

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP AT MONTGOMERY COLLEGE



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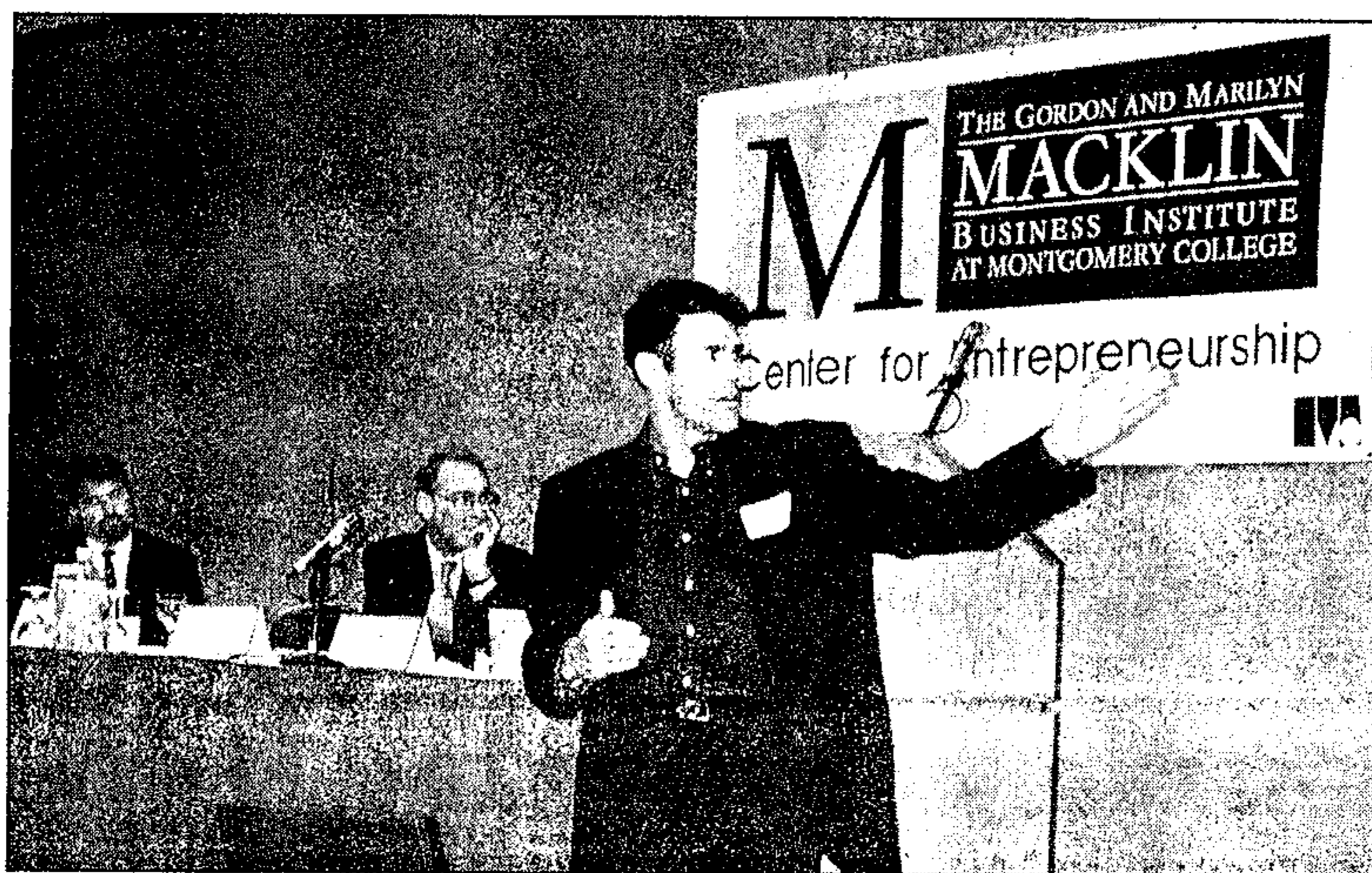
'B2B' Experts Direct Companies Back to Basics

Back to basics was the recurring message at the recent Macklin Center for Entrepreneurship's June 12 symposia. A panel of "B2B" — business to business — experts fielded questions on the current and future state of e-business, and marketing to businesses via the Internet.

Macklin Business Institute scholars from Montgomery College and students from the business and engineering schools at the University of Maryland, representing the Hinman CEO program, were included in the discussions.

