

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP AT MONTGOMERY COLLEGE



This page is produced by The Macklin Institute at Montgomery College and is not an editorial product of The Business Gazette.

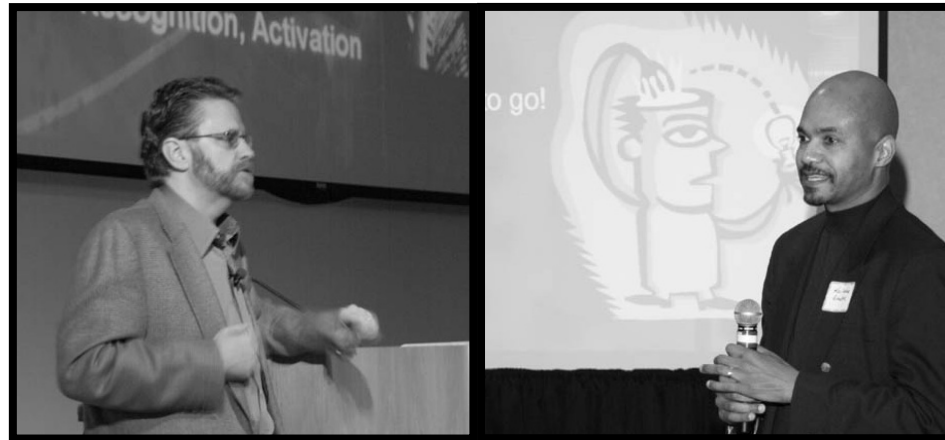
Center for Entrepreneurship: Why Here? Why Now?

To help enable the growth of start-up and emerging local companies, Montgomery College recently established the new 'Center for Entrepreneurship,' under the auspices of the Gordon and Marilyn Macklin Business Institute. The center will focus its activities in two areas: continuing education and business development services.

Jerry Feigen, who served as the first director of the Dingman Center for Entrepreneurship at the University of Maryland, when it was created in 1989, directs the new center at Montgomery College.

The Center for Entrepreneurship launched its programs earlier this year, with its sponsoring of the Macklin Business Institute Distinguished Lecture Series and a special presentation by John W. Sidgmore, vice chairman of WorldCom. Speaking before students and area business leaders in a presentation at the college's Germantown campus, Sidgmore's address took a forward look at technology, the Internet, and telecommunications.

The center also hosted two business panel breakfast events. The first event examined trends in capital investment and the paths of several successful ventures, as presented by the company founders and CEOs. The second, held in April, was co-hosted by the Dingman Center for Entrepreneurship and considered the bio-genomic revolution and its



LEFT: John W. Sidgmore, WorldCom vice chairman, speaks to the business and college community at the Germantown Campus on "Future Trends in Internet and Telecommunications" as part of the MBI Distinguished Lecture Series.

RIGHT: At the first Center for Entrepreneurship Breakfast Symposium, Karl Ware, founder and executive vice president of Bionetrix, discusses his company's early stage development and capitalization.

impact on the region. Both events were held at the Pooks Hill Marriott in Bethesda.

To complement the work of its Center for Entrepreneurship, the Macklin Business Institute has begun developing coursework, conferences and

symposia in such areas of interest as: small business planning and creation, venture capital, state-of-the-art resource support for growing companies and executive level training and support for CEOs and their teams.

'Students in Free Enterprise' Team Earns Rookie of the Year

Building a first-year team of business students to compete against other, more experienced collegiate teams in a competition that showcases the students' educational outreach projects, it's fair to say that the sophomore group representing Montgomery College's Macklin Business Institute was a bit unsure as to how well it might fare.

The students' uncertainty turned to elation, though, when the team surprisingly emerged from the 2001 Students in Free Enterprise Regional Exposition last month in Baltimore as the first runner-up SIFE team and earned the added honor of being named "Rookie of the Year."

