

Young Entrepreneurs Receive Awards

The Miles Young Entrepreneur Awards of Southern New Jersey were distributed during the monthly Entrepreneurs Forum of Southern New Jersey (EFSNJ) meeting on May 18, 2005 at Miles Technologies in Moorestown. About 40 people attended the event that honored three local young entrepreneurs for their accomplishments, hard work and ingenuity.

both commercial and residential clients. "This award will help me reach my goals as I graduate," said Hodge. "This award will give my company better recognition." Hodge is going into his junior year in Business Administration with a specialization in Entrepreneurship at Rowan University.

The Emerging Entrepreneur Award for a



Photo by Teresa Colanero / Tree C Photography

Chris Miles (far left) of Miles Technologies presented Emerging Entrepreneur Awards to (left to right) Liz Mitchell, 16, of Kewlizard, LLC, and Fred Hodge, Jr., of Clearview Window Washing. The Young Entrepreneur of the Year Award was granted to Seth De Forest (far right), of Boomerang USA, Inc.

Chris Miles of Miles Technologies presented the awards to the outstanding young entrepreneurs.

The Miles Young Entrepreneur of the Year Award was given to Seth DeForest, 28, of Boomerang USA, Inc. in Hurffville. His company grossed \$2.4 million in 2004.

DeForest sells pre-owned, high-quality furniture out of his large warehouse on Delsea Drive. "This award will open public awareness and it will help other entrepreneurs," said De Forest. "That's the bigger picture--help them save money as they get started, which will ultimately help me."

The Emerging Entrepreneur Award for a University-Age Student was granted to Fred Hodge, Jr., 22, of Clearview Window Washing, Freehold. With his professional approach to window washing, Hodge has

K-12 Age Student was given to Liz Mitchell, 16, of Kewlizard, LLC, Cherry Hill. Mitchell attends Cherry Hill East High School. Currently, Mitchell's product BUNny, a hairpin collector, is available in various dance studio locations, in a dance studio catalogue and on Amazon.com. "With this

award, I hope to get the company and BUNny noticed," said Mitchell. "It will also look good on my college application."

Each of the three entrepreneurs gave brief backgrounds on how they got their ideas and how their ideas came to fruition.

Miles mentioned that next year he hopes that there are more entrepreneurs who will apply for this special award. This is an outlet for creative young entrepreneurs to be noticed for their accomplishments, hard work and ingenuity.

"This award will give my company better recognition."

Entrepreneurship: Can It Be Taught?

Are only a select few born with that E gene or is it so much a part of our culture that everyone has some of it in him?



Dr. K. Mark Weaver

Recent research suggests that as many as 70 percent of Americans have thought about starting a business within any 12-month period. The problem for most people is that thinking about it and doing it are very different.

Understanding the industry, the customers and how business is conducted are all factors that will impact success. The contention of the entrepreneurship program at Rowan University is that all of these factors can be either learned or enhanced significantly.

How can we teach someone to be more *entrepreneurial*? First we need to recognize that entrepreneurs do not all start a business. They may work in financing areas, for economic development agencies, in corporate new product development labs or as social entrepreneurs working in non-profits. The thing they all have in common is opportunity orientation, passion and an ability to think outside the box.

At Rowan, we recognize the different career paths and goals require the development of alternate ways of thinking, development of innovative abilities and recognition of the "learning-by-doing" philosophy, which are all part of the tool kit

students can develop. The E program at Rowan is based on the need to inspire, innovate, and integrate to be successful in business or career choices.

The future of entrepreneurship is in changing the way people perceive opportunities. Current initiatives at Rowan with Engineering, Graphic Design and Health/Exercise Sciences are the start of campus-wide entrepreneurial efforts to reach the 40 percent or more of our students who end up as independent contractors or own their own businesses but have no educational background in running a business. Two long-term goals of a successful entrepreneurial education experience are a more satisfying life and economic development that helps everyone. Can **YOU** learn to be an *entrepreneur*?

To encourage education that lets you decide, Rowan offers *Entrepreneurship and Innovation* as a general education course. The other 8 new entrepreneurship courses are offered without prerequisites for non-business students. Students who take advantage of these opportunities have a significant advantage over peers. Would you rather loan money to a person with a great idea but no education/training in the business field, or make the loan to the same person who developed new ways of thinking through education, including a background in business operations?

Rowan is trying to increase student success by helping them avoid mistakes through an integrated learning process. Through education, individuals can become entrepreneurs, businesses can become successful and dreams can be fulfilled.

2nd Annual Global Innovation Survey

Recently, The Boston Consulting Group conducted its second annual global survey on innovation and the innovation-to-cash (ITC) process. A total of 940 executives representing 68 countries and all major industries participated.

Key Findings:

- Seventy-four percent of the executives surveyed said that their companies will increase spending on innovation in 2005, up from 64 percent in 2004.
- Almost 90 percent of the executives surveyed said that generating organic growth through innovation has become essential for success in their industry.
- However, less than half of the executives surveyed said that they were satisfied with the financial returns on their investments in innovation.