Panelist Mark Frantz of Carlyle Venture Partners reported a positive general outlook for B2B, despite some costly lessons for e-business entrepreneurs. Technology still drives the economy, which has boosted the overall confidence in B2B. Frantz urged companies to get back to basics in business models and valuations—a plan reaffirmed by panelist Chand Patel of IBM Global Services.

Both Franz and Patel stated that innovation and integration, infrastructure, and outsourcing/e-sourcing are all shaping e-business opportunities. In the current market of tightened private equity, fewer deals are closed (pre-money valuations are 50-plus percent of the year



Mark Frantz of the Carlyle Group points out "It's back to basics; e-business must still be good business."

2000 rounds), which will prevent some good ideas and teams from surviving. On the flip side, larger life cycles will be the norm, rather than

quick winners.

Services were reported as the fastest growing e-business spending sector with a 60-percent

share and business transformation is driving the demand for a secure, reliable infrastructure to support new business opportunities. Demand for skills and discipline continues to drive outsourcing opportunities. As customers implement new business models, they will increasingly access IT services via the network

Marty Pinson of Cvent told how the company pushed its traditional marketing techniques for event planning, active online registration, customized e-mailings and unique database development to perform more efficiently from a time and cost perspective. According to Pinson, e-business companies feeling the undertow of the past 18 months will be difficult to "roll up" or consolidate.

Michael Priddy of Intervise focused on B2B case studies to illustrate the need to plan all B2B activities—find the "right" partner and lay out the first steps. He recommended creating strategic audits, combined with a fundamental analysis of a client's B2B capacity as compared with its competitor's Web site processes, before implementing B2B activity.

For a printed copy of panelists' presentations, call 301-279-5133 or e-mail mbi@mc.cc.md.us.

Macklin Graduate Credits Internships for Success

by Julia Feldman

Macklin Business Institute — Graduate 2001

I have just been accepted to the University of Maryland's business school for fall 2001, and I work as a public speaker at NASDAQ, often coordinating with many of the grantees of the NASDAQ Educational Foundation. In my current position, I write speeches, create Power Point presentations, and speak in front of various people—ranging from top executives and CEOs to middle school children — about NASDAQ. My office is in downtown Washington, D.C., and I work with interns here from all over the United States. Clearly, I am fortunate to have made strides into my business career that I would not have been able to without my intern experiences.

While internships offered me an opportunity to explore a range of possible career options, I was able to build an impressive résumé at the same time. That's the mutually beneficial nature of interning—you get work experiences and networking opportunities in various fields, and you provide valuable input to the sponsoring company. And you get valuable mentorship from your "bosses," who offer work-related guidance as well as personal career choice advice.

Looking forward to my junior year at University of Maryland at College Park, I have



Julia Feldman, Macklin Business Institute graduate from Montgomery College

worked as an intern since my senior year in high school when I had no clue what I wanted to pursue in college. The first year I interned at the Gaithersburg City Hall and the Kentlands Mansion, where I wrote press releases and created advertisements for upcoming events, and helped host and plan events. The staff there treated me as their peer, not just some high-school kid, often asking for my opinions on various topics. That first semester transformed me from an average girl, whose main interests were partying and hanging out with my friends, to someone who had glimpsed the larger world "out there" and wanted to learn more about my career choices.

During my final semester of high school and later as a Montgomery College student, I worked at On Campus Marketing (OCM), my real-world course in marketing and sales, professional com-

munications. I worked directly with clients, learning to operate several computer programs (which proved a vital tool for my future jobs), and worked in every department of the company, from customer service to sales, production, and finance.

During my second year at Montgomery College, I was accepted into the Macklin Business Institute. Through that program, I got an internship at Aronson, Fetridge & Weigle (AF&W), a certified public accounting firm, where I worked with the marketing director on conference planning, and built great relationships with several corporate clients.

For the spring semester, I wanted exposure to areas of business other than my main interest, marketing. At the international department of the U.S. Chamber of Commerce, I analyzed graphs and reports, researched various organizations and programs we wanted to lobby, and learned a lot about politics and the government by attending Capitol Hill seminars and lectures. This work in economics grabbed my attention the way no college course could.

Internships have been the best experience imaginable for me, and I highly recommend them for everyone to help them take advantage of all the opportunities out there and get involved quickly! It changed my life around and it can do the same for you.

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MACKLIN BUSINESS INSTITUTE

Montgomery College
Humanities Building, Suite 242
51 Mannakee St.
Rockville, Md. 20850
Phone: 301-279-5151