Students in Free Enterprise encourages students to take what they are learning in the classroom and

apply it to real-life situations, and to use their knowledge to better their communities through educational outreach programs. The projects presented by Montgomery College's SIFE Team included presenting business lessons to 3rd, 4th, and 8th graders at both public and private schools in the area.

Montgomery College Professor Jeffrey Schwartz, the director of the Macklin Business Institute (MBI), serves as advisor for the team and was named a Sam M. Walton Free Enterprise Fellow in recognition of his leadership and support of the SIFE program at Montgomery College.

"The students' experiences with SIFE, from the teaching of kids to the presentations to corporate executives, has left the students enriched well

beyond expectations," said Schwartz. "They came away very pumped up about continuing SIFE projects throughout their college careers."

In addition to teaching children about free enterprise and entrepreneurship, the team also participated in mentoring a new business, in an effort coordinated by MBI board member Brian Cunningham, chief executive officer of Entrepreneurial Advocates. Teams were judged on the effectiveness of their projects during a 24-minute presentation and were evaluated on creativity and innovation, results of educational programs, success in utilizing resources and documentation of activities.

For more information on Students in Free Enterprise, visit www.sife.org.

Survival of the Fittest in e-business

The Macklin Business Institute's Center for Entrepreneurship will hold its next Breakfast Panel Symposium on June 12, at 8 a.m. at the Pooks Hill Marriott in Bethesda.

An exciting and unique panel made up of different staged e-business representatives, venture capital investors and IBM's e-business team will discuss the pivotal ground rules for success or failure in e-business today.

Topics will include:

How do you assess the profitability potential and the pricing of a venture capital transaction in e-business? What kind of business-to-business startups are being favored and why? Can B2 B's be consolidated? Where are opportunities and red flags? To register, convey name, address and contact information by fax (301-279-5149), e-mail (mbi@mc.cc.md.us), or call 301-279-5133 for further information. A \$25 registration fee includes a continental breakfast.

Short Courses Targeted to Help Small Business

Montgomery College Workforce Development and Continuing Education offerings include several new Macklin Business Institute classes in the development of a sophisticated business plan for growth-oriented companies and in the development of the Internet as a profitable business resource and tool. These classes, among others, will be offered again beginning this fall.

Of immediate interest are the late spring and summer offerings of the division.

Courses for a large variety of business interests are available. For more information or to obtain a complete schedule of non-credit classes, call 301-279-5188.

THE MACKLIN BUSINESS INSTITUTE At Montgomery College

Jeffrey R. Schwartz, Director
Jerry Feigen, Director, Center for Entrepreneurship

BOARD OF ADVISORS

Gordon S. Macklin, Chairman
Brian T. Cunningham, CEO, Entrepreneurial Advocates
Howard Frank, Dean, Robert H. Smith School of Business, University of Maryland
Joseph Greeves, CPA, CFO, Opnet, Inc.
Dr. Wayne Hockmeyer, Chairman of the Board, MedImmune, Inc.
Leslie S. Levine, President & Chief Operating Officer, Fusion Lighting, Inc.
Pamela Little, Corporate Consultant
Mrs. Vivian Teets
John T. Wall, President, Nasdaq International, Ltd.

SPONSORS

- Carl M. Freeman Foundation
- Dingman Center for Entrepreneurship, University of Maryland, College Park
- Ernst & Young
- Montgomery County Department of Economic Development
- MedImmune, Inc.
- Nasdaq
- Patton Boggs LLP

MACKLIN BUSINESS INSTITUTE

Montgomery College
Humanities Building, Suite 242
51 Mannakee St.
Rockville, Md. 20850
Phone: 301-279-5151
www.macklin.org
e-mail : mbi@mc.cc.md.us

Insurance Agents, It's Time to Renew!

Maryland insurance agents that need continuing education credits in Life/Health or Property/Casualty can choose from a variety of courses offered by Montgomery College's Workforce Development and Continuing Education division. Courses beginning in May and June to help agents meet the June 30 deadline for license renewal. For program information, contact Karen Ambrose at 301-251-7912.