

# Rothman Ink

Silberman College of Business • Fairleigh Dickinson University



ROTHMAN INSTITUTE  
OF ENTREPRENEURIAL STUDIES  
Celebrating 20 Years of Helping  
Entrepreneurs and Innovators Succeed

## Exciting Programs Ahead



In addition to welcoming students back from Spring Break, we are excited about the prospect of making our dynamic programs available to entrepreneurs and innovators worldwide. On April 28, we will be live webcasting the 2009 Innovation Summit. Plus we'll be broadcasting other events, including our family business programs and entrepreneurship workshops, so stay tuned and online. And, we're looking forward to celebrating our 20th anniversary with a special event in December.

James C. Barrood  
Executive Director  
Rothman Institute of Entrepreneurial Studies

## 2009 Innovation Summit Focuses on Collaboration

On the morning of April 28, the Institute will webcast 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/innovationsummit](http://www.fdu.edu/innovationsummit).



Deborah L.  
Wince-Smith



Shau-wai  
Lam

## 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 May 5. Since joining the company in 1967 and becoming president in 1988, Lam has led the company 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).

## Silberman College Becomes Member of United Nations' PRME Initiative

The Silberman College of Business (SCB) has adopted the Principles for Responsible Management Education (PRME). The College's engagement contributes to a broader movement which has the potential to generate a wave of positive change, thereby helping to ensure a world where both businesses and societies can flourish. SCB has pledged to engage in a continuous process of improvement with regards to the application of the principles.



## Female Entrepreneur Alliance Events

**The Female Entrepreneur Alliance (FEA)** provides a venue where women business owners can network among themselves, providing business support and mentoring to one another.

**Practical Insights in Forming and Operating Your Own Business**  
April 24, 8:30–11:30 a.m.

**Mitigating Fraud in Closely Held Business**  
May 8, 9 a.m.–noon

**How to Improve Brand Recognition and Customer Loyalty Using Twitter**  
May 19, 9 a.m.–1 p.m.

**Reentering the Workforce — Your Future — Your Career**  
June 4, 6:00–9:00 p.m.

More information at  
[www.fdu.edu/rothman](http://www.fdu.edu/rothman)

## Rothman Hosts InSource 'Practice Makes Perfect' Conference

On May 15, Shel Perkins will share industry best practices and his design operations philosophy while Steve Benfield shares his stories from the trenches, managing SAS Institute's award-winning creative services team. Learn from the pros on how you can improve your design operations and run a more effective in-house creative department, especially in today's corporate culture. Learn more at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).

## Second Annual Green Ventures Conference Sponsored by Rothman

The Institute is co-sponsoring an exciting event with the National Collegiate Inventors and Innovators Alliance and FDU's Institute for Sustainable Enterprise on May 19–21, 2009. The goal of the conference this year is to jumpstart the green economy by launching dozens of new companies to grow a different sort of economy — an economy that genuinely is socially, environmentally and economically sustainable. Details at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).

## Rothman Institute Co-Sponsors Disney's Team Creativity Workshop

The Disney Institute's renowned professional development program Team Creativity, Disney Style is being hosted on FDU's College at Florham on May 28. This one-day program will outline the principles and management practices and strategies used at the Walt Disney World Resort that foster a climate of creativity and everyday innovation within a team environment. Learn more about the program at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).



Join us for Team  
Creativity, Disney style.

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## Small Business Expert Hotline Launched

During April, the Institute coordinated conference calls for the business community to answer their most pressing questions. The meeting topics included *Managing Cash Flow to Survive Turbulent Times*, *Successfully Cutting Costs without Hurting Your Business*, *How to Increase Sales When No One is Buying* and *Leverage Existing Resources (including Internet) to Boost Your Business*. “Instead of hosting a series of seminars, we thought we could respond to the needs of struggling small business owners with an open conference call. The calls were free and very convenient. As we celebrate the 20th anniversary of the Institute, it was a way to lend a

helping hand to entrepreneurs statewide and to respond to their questions in an efficient way,” said James Barrood, executive director and moderator of the series.

## 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 their 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., July 13–17, and another on the Metropolitan Campus in Teaneck, N.J., July 20–24.

## Family Business Forum 2009 Program

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

May 14, 2009 • 8:30–10:30 a.m. **The New Consumerism — Consumer Driven Health Care** Speakers: Tom Cioffi and Pat Basilo, Compensation Solutions, PEO

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

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.

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.

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



Kim Dennison

## N.J. Business Idea Winners Announced

Winner names and ideas listed at [www.fdu.edu/businessidea](http://www.fdu.edu/businessidea).



James Barrood with 2009 winners on March 27.

## Ranjini Poddar Gives Lecture

Her 2009 Female Entrepreneur Lecture is now viewable at [www.fdu.edu/rothman](http://www.fdu.edu/rothman).



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and CONSULTANTS



## Rothman Institute of Entrepreneurial Studies

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**Celebrating 20 years of  
Helping Entrepreneurs  
and Innovators Succeed!**

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