

# Rothman Ink

Silberman College of Business • Fairleigh Dickinson University



ROTHMAN INSTITUTE  
OF ENTREPRENEURIAL STUDIES

Celebrating 20 Years of Helping  
Entrepreneurs and Innovators Succeed

## Exciting Spring Semester Ahead



In addition to welcoming students back to the Silberman College of Business after a chilly winter break, we are delighted to offer outstanding spring programs that include entrepreneur lectures, innovation conferences and family business programs highlighting successes and sharing best practices.

In 2009, we celebrate our 20th anniversary in business and we're planning some special events — so stay tuned!

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

## 6th Annual Female Entrepreneur Lecturer Announced

Ranjini Poddar, the co-founder and president of Artech Information Systems L.L.C., will give the sixth annual Female Entrepreneur of the Year Lecture on Friday, March 27. Artech is a nearly \$200-million IT staff augmentation and consulting services firm with locations throughout the United States, India and China. Poddar will share her entrepreneurial journey following the awards ceremony for the 2009 New Jersey Business Idea competition. Details at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).



Carlos  
Dominguez

## 2009 Innovation Summit Focuses on Collaboration

On the morning of Tuesday, April 28, the Institute will host a seminar to help management teams understand how to implement innovation and nurture collaboration at their organizations. Best practices will be shared by Deborah L. Wince-Smith, Council on Competitiveness; Carlos Dominguez, Cisco; Andrew Bushell, Novartis; and Jason Fried, 37signals. Details at [www.fdu.edu/innovation](http://www.fdu.edu/innovation).

## Rothman to Co-sponsor North Jersey Innovates Conference



On Tuesday, March 10, a half-day conference and expo supporting entrepreneurs and small business owners is planned. It will feature JJ Ramberg, host of MSNBC's "Your Business" show. The morning will include panels, where successful entrepreneurs will discuss "Turning Hurdles into Opportunities" and "Using Social Media to Grow Your Business." Details at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).

## Events/Program Update

**17th Annual New Jersey Family Business of the Year Awards Program Commences. Attention Family Firms: 2009 applications are available now! Winners will be profiled in New Jersey Monthly magazine.**

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

**6th Annual New Jersey Business Idea Competition Launched!**

We've received more entries than in any previous year. Winners will be honored on Friday, March 27. Details at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).

**2009 Global Student Entrepreneur Awards Program Underway!**

Additional prizes are available for New Jersey Student Entrepreneurs. (Deadline: Monday, April 6.) Details at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).

**FDU Innovation Challenge**

The contest is open to undergraduate and graduate students as well as faculty and staff. (Deadline: Friday, April 17.) Learn more at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).

## Register for the 2009 Discover Business Teen Camp!

Is your teen interested in learning about business? The sixth annual Discover Business Teen Camp should satisfy his/her curiosity. The skills learned at this camp apply to all areas of life — school, business and society. The program is a wonderful opportunity for your teen to consider life in the "real world." One session will be held on FDU's College at Florham in Madison, N.J., on July 13–17, and another on the Metropolitan Campus in Teaneck, N.J., July 20–24.

## Institute Launches 21st Century Skills Online Learning Modules for Teens

Creativity, communications, global understanding and personal finance skills are increasingly being recognized as the skills that separate students who are prepared for increasingly complex life and work environments in the 21st century from those who are not. In response, the Institute has launched fun and stimulating certificate programs that offer high school students the opportunity to learn about these topics. Learn more at [www.fdu.edu/edison](http://www.fdu.edu/edison).

## DCH Auto Chairman to Give Lecture

Shau-Wai Lam will give the 11th annual Richard M. Clarke Distinguished Entrepreneurial Lecture at the College at Florham on Tuesday, May 5. Since joining the company in 1967 and becoming president in 1988, Lam has led DCH Auto to become one of the finest auto dealership groups in the country and the largest in New Jersey. Its 25 dealerships generated sales of almost \$2 billion in 2008. Details at [www.fdu.edu/rothman](http://www.fdu.edu/rothman)



## Family Ink

### Family Business Forum Welcomes New Member

We are pleased to welcome a new member organization to the Forum — The Rensselaer Group of Pine Brook, N.J. The Rensselaer Group has been providing real estate management and development services since the Lahue family founded it in 1985. Welcome!

### 2009 Program Convenes in February

The Family Business Forum is designed to provide family businesses in the metropolitan area with the opportunity to learn from leading experts about proven strategies for successfully owning and operating a family business. Leading consultants from across the nation will be on hand to instruct members on issues of

particular interest and will address both the emotional aspect of family business as well as the issue of professional development. This year's theme is "Your Family-Your Biggest Asset in These Challenging Times." For more information or to attend as a guest, call Kim Dennison at 973-443-8880.



Kim Dennison

**Don't Forget To Nominate Your Favorite Family Businesses for consideration in the 17th Annual New Jersey Family Business of the Year Program!**

For more information, please call Kim Dennison at 973-443-8880

## Family Business Forum 2009 Program

### *Your Family — Your Biggest Asset in These Challenging Times*

February 26, 2009 • 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

April 2, 2009 • 8:30–10:30 a.m. **Reducing the Cost of Succession in Today's Society** Speakers: **Andrew Bluestone**, Selective Benefits Group; **Edward Ahart**, Schenck, Price, Smith & King LLP; and **Jeff Jaskol**, The Jaskol Group

May 14, 2009 • 8:30–10:30 a.m. **The New Consumerism Consumer-Driven Health Care** Speakers: **Tom Cioffe** and **Pat Basilo**, Compensations, PEO

October 19, 2009 • 8:30–11:30 a.m. **The Next Generation: Its Eight Biggest Challenges Updated Session** Speaker: **Greg McCann**, CPA, JD, Family Enterprise Center, Stetson University

September 10, 2009 • 8:30–10:30 a.m. **Key Tactics: Reinvigorating and Recharging Your Business** Speaker: **Alan Wink**, Amper, Politziner & Mattia, and **Bob Lemaire**, Sun National Bank

November 17, 2009 • 8:30–10:30 a.m. **10 Great Ideas to Make You and Your Family More Successful In This Very Challenging Economy** Speaker: **Leonard Green**, Founder, The Green Group



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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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