

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP AT MONTGOMERY COLLEGE



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Changing Communities: One Entrepreneur at a Time

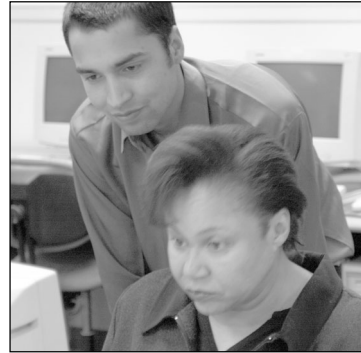
Macklin Business Institute's (MBI) student-members of the organization Students in Free Enterprise (SIFE) recently teamed with National Jobs Partnership (NJP), a nationwide faith-based organization, to help promote entrepreneurship among the working poor of Washington, D.C., where more than one-in-five people live in poverty.

The MBI SIFE students will assist National Jobs Partnership board member Brian Cunningham in recruiting and training a corps of D.C. residents who wish to start a new business. The student team will help prepare, develop, and distribute course materials for the program's 12-week "How to Start and Operate a Business" course, which meets once a week for two hours.

In addition to helping evaluate assignments, holding one-on-one and group lab sessions outside of class, and assisting with the computer training sessions that teach research methods and efficient business practices, the students will participate in media outreach efforts. The National Jobs Partnership and local Washington Jobs Partnership (WJP) will promote community awareness of the program and raise funds for a \$5-million revolving loan fund/micro-credit facility for inner city entrepreneurs.

Other services provided to the would-be entrepreneurs through the program include personal assistance developing a 30-40 page business plan that includes extensive market analysis, a five-year financial projection (income statement, cash flow statements, balance sheet, and other ratios) and operational and managerial components of the business.

The local Washington Jobs Partnership



Prashant Koirala teaching entrepreneur to take advantage of technology.

(WJP) has demonstrated an outstanding track record over the past five years. More than 85 percent of WJP program graduates remained employed one year after graduation.



Gordon Macklin (right) and Dean Kathy Wessman visit the computer training session and discuss the project with a budding entrepreneur and MBI student/SIFE project leader Prashant Koirala (second from left).

Retiree Taking Work, Not Himself, Seriously

When retired executive Brian Cunningham plans his day, he begins by acknowledging that he faces an overload of work. Selling the public company that he built from scratch and settling down to retirement after 40 years has not been easy for the husband, father of nine, grandfather of 18, CEO, and volunteer.

Since the mid 1990s Cunningham has used his professional experience as a physicist/engineer, a venture-backed entrepreneur, and an advisor to venture capital firms and their "start ups" to help others. While continuing to mentor corporate CEOs in his Entrepreneurial Advocates business, an advisory firm to high technology growth-determined firms, he teaches formerly homeless and disadvantaged peo-

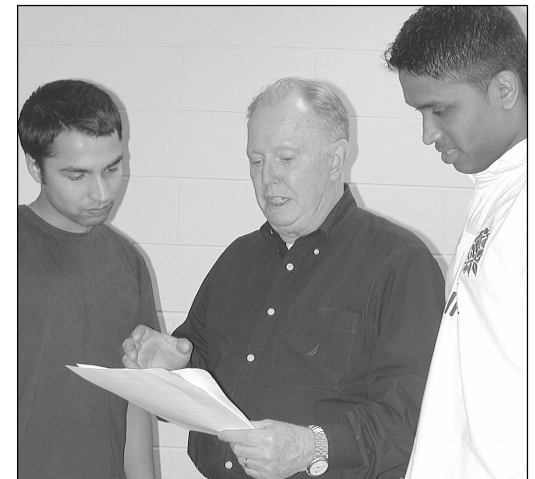
ple the skills they need to land—and keep—jobs that pay a living wage and provide secure employment.

Starting out as a physicist/engineer at the Naval Ordnance Lab, Cunningham's leadership skills led him to co-found Electronic Sales Associates (ESA), and later Computer Entry Systems Corporation (CESC), an outgrowth of ESA. Under his management through 1989, CESC experienced over 30 times return to original investors. Its net worth grew from an initial investment of \$300,000 to more than \$25 million, and employee growth rocketed from 1 to 1,000 persons. The company was named one of the 500 top small companies in the United States by Inc. and Forbes magazines, leading to a successful Initial

Public Offering (IPO) in 1981.

While positively influencing executives and entrepreneurs, Cunningham wrote and published "Lessons for the Trail of Life: Conversation Starters for Parents and Children," (1999, Department of Elementary Schools, National Catholic Education Association, Washington, D.C., www.ncea.org), a publication that incorporates ideas and conversations he has enjoyed with his grandchildren.

Whether speaking to his grandchildren or grownups, Brian Cunningham shares the same message: "In life much will depend on your attitude—how you choose to see things—and that you always have a choice; there are always alternatives."



Brian Cunningham in his role as mentor with Macklin students Prashant Koirala of Nepal and Manjula Dissanyake of Sri Lanka

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