

Rothman Ink

Fairleigh Dickinson University • Silberman College of Business • Summer 2007



ROTHMAN INSTITUTE
OF ENTREPRENEURIAL STUDIES

Exciting Fall Programming on Tap

In addition to welcoming the new dean of Silberman College of Business, William Moore, we're excited about a dynamic fall semester with innovation and family business programs that will highlight successes and share best practices.



Regarding our improved 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*

William Moore Takes Helm of Silberman College of Business

William Moore will join the University as dean of the Silberman College of Business on August 1. Prior to his appointment, Moore served as dean of the Franklin P. Perdue School of Business at Salisbury University. His academic areas of specialty include collective bargaining, conflict resolution and organizational behavior. In addition, he has more than a decade of private industry experience. Before Salisbury, he was dean at Valparaiso University after spending a long career at Drake University. Learn more at <http://view.fdu.edu/default.aspx?id=5176>.



FDU Alum Peter Weedfald to Give Lecture at Recognition Reception



On the evening of September 7, alumnus Peter Weedfald, BS'75 (Metro), will share stories of his experiences, life lessons and successes at the Institute's annual recognition reception.

Weedfald is senior vice president and chief marketing officer of Circuit City, Inc. Before joining the company, he served as a senior vice president, sales and marketing, U.S. consumer electronics and North American corporate marketing for Samsung Electronics America from February 2005 to July 2006.

2007 Media Innovation Conference Highlights Industry Dynamics



On the morning of September 27, 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. The program will feature presentations and insights from three innovation leaders from the media industry including Dennis Strigl, president and COO of Verizon and the former CEO of Verizon Wireless. More at www.fdu.edu/innovation.

Rothman Launches Innovation Management Certificate Program

The Institute will offer an intensive two-day executive training program on December 5 and 6. The educational program will cover the fundamentals of developing and implementing innovation processes and building a culture of innovation at your organization. Enrollment will be limited to ensure a one-on-one, interactive experience. Learn more at www.fdu.edu/innovation.

New Online Personal Finance Certification Program

Do you know a teenager who needs to better understand personal finance, budgeting and planning? In response to the growing need for young people to have a better grasp of personal finance fundamentals, the Institute will offer online an innovative program for teens to increase their knowledge of this important topic.

Events/Programs Update

Mark Your Calendars for the 2007 Family Business of the Year Awards Luncheon! October 2, 2007, Crystal Plaza Caterers, Livingston, N.J. More at www.fdu.edu/family.

View Recent Lectures Online! To view recent lectures, including the 2007 Innovation Summit and the 2007 Richard M. Clarke Distinguished Entrepreneurial Lecture, please go to www.fdu.edu/rothman.

Campbell Soup CEO to Give Innovation Lecture

On the morning of October 25, Douglas Conant, chairman and CEO, Campbell



Soup Company, will give the second annual CEO Innovation Lecture. Under Conant's leadership over the past six years, Campbell has reversed a decline in market value and

employee engagement. The company has made significant investments to improve product quality and packaging, strengthen its marketing programs and develop a robust innovation pipeline. Info at <http://view.fdu.edu/default.aspx?id=3996>.

FDU Alumna Doris Drucker Attends Dedication Ceremony



Doris Drucker with James Barrood, College at Florham Provost Kenneth Greene and FDU President J. Michael Adams at the ceremony.

On the morning of April 25, Rothman faculty, staff and senior administration officials attended a tree dedication in recognition of the renowned business management author/consultant, the late Peter F. Drucker.

Doris Drucker, Peter's wife and 2006 Female Entrepreneur Lecturer, then said a few words of thanks and noted how Peter loved nature and would appreciate the thoughtfulness of a tree planted in his name. She then remained on campus for the morning to talk to faculty and lecture to an entrepreneurship class.

Bailye Gives Dynamic Lecture, Student Entrepreneurs Honored



John Bailye

On May 2, John Bailye, the founder, chairman and CEO of Dendrite International, Inc., gave the keynote address at the Ninth Annual Richard M. Clarke Distinguished Entrepreneurial Lecture. Viewable at www.fdu.edu/rothman.

The ceremony for the New Jersey Student Entrepreneur Awards program was held prior to Bailye's talk. First prize went to Caldwell College's Justin Bolasci. Second prize was awarded to Rider University's Daniel Jamet. Third-place winner was Lauren Coller, from Mercer County College. And fourth place went to Fairleigh Dickinson's Lucas Cittance.



Family Ink

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The Next Generation: Its Eight Biggest Challenges



Greg McCann

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, Greg McCann, presented on this important topic. Viewable at www.fdu.edu/rothman.

Radical Collaboration: Improving Internal Communications

On June 14, consultant Karen Glendinning gave an interactive program to Forum members that explored the techniques of radical collaboration. Members learned how effective communications within the family and the company are achieved, and how this process of overcoming conflict and resolving problems with an attitude of cooperation can lead to mutual success.

For more information about the Family Business Forum or to attend a complimentary session, please call 973-443-8880.

Academic Notes

An article by Silberman College Associate Dean James Almeida, "Leveraging Knowledge in China: The Experience of a Foreign Entrepreneur," was published in the June 2007 issue of the *Journal of Technology Management in China*. Global MBA candidates recently completed a two-week trip to China, in conjunction with the Global Business Planning course being taught by Almeida.

Ethné Swartz, associate professor and chair of marketing and entrepreneurship department, has been named vice president of USASBE's Women and Minorities Division. Swartz is currently involved in the planning of USASBE's 2008 Annual Conference.

In June, James Barrood, Rothman Institute executive director, gave a lecture on innovation at an MCCC-YPA breakfast seminar and moderated an innovation panel at the annual meeting of the Employers Association of N.J.