Globalization and organizational issues were cited as two of the biggest challenges facing many companies in 2005.

This article is a part of the report *Innovation 2005* by James P. Andrew and is reprinted with permission by The Boston Consulting Group. This company is a general management consulting firm that is a global leader in business strategy. For more information, log onto www.bcg.com.

New Course Announcement

Entrepreneurial Accounting Course # 0503.328

- Learn accounting & financial tools
- Build business decision-making skills
- Enhance ability to succeed
- Manage cash effectively
- Available as specialization elective

Is Entrepreneurship Hereditary or Learned?

By Arlene Carpenter

Once entrepreneurship is initiated, will it continue throughout other generations? The lineage of the Mevoli family illustrates that the spirit of entrepreneurship can be hereditary and learned. This unique family yielded thirteen successful entrepreneurs throughout four generations.

The first known family entrepreneurs, Nick and Dolly Mevoli, began a local meat market business in 1946 with Nick's Market in Oaklyn, New Jersey. As young adults in their 20's, they provided "hand-cut, highest-quality, fresh meats at a reasonable price."

"Dolly and I were the first in the family to start our own business, a meat market," Nick said.

"Nick learned about the meat business while working at the A & P and in the Air Force mess hall during World War II," Dolly said. "I learned the financial end from managing my father's books."



Dolly and Nick Mevoli wed April 8, 1945. Compliments of the Mevoli family Historical Journals c/o Arlene Carpenter

Other family members followed their lead including three brothers, two sons, four nephews and three great-nephews. They branched out into eleven various occupational fields ranging from a butcher to a dentist, an auto mechanic to a caterer, and a general contractor to a wire cloth manufacturer.

Today, in their 80's, Nick and Dolly are the proud owners of George's Market in St. Petersburg, Florida.

"I have no regrets about owning a business," said Nick with a gleam in his chestnut-colored eyes.

Heredity and integrated learning intertwined within this family to produce successful entrepreneurs for the past 59 years. Nick and Dolly anticipate the future lineage of entrepreneurship to continue for the Mevoli family. Who will initiate entrepreneurship in your family?

Arlene Carpenter is a student in Rowan's Masters of Writing Program and a full time employee in the Payroll Services Department. She is also a former elementary and high school educator whose interest lies in incorporating historical details within family journals.

Profile:

Dr. Linda Ross, Professor of Management

Rowan University's Dr. Linda Ross believes that general education intertwines with and



Dr. Linda Ross

can utilize the integrated learning of entrepreneurship. "Historian Paul Fussell wrote about those who take international journeys and distinguished between *explorers* and *tourists*," said Ross. "Our entrepreneurship program aims to give the *explorers* among us a place to fully prepare for their adventures and discovery of untapped opportunity. But we also want to provide a safe haven for the *tourists* to find some inspiration for their creative expression."

This 31-year veteran Rowan professor of Management and Management Informa-

tion Systems recently published an article titled "Entrepreneurship as a General Education Course: Why, How and Transferability of the Concept." The paper connects the similarity of general education with entrepreneurial level skills.

From the entrepreneurial skills of integrated learning, Ross instructs students who branch out into various fields of business. "Every student who wishes to explore his or her capacity for venture creation," said Ross, "should have a chance to learn more about his or her potential."

Ross' education includes a M. A. from the University of Toledo and a Ph.D. from Wayne State University. Currently Ross teaches several courses, which include Entrepreneurship & Small Business Management and Family Business. If interested, the Family Business class website is <http://www.rowan.edu/business/faculty/ross/family/index.html>.

Tips for Entrepreneurs

Resources

Assess your international risk

All companies entering the global market should view this website at www.assessyourinternationalrisk.org.

Recognize service excellence

This site contains the most current customer service updates at www.recognizeserviceexcellence.com.

Need venture capital?

Search funding sources at www.entrepreneur.com/services/venturesearch.

MBA Students Consult With Businesses

Another Rowan University semester has concluded with several teams of Masters of Business Administration (MBA) students presenting their studies of local projects to business owners to better our community. Following are listed several of the MBA student teams along with a brief review of their successful accomplishments.

Client: Gloucester County Technology Coalition

Sarah Burr, Bill Morris and Angelo Pinti assisted the Gloucester County Technology Coalition with a thorough analysis of the area. The objectives were to gather information, which would attract the desired technology businesses, and to provide a solid strategic plan to maintain these businesses with incentive packages. Studies included marketing, benchmarking and analysis with a matrix breakdown. Gloucester County has opportuni-



(Left to right) Angelo Pinti, Sarah Burr and Bill Morris compiled a strategic plan for the Gloucester County Technology Coalition.

ties for growth and with the appropriate incentives, this venture can achieve its goal of attracting and retaining the desired businesses.

Client: Glassboro Economic Development Corporation for the Arts District

Shayne Bevilacqua, Sergio Cuevas and Julie Zinsavage analyzed the Glassboro Arts District Project for the Glassboro



(Left to right) Julie Zinsavage, Sergio Cuevas and Shayne Bevilacqua analyzed a project for the Glassboro Economic Development Corporation.

