

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.

Macklin Institute Team Competes in 'L.A.'s Weirdest Biathlon'

By Jack Masangu

Macklin Business Institute scholars traveled to Loyola Marymount University (LMU) to participate in their Center for Ethics and Business's annual business ethics case competition. The Business Ethics Fortnight culminated in an intercollegiate weekend April 22-24, which includes the case presentation and a 10K run called "L.A.'s Weirdest Biathlon." This competition gave four Macklin students an opportunity to role play key managerial positions in a multinational corporation.

The four "players": Natalia Barrionuevo, Jack Masangu, Julia Seebacher and Anvar Zhumagali, under the guidance of MBI Director and Professor Jeffrey Schwartz, represented Montgomery College—the only community college to compete against 17 premier four-year universities, which included LMU, NYU, USC, University of Texas, Ohio University, Villanova, Army, and Navy.

Macklin students chose Nike Corporation and took on managerial roles for a special Task Force hired by Nike to evaluate how effectively the company responded to the ethical criticism

it received from various non-governmental organizations and the general public with regard to sweatshops and overseas manufacturing issues. They assessed Nike's approach from the legal, financial, and ethical perspectives in front of a panel of judges.

The team anticipated being rather critical of the production operations conducted overseas, but after doing the research they were able to cite international laws and organizations that Nike has addressed. "Nike works with many international organizations to provide substantial development in underdeveloped countries..." In its report to the panel, the team reported, "Nike's success is measured not only by revenues, profit margins, and growth, but also by its impact on quality of life in developing nations."

Of the experience, one team member said, "The ethics case competition helped me

improve my public speaking skills... [It] got me thinking about ethics in business, and how I should go about analyzing it. I felt like a real businessman because we flew to L.A., presented our project, and then flew back to D.C."

Although they did not win the championship, the trophy did return to Maryland in the hands of the Naval Academy team from Annapolis, and Julia Seebacher placed second among all female runners in the 10K run.



ABOVE: Macklin students feeling at home in LA

LEFT: Attorney & Ethicist Michael Daigneault of DeLeon & Stang CPA's coaches team in preparation of case

FAR LEFT: Julia Seebacher placed 2nd in Women's Division of 10K Run

Montgomery College 'Students in Free Enterprise' Team Tops in Region



Team of Macklin Business Institute Scholars Will Head to SIFE Nationals in Kansas City

By Jack Masangu

Montgomery College's Students in Free Enterprise (SIFE) team captured first place for the second year in a row for its presentation of educational outreach projects at the 2004 SIFE USA Regional Competition, which took place on March 29 in Crystal City, Va.

Sixteen honor students from Montgomery College's Macklin Business Institute program participated on the MC SIFE team, taking the crown as regional champions for community colleges.

"Being a part of the MBI has been an incredible experience. Going to a SIFE competition and actually coming out as regional champions was something no one in our group could ever have imagined and will never forget," said team member Robin Lindgren.

The competition, sponsored by Unilever, featured teams from 30 universities and colleges divided into leagues of two-year college and four-year university divisions. Regional champions in each league earned a \$1,500 cash award and a trophy.

SIFE is a global, non-profit organization that offers talented college students an opportunity to develop leadership, teamwork, and communication skills through learning, practicing, and teaching the principles of free enterprise. Students from the MC SIFE team were guided by two faculty advisors: Professor Jeffrey Schwartz, director of the Macklin Business Institute, and Professor Tom Anderson.

The MC SIFE team presentations showcased their efforts mentoring students in public schools, promoting the importance of ethics in business, managing the student-run "we proudly brew Starbucks Coffee" operation, the MBI Café at Montgomery College, and their volunteer assistance to inner-city individuals, through the Washington Entrepreneurial Partnership (WEP).

Said Lisa Ku, "Winning the SIFE competition was an awesome achievement... As Students in Free Enterprise, we have not only reached out to others, but we have also been able to gain insight from the experiences and people that we have reached."

Montgomery College's SIFE team, along with regional champions in both the two-year and four-year leagues, will compete nationally in Kansas City, Missouri, the last week of May. Macklin Institute graduates from 2002 and 2003 started a SIFE team at the University of Maryland's Smith School of Business this year. Their team won a regional championship in the four-year division and will also travel to Kansas City in May.

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,
Chairman of the Board, MedImmune Inc., University of Maryland

Solomon Graham,
President/CEO, Quality Biological Inc.

Joseph F. Greeves CPA,
CFO, Managed Objects

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,
Retired 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.
- Patton Boggs LLP

MACKLIN BUSINESS INSTITUTE
Montgomery College
Humanities Building, Suite 208
51 Mannakee St.
Rockville, Md. 20850
Phone: 301-738-1707
www.macklin.org
e-mail: mbi@montgomerycollege.edu