

## Entrepreneurial Forum Hosts Kickoff Event

The Entrepreneurs Forum of Southern New Jersey (EFSNJ) hosted its kickoff event on June 28, 2004 at the High Ridge Ice Arena in Gibbsboro, N.J. More than 50 business and educational leaders attended the event, which featured keynote speaker Congressman Rob Andrews.

Dr. Mark Weaver, Rowan University's Rohrer Chair for Entrepreneurship and the Center for Innovation and Entrepreneurship executive director, and Frank Keith, of the Camden Incubator Center, introduced the featured speakers, all area entrepreneurs.

Discussing their start-up companies and experiences were: Felicia Marshall of Entrepreneurial Spirit, Camden; Jeff Gladnick of Uphill Enterprises, Inc., Glassboro; Jim Sandelier of Common Ground Recycling, Inc., Camden; and Mike Maurer of MGM Computer Systems, Inc., Woodbury.

The kickoff event helped launch EFSNJ to the region. EFSNJ offers a place to coordinate the service needs of people in different stages of their business development.

"Entrepreneurs in southern New Jersey will benefit from the advice and counseling by meeting with other entrepreneurs and leading professionals with real-life experiences," Keith Campbell, chairman of EFSNJ board of directors and chairman of the board for Mannington Mills, said of EFSNJ.

In addition to assisting business people, EFSNJ is an asset for students. "The Forum can provide a win/win situation for companies needing skills that students can provide," said Weaver. "Each student has a number of internship opportunities to help meet her or his personal career goals."

Interested small business owners may access the EFSNJ web site at [www.efsny.org](http://www.efsny.org) for further information.



Photo by Craig Terry

Congressman Robert Andrews addressed the EFSNJ kickoff.



Photo by Craig Terry

Entrepreneurs Chris LaCosta (second from left) and Jeff Gladnick (right) spoke with many visitors about their product SnoRhino.



Photo by Craig Terry

Various local entrepreneurs attended the early breakfast meeting.

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# Rowan Appoints Dr. Robert D'Intino

Rowan University recently named professor and business leader Dr. Robert D'Intino associate professor of management with a specialization in entrepreneurship.



Dr. Robert D'Intino

In addition to teaching, he will assist executive director Dr. Mark Weaver with Rowan's Center for Innovation and Entrepreneurship and the Entrepreneurs Forum of Southern New Jersey.

D'Intino comes to Rowan with an extensive academic and business background. He obtained his Ph.D. in management from Virginia Polytechnic Institute and State University.

Most recently, D'Intino was an assistant professor of management at Pennsylvania State University. He also has worked as director of the Small Business Institute and instructor of management at Virginia Polytechnic Institute and State University's Pamplin College of Business. He served various managerial roles at Reichhold

Chemicals, Inc., N.Y.; Carolina Power and Light Company, N.C.; and SIMPLAN Systems Inc., N.C., among other positions.

"Dr. D'Intino brings the type of real-world orientation that is needed to help develop the economic and entrepreneurial potential in southern New Jersey," said Weaver. "His ability to take the classroom into the field helps the Center for Innovation and Entrepreneurship achieve its mission."

D'Intino was a recipient of research and teaching grants from organizations such as the Center for Rural Pennsylvania Entrepreneurship and The Coleman Foundation. He is a member of and has held leadership posts at the Academy of Management and the United States Association for Small Business and Entrepreneurship (USASBE). D'Intino is also a member of the board of directors for the Pennsylvania Economic Association (2003-2006).

Additionally, he has received numerous honors for his work, including the 2004 USASBE Coleman Foundation "Best Empirical Paper," the Penn State Schuylkill 2003 Award for Excellence in Teaching, and his selection for the "2002 Academy of Management Best Paper Proceedings."

## Rowan Introduces Specialization

One of the most revolutionary new programs at Rowan University is the Entrepreneurship Specialization. From this cutting-edge experience, students will work with various businesses on entrepreneurship field projects that provide critical outreach to local communities and offer business links for students.

As an outreach program, individual students work with government clients on economic development projects that are strategically significant for community progress.