Economic Development Corporation. Through in-depth studies, this team reviewed strategies to make the arts district come alive. They discussed access and proximity, marketing and promotional tactics, and the variety and flow of artists.

Client: Danzeisen & Quigley Sports

Chris Ferrante, Peter V. Manno and Shawn Smith provided Bob Danzeisen of Danzeisen & Quigley Sports in Cherry Hill with a competitive and athletic analysis. This team identified competition, highlighted opportunities and used vari-



(Left to right) Peter V. Manno, Shawn Smith and Chris Ferrante conducted research for Danzeisen & Quigley Sports.

ous methodologies for research. The team's conclusions yielded two sets of recommendations: one for the current store and another to be implemented after a new facility is built.

Other student/business consultant groups included the following. Travis Colla and Jeff Kimler prepared a report to assist the **Federal Aviation Administration** at the William J. Hughes Technical Center. They researched a new CO₂ fire extinguisher attachment. Daria Giannotti, Deborah Clark and Amanda Wingate gave **Curious Parenting** the thumbs up to take advantage of other mediums, like radio and television, to maximize its exposure and to develop brand awareness. Kristen Flannery-Dileo and Arthur Schwarz performed financial and economical analysis on the **South Jersey Technology Park Early Stage Venture Fund** project. Carl Nalbandian and Greg Jenkins conducted web research for the **Gloucester County Department of Economic Development** for a Geographical Information Systems based website.

EFSNJ Update

The Entrepreneurs Forum of Southern New Jersey (EFSNJ) held the last meeting before the summer break on June 15 at Riverwinds in West Deptford. The topic was "Maximizing Your Use of State and Local Resources." The experts discussed their experience on key funding information, financial support and assistance programs.

The moderator was expert Marlene Asselta, president of the Southern New Jersey Development Council. She led a panel of speakers, which included Maxine Ballen the of New Jersey Technology Council, James Lelli of the Vineland Office of Economic Development, and Jim Watson of the Gloucester County Economic Development Department. Also, invited to participate were the Camden Redevelopment Board and the New Jersey Economic Development Authority.

To discover more about state and local funding sources, visit the EFSNJ website at www.efsnoj.org.

Season 2005-2006

After Labor Day, the EFSNJ meetings will get underway again on the third Wednesday of every month beginning in September. For an update on future dates and topics, view the website at www.efsnoj.org.

If anyone is interested in sponsoring an event or speaking, please contact Dr. K. Mark Weaver at (856)-256-4126 or via email at weaverm@rowan.edu.

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Photographs courtesy of
Tree C Photography@2005

Top 12 Reasons Why You Should Join the EFSNJ

Doesn't everyone want to succeed at actually living the entrepreneur's dream? If this is your goal, here are 12 reasons why you should join the Entrepreneurs Forum of Southern New Jersey (EFSNJ).



EFSNJ Collage of Speakers 2004-2005

- The EFSNJ collage above represents the speakers and programs from the monthly EFSNJ meetings during the past year. Topics discussed were family business, financing, branding, guerilla marketing, intellectual property licensing, business plans, making technology work for you and other hot topics.
- A special thank you to all who spoke and to all who participated for making the EFSNJ a successful organization.
- Have a great summer and see you in September 2005!

ENTREPRENEUR:

Top 12 Reasons To Join The EFSNJ

- #12. **E**at. Grab a quick bit to eat while attending the meeting.
- #11. **N**o fees. Join and there are no membership fees involved.
- #10. **T**est yourself. With just a little bit of your time one day a month, test yourself on the current knowledge needed by business owners. You will enjoy the benefits of educating yourself for the good of your company.
- #9. **R**esponsibility. You have a responsibility to your business and yourself to communicate your service, your product or whatever your business is about to other entrepreneurs. They might be looking for your products or services. Become an EFSNJ sponsor and assist other entrepreneurs. In turn, it will benefit you.
- #8. **E**nergy. Tap into a strong energy source that can make positive adjustments in your personal attitude and your business altitude.
- #7. **P**rogressive. By attending EFSNJ meetings, become progressive with your business by keying-in on pertinent information.
- #6. **R**esources. Every month there is a different business topic with expert speakers and/or panels to discuss current issues that relate to building your business. The information and resources are very beneficial.
- #5. **E**ffort. Put forth a persistent effort to tap this source and upgrade your business. Formulate ideas with fresh ways of looking at things through brand awareness and guerilla marketing.
- #4. **N**etwork. Social opportunities for networking yield many contacts that you won't find if you are sitting behind your desk during those two hours each month.
- #3. **E**mulate. Be the best by learning from the most experienced business leaders.
- #2. **U**timize. Use EFSNJ information. Build your vision with an educated foundation of integrity, excellence and service. Believe in yourself and be successful.
- #1. **R**espect. The number one reason to join the EFSNJ is to respect yourself enough to make your entrepreneurial dreams come true.
Take the necessary steps for your business by becoming an EFSNJ member. Turn your dreams into reality. Come unlock the resources available. Visit the EFSNJ website (www.efsnoj.org) to register and for updated meeting information.