

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP AT MONTGOMERY COLLEGE



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MBI Café: Proudly Brewing...Entrepreneurial Minds

Mid-May marked the opening of the student-run Macklin Business Institute (MBI) Café in the food service court at Montgomery College's Rockville Campus. Begun more than a year ago as a student enterprise project, the Café brings the popular gourmet coffee lineup of Starbucks beverages to a welcoming campus community.

During the academic year, 17 MBI students crafted a business plan, assisted by Macklin Director Jeff Schwartz and several MBI board members. Starbucks was contacted, and its executives were eager to participate. The college's

Auxiliary Services branch facilitated negotiations with the food service contractor, the Compass Group, and a partnership emerged with everyone's blessings.

Students from each successive year's Macklin class will transition into various management roles. The students will prepare accounting and financial reports, plan and execute marketing campaigns; hire and schedule counter staff, and maintain efficiencies and inventories.

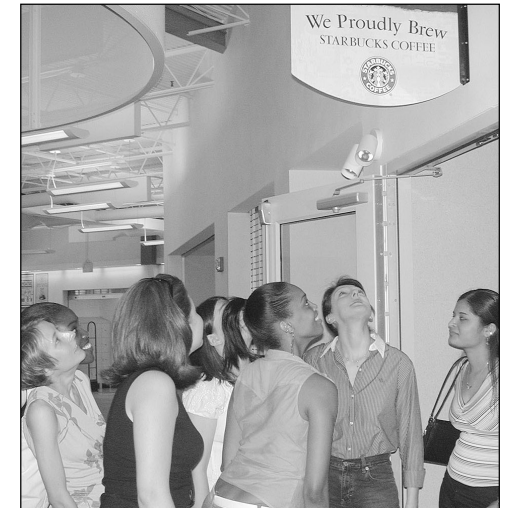
"This program is what business education is all about: hands-on, real-world decisions and a vested interest, like an owner," said

Schwartz. "If we can build on the Starbucks brand, we should be very successful. After all, MC's Rockville Campus has a population of full- and part-time students that could populate a small city."

Success will primarily benefit students in the program: net profits are destined to create and accrue to a transfer scholarship fund. Also smitten with the project, Dr. Howard Frank, dean of the Smith School of Business at College Park, and MBI board member, has offered to match profits used for transfer scholarships to UMCP.

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- Jeff Schwartz



Business Course for Scientists and Engineers Piloted



MBI Center for Entrepreneurship Director Jerry Feigen confers with Steve Ferguson and Charmaine Richman of the NIH Technology Transfer Office during a break in the program.

A new business course for scientists and engineers may become a permanent part of the local offerings after its successful one-day pilot program. Presented at Montgomery College's Germantown Campus June 6, 2003, by the Macklin Center for Entrepreneurship at Montgomery College and the Dingman Center/R.H. Smith School at University of Maryland College Park, the "Technology Innovation: Conception to Reality," program drew positive evaluations from the NIH scientists, and university and corporate researchers who attended.

The program offers scientists and engi-

neers a pipeline of practical new-enterprise skills and information in a comfortable learning environment, bringing them closer to tapping into the lucrative biotechnology deals available from federal laboratories.

The program's agenda included: A History of Venture Capital in Technology Development, Handling Intellectual Property and Legal Issues, NIH Technology Transfer, Financial Planning, Funding Options, Business Planning, and Incubator and Space Issues. With faculty presenters: Andrew Sherman, attorney; Charmaine Richman and Steve Ferguson,

NIH; Matt Haley, Accenture; Brian Meritt and Josh Huber, American Express; Don Spero, Dingman Center; Ed Sybert, TAP, UMCP; and Jerry Feigen, Macklin CFE.

Montgomery County's Office of Economic Development and American Express provided 20 full scholarships, awarded to NIH post doctoral students to attend this course. Based on evaluations, The Macklin Center for Entrepreneurship sees an opportunity to have this course launch a more extensive business certificate curricula for area researchers and innovators in the future.

THE MACKLIN BUSINESS INSTITUTE At Montgomery College

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