

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP AT MONTGOMERY COLLEGE



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Macklin Students Win Competition For Community Outreach Projects

Montgomery College's Students in Free Enterprise (SIFE) team won first place in the 2003 SIFE Regional Competition and Career Opportunity Fair for educational outreach and entrepreneurship projects they presented at the April 1, Reston, Va., event. SIFE, an international nonprofit organization, promotes community outreach among students through educational projects. The 17-member team of MC/Macklin Business Institute honor students will now advance to a final round of judging in Kansas City, Mo., May 11-13.

The MC/SIFE team presented two very special outreach projects: mentoring inner-city entrepreneurs (in conjunction with the Washington Jobs Partnership) and teaching international trade concepts to fourth graders at a local elementary school. The entrepreneurship/mentoring project was also selected as a finalist, among 15 projects nationwide, in a special competition for entrepreneurship support activities. Programs were judged on creativity and innovation, effectiveness, and documentation of the teams' activities.

Regional champions named at 21 competitions held across the United States will present their projects at the 2003 SIFE U.S.A. National Exposition, sponsored by the Kansas City Business Community. Each year, SIFE Teams compete for more than \$400,000 in prize money and tro-



Having won first place in the 2003 SIFE Regional Competition and Career Opportunity Fair, the 17-member team will advance to a final round in Missouri, May 11-13.

phies, not to mention the local and national recognition schools and companies receive.

Professor Jeff Schwartz, director of the Macklin Institute and adviser for the Montgomery College SIFE team, was named a Sam M. Walton Free Enterprise Fellow in recognition of his leadership and support of the SIFE program at Montgomery College.

Founded in 1975 and active on more than 1,000 college and university campuses in 28 countries, SIFE is a nonprofit organization that works in partnership with business

and higher education to provide college students the opportunity to make a difference and to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise.

For more information, contact SIFE World Headquarters in Springfield, Mo., at 800-677-SIFE or visit www.SIFE.org.

To view the summary report and PowerPoint presentation of the MC SIFE team please visit www.macklin.org.



Dr. Howard Frank

Frankly Speaking: Students Prepare for Technology-Driven Future

Imagine vending machines that change prices based on the number of people in line, or supermarkets that price products independently for each customer based on purchasing habits. These new twists on supply-and-demand pricing and other marketplace adaptations are heading our way shortly, says Dr. Howard Frank, dean of University of Maryland's Smith School of Business and professor of Management Sciences.

At two separate Montgomery College events, Dr. Frank recently invited Macklin students and MC Rockville Student Engineering Club members to adapt their career plans with the changing technology.

An information technology expert and former U.S. Department of Defense insider, Dr. Frank took his gen-X audience through three decades of IT at the Macklin Distinguished Lecture Series event in March—including mention of the Univac 1108 "dinosaur." Charting the rise and fall of corporate giants, Dr. Frank compared "classical corporations" like IBM, AT&T, and GM to new-model corporations like AOL and Napster, and predicted future marketplace shifts.

Similarly, nearly 80 engineering students who attended an April 10 event heard Dr. Frank detail what lies ahead for them in traditional career fields. "Engineering and business are converging, particularly infotech and biotech." According to Dr. Frank, "the knowledge of business functions and processes are becoming essential elements in an engineer's education."

"Today is very different than even three years ago.... Embedded microchips are found in everything from microwaves to PDAs, laptops, GPS, satellite, radar and Web cams.... The technology developed over the last 100 years has transformed individual lives," said Dr. Frank.

What's coming? According to Dr. Frank, more businesses built around e-business hubs, 3D faxes ... virtual reality, medical technology/brain-machine interfaces, data mining, natural language processing (voice recognition) and better robot design. "How this will all turn out, we don't know. Who knows, in the far future, we may be able to grow computers."

Dr. Frank is a member of the board of advisors of the Macklin Business Institute. Montgomery College and the board of directors at the University of Maryland's Robert H. Smith School of Business. The schools continue joint program offerings and articulation agreements to provide community college students the opportunity to earn a bachelor's degree from one of Maryland's highly regarded public universities, while attending courses locally in Montgomery County.

In his role as a member of the Macklin Business Institute board of advisors, Dr. Frank has been instrumental in creating a transfer pathway and scholarship opportunities for Montgomery College's business honor students. He and assistant dean Patricia Cleveland have made transfer to UMCP and UMCP Shady Grove the premier opportunity for Montgomery College transfers.

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