for gum and confectionery products through innovation and value optimization, covering all aspects of product/process development.



Mark Galant is CEO and founder of GAIN Capital Group, one of the first independent firms in the U.S. to offer online currency trading services. He has led this industry innovator, which serves individual investors as well as hedge funds and professional money managers.

MEDIA SPONSORS — NJBIZ, MMG, NJN, Bloomberg, WNYC

Family Ink

The Next Generation: Its 8 Biggest Challenges

Is it your intention for the family firm to continue ownership with the next generation? If so, have the senior and junior generations crafted a vision to get there? On May 9, 2007, Greg McCann presents on this important topic. For more information about the Family Business Forum or to attend a complimentary session, please call Kim Dennison, family business program administrator, at 973-443-8880.



FBF Peer Groups Provide a Unique Source of Support

Peer Group meetings allow Forum members to join together in small groups to meet with each other and a facilitator to discuss issues which they identify as important to them. Learn more about this dynamic part of the Forum at www.fdu.edu/family.

Academic Notes

In her capacity as an editorial board member of FDU's "Global Issues Gateway" Marketing/entrepreneurial studies department chair, Ethné Swartz is conducting an interview with Rebecca Harding, executive director of the Global Entrepreneurship Monitor (GEM). GEM is managed from London Business School (LBS). LBS investigates and publishes data on the state of entrepreneurship globally. The interview will be available later this spring at www.gig.org.

Adjunct Faculty Member Jerry DeFrancisco's paper, "A Study of Organizational Life Cycles: The Case of Proconsult," was accepted to be presented at the Eastern Academy of Management annual meeting, to be held May 16-19.

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