A unique feature of the entrepreneurship courses is that they do not have any prerequisites for non-business majors. Various courses offer further opportunities for student interaction with entrepreneurs and community outreach. These courses are taught by Professor Kimble Byrd, Dr. Robert D'Intino, Dr. Linda Ross and Dr. Mark Weaver.

Spring 2005 course offerings in entrepreneurship are listed in the box above. Other specialization courses are *Management Consulting Field Study* (0506.415), *Managing International Business* (0506.330), *International Marketing* (0509.379), *Research Methods in Marketing* (0509.384), *Entre-*

*preneurship and Small Business Management* (0506.326), *Evaluating Franchising Opportunities* (0506.328), *Supervised Internship* (0506.361), *Entrepreneurial Growth Strategies* (0506.344) and *Technology Entrepreneurship* (0506.450). Log on to [www.rowan.edu/cie](http://www.rowan.edu/cie) for information.

## Entrepreneurial Visions

Rowan University is developing a special orientation in the university and the community.



Dr. Mark Weaver  
Executive Director

- We believe that entrepreneurship is an opportunity-based mindset, not just starting your own business.
- We believe that ALL students, faculty and the community at large can benefit from a fresh approach to thinking and creative efforts.
- We believe that everyone does not need to fit the same mold.
- We believe that diversity of thought is a positive force for personal, professional and economic growth.
- We believe that it is a positive thing to escape academic silos and reach out to the community, companies and all parts of the University.

Entrepreneurship is a word many people do not really understand. They think primarily of the baker down the street or maybe the "hero" types like Michael Dell and Bill Gates. Entrepreneurship is that, but it is much more.

Entrepreneurship is putting ideas together to create something of value for you, the customer/client and the nation as a whole. It embraces the fortitude to hurdle the barriers into innovation and change.

Unique practices, like Rowan's new policy of no course prerequisites for non-business majors, create opportunities for art, dance, engineering, education and every other major at Rowan to become a part of this revolutionary process of change. How? By using teams to create our idea of an additive-versus-duplicative model of learning. We build on what each person brings to the team, not on what he or she does not know.

Recent studies show that entrepreneurs will represent a significant percentage of many professions, for example: artists (50%), geoscientists (12%), musicians (40%), psychologists (13%) and writers (33%).

If you want to be part of this change, or propose possible joint projects, contact us for more information at (856)256-4126 or [weaverm@rowan.edu](mailto:weaverm@rowan.edu). See how you can make a difference!

# CIE Teams with Towns to Spur Economic Development

The Center for Innovation and Entrepreneurship (CIE), in conjunction with the Liberal Arts & Sciences Institute (LASI) at Rowan University, is building bridges that it hopes will help build the South Jersey community.

The CIE and LASI, led by Dr. Mark Weaver and Dr. DeMond Miller, respectively, have been teaming up with various municipalities in Gloucester and Camden counties to foster economic and community development.

So far, the CIE/LASI team has worked or is working with Gloucester County, Camden, Clayton, Glassboro, Haddon Township, Harrison Township, Newfield and Voorhees on such projects as bringing technology businesses to Glassboro and assessing the needs of the Echelon Mall for Voorhees.

Undergraduate students from a variety of disciplines, including business, sociology, geography, computer science, engineering, communication and graphic arts, are conducting research as part of class projects. Graduate assistants are providing day-to-day support for the work, including team supervision, research design and analysis of the findings.

The CIE group is working on market analysis and economic impact and long-range strategic planning issues, while the LASI group is working on community building and networking activities, such as conducting surveys and interviewing residents and business owners to ensure the team is obtaining input from all segments of the community.

## Tips For Entrepreneurs

### Business Government Issues

[www.business.gov](http://www.business.gov)

This web site provides online information regarding the federal government and business services, including development, financial assistance and regulating laws.

### WorldWIT

[www.worldwit.org](http://www.worldwit.org)

Free online networking for women in business and technology.

### Newsletters/Free Business Advice

[www.entrepreneur.com/newsletters](http://www.entrepreneur.com/newsletters)

Sign up for a free email newsletter that features information for start-up to growing companies.

