

Rothman Ink

Fairleigh Dickinson University · Silberman College of Business · Winter 2008



ROTHMAN INSTITUTE
OF ENTREPRENEURIAL STUDIES

Dynamic Spring Programs Planned



In addition to welcoming the leadership from the dean of Silberman College of Business, William Moore, we're excited about a very busy spring semester with innovation and family business programs that will highlight successes and share best practices. From seminars to mentoring to contests to executive training, we continue to fulfill our mission of teaching and supporting entrepreneurship and innovation. We hope to see you soon at our upcoming events!

James C. Barrood
Executive Director
Rothman Institute of Entrepreneurial Studies

Dean William Moore Leads New Initiatives at Silberman College of Business

Dr. William Moore joined the Silberman College of Business on August 1 and has led a strategic planning process to better align the school and its academic programs with the changing dynamics of today's global marketplace. He is leveraging his leadership at AACSB International to bring best practices to the College. One of the first programs he has helped launch is an innovative graduate program in business for executives at Verizon Wireless. Learn more at <http://business.fdu.edu>.



Mario Barth, Tattoo Artist and Entrepreneur to Speak

Tattoos are everywhere, but the business is still considered part of the "alternative" lifestyle. According to a recent feature article in *Inc.* magazine, Mario Barth aims to change that. His goal is to build the "Starbucks" of tattoo parlors. On March 27, 2008, the Entrepreneurial Society will present a lecture given by Barth. He will detail his journey in the business and his strategies to bring tattoo art into the mainstream. For more information, go to www.fdu.edu/rothman.

2008 Female Entrepreneur Lecturer Announced



Lillian Rodríguez López, president of the Hispanic Federation, will give the Fifth Annual Female Entrepreneur Lecture on the evening of Friday, March 28. The Federation is a nonprofit organization serving more than 90 health and human-service agencies in New York, New Jersey, Connecticut and Pennsylvania. Rodríguez-López will talk about her entrepreneurial journey, following the awards ceremony for the 2008 New Jersey Business Idea Competition. (More at www.fdu.edu/ink)

Events/Program Update

16th Annual New Jersey Family Business of the Year Awards Program Commences.

Attention Family Firms: 2008 applications are coming soon!

For information, contact Kim Dennison at 973-443-8880.

2008 New Jersey Business Idea Competition Launched!

Attention high school students: Deadline for your business ideas is February 15, 2008. Information at www.fdu.edu/rothman.

2008 Global Student Entrepreneur Awards Program is Underway!

Additional prizes are available for New Jersey Student Entrepreneurs (deadline: April 5). Information at www.fdu.edu/rothman.

New Innovation Challenge Launched

The contest is open to undergraduate and graduate students as well as faculty and staff. To learn more visit www.fdu.edu/rothman.

Design Innovation Program Planned for February

On Wednesday, February 20, the Institute will co-sponsor an exciting program with InSource called "Thinking Inside the Box — How Design Innovation Comes From Within." Industry leaders Tim Cox, director of Creative Services for Publix Super, and Marianne Klimchuk, associate chair of the Packaging Design Department at the Fashion Institute of Technology (FIT), will present. More information at www.fdu.edu/rothman.

ONE Fest set for April 5 at College at Florham

Environmental entrepreneurs are gaining power with today's increasing interest in preserving natural resources. To address this important issue, the Institute will co-sponsor "ONE Fest," a one-day festival at FDU's College at Florham on April 5, 2008. It will offer the opportunity to connect with companies and nonprofits focusing on the outdoors, organics and eco-sustainability. Information at www.fdu.edu/rothman.

2008 Innovation Summit Highlights Industry Dynamics

In April, the Institute will host a half-day seminar designed for executive management teams of small- and medium-size businesses and large corporations to help them better understand how to implement innovation. The program will feature presentations and insights from three innovation leaders from the health industry. More at www.fdu.edu/innovation.

Family Ink

Family Business Forum Welcomes New Participants

We are pleased to welcome new member organizations to the Forum, Bergen Industrial, Inc., of Elmwood Park, and Machine Services Corp., of Paterson. Bergen Industrial has been providing area businesses industrial supplies since the LaPorte family founded it in 1965. The Taylor family and Machinery Services Corporation have a long standing tradition of providing effective mechanical and electrical contracting services to northern New Jersey industry. Welcome!

We would also like to welcome John Cioffi, a family business consultant and president of Orientation Technologies, Inc., as a new sponsor of the Forum. Many of our members are familiar with Cioffi's excellent work as a presenter at preview seminar programs.

2008 Program to Convene in March

The Family Business Forum is designed to provide family businesses in the metropolitan area with a unique opportunity to learn from leading experts about proven

strategies for successfully owning and operating a family business. Leading consultants from throughout the nation will be on hand this year to instruct our members on issues of particular interest to their unique needs, and will address both the "emotional" aspect of family business, as well as the issue of professional development. For more information and to come as a guest to an upcoming program, call Kim Dennison at 973-443-8880.



Kim Dennison

Upcoming Articles

The Simple Facts of Giving Written by: **Andrew S. Bluestone, CFP**, Selective Benefits Group

Managing the Exit for Middle-market Business Written by: **Alan Wink**, Amper, Politziner & Mattia

Legal Considerations and Financing Options in the Sale of an Interest in a Family-owned Business Written by: **Edward Ahart, Esq.**, Schenk, Price, Smith & King, LLP

To read these articles in their entirety visit: www.fdu.edu/family

Family Business Forum 2008 Program Schedule

March 20, 2008 • 8:30–11:30 a.m. **Key Tactics: Rules for Sales Management Success**
Speaker: **Jim Barnoski**, Sandler Sales Institute

April 11, 2008 • 8:30–11:30 a.m. **Small Brand Leadership — A Step-by-Step Approach to Defining and Delivering a Profitable Brand**
Speaker: **Ed Delia**, Delia Associates

June 5, 2008 • 8:30–11:30 a.m. **What is YOUR Compensation Strategy?** Speaker: **Don McDermott**, DG McDermott Associates, LLC

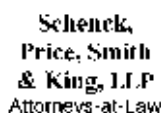
September 11, 2008 • 8:30–11:30 a.m. **Brothers, Sisters and Cousins? Building a Strong and Successful Management Team**
Speaker: **Ann Dugan**, Institute for Entrepreneurial Excellence, University of Pittsburgh

October 30, 2008 • 8:30–11:30 a.m. **Back to Basics: Learning to Build on the Uniqueness of Families Who Share a Family Enterprise**
Speaker: **Fredda Herz-Brown**, Relative Solutions Family Business Consulting Group

Conant Gives Dynamic Lecture



On October 25, Douglas Conant, president and CEO of Campbell Soup Company, gave the second annual CEO Innovation Lecture, sponsored by Schering-Plough Corporation. Viewable at www.fdu.edu/rothman.



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Rothman Institute of Entrepreneurial Studies

Fairleigh Dickinson University
College at Florham
285 Madison Avenue
Madison NJ, 07940



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