### Zapdata.com

[www.zapdata.com](http://www.zapdata.com)

Online service which provides access to analysis and data, including various sorted lists, company searches and industry reports. Free trial or obtain a yearly subscription.

### Create Your Business Plan

[www.entrepreneur.com/Your\\_Business/YB\\_Node](http://www.entrepreneur.com/Your_Business/YB_Node)

An accurate business plan is essential.



Photo by Min Yue Zhu  
*This Clayton park site is a possible new economic development area.*



Photo by Teresa Colanero  
*Clayton's David B. Burnett plans with Rowan's Dr. Mark Weaver*

"Regional economic and community development needs to evolve into a cooperative effort," Weaver said. "Done right, CIE/LASI cooperation brings a coordinating element to the table to link many communities and groups in forming an alliance for development. That alliance helps bring firms into the best place for them in South Jersey, and that translates into a stronger economy, more jobs and better tax bases, and it helps keep more of our graduates in the region."

A good example of the CIE/LASI work has been taking place in the University's backyard. Rowan has been working with Sam Leone, director of business development for Glassboro, on ways to develop the borough and attract new technology businesses to the area. As part of that work, the Rowan team and Leone have met with technology businesses to help outline the benefits of relocating in Glassboro, among other projects.

"You've got a downtown area that had suffered for some time and is having a rebirth. With that rebirth, entrepreneurs often want to come to town. It's perfectly suitable that Rowan has a program for entrepreneurs and is trying to spur entrepreneurship," Leone said. "Glassboro is going through a renaissance, and we are looking for creative people and ideas to take off downtown and elsewhere. The Rowan team is a definite asset to our efforts."

Neighboring Clayton also is reaping the benefits of teaming with the Rowan group. Rowan is working with David B. Burnett, the borough's economic development director, assisting in researching possible activities to attract more business to the town, grant proposal writing and long-term planning.

"In effect, what we've done by forming this partnership with Rowan is call in a team of

specialists to diagnose our maladies and recommend the proper course of action to ultimately correct and improve Clayton's economic well-being for the long-term," Burnett said. "Additionally, it is our hope that this partnership will become self-perpetuating through the successful award of future grant monies."

Weaver said the Rowan team, which also has conducted similar work in Harrison Township, Voorhees, Camden and Haddon Heights, serves as an objective third party in economic development efforts. The Rowan group conducts research and makes recommendations to municipalities based on its findings, and the municipalities determine how to proceed from that point.

Weaver noted that it's critical to regional economic and community development for numerous groups to cooperate, and that is part of the approach the CIE/LASI team is facilitating.

Among the projects the CIE/LASI team is working on are applying for Smart Growth funding for Gloucester County; investigating New Jersey Department of Transportation (NJDOT) grants for new sidewalks, covered shelters, rest areas and converting an old gas station into a tourist and welcome center for Harrison Township; exploring the development of community enhancement projects, such as a museum, in Newfield; and studying the feasibility of constructing a pedestrian bridge near the Echelon Mall for Voorhees. The team already has met with success, including helping Haddon Heights obtain a NJDOT grant for pedestrian and bike trails in its business district and conducting an economic impact analysis for the Cooper River Rowing Association, which obtained \$4.5 million from a number of funding sources to build a new boathouse.

# Rowan to Host *Invention to Venture* Workshop

Looking to further your entrepreneurial capabilities but limited on time?

The Center for Innovation and Entrepreneurship (CIE) at Rowan University may have the answer.

The CIE, in conjunction with the National Collegiate Inventors & Innovators Alliance, will host the Greater Delaware Valley *Invention to Venture*, a one-day workshop in technology-driven entrepreneurship, on Saturday, November 20, from 8 a.m. to 6 p.m., in the Eynon Ballroom at the Student Center of the University.

The workshop, which will focus on technology commercialization, will provide an introduction to technology entrepreneurship and an opportunity for participants to learn technology entrepreneurship basics, build their networks and develop plans for moving their ideas forward. *Invention to Venture* is open to science and technology students and faculty and to interested regional entrepreneurs, investors and business leaders.

*Invention to Venture* workshop topics include evaluating ideas, defining needs and identifying customers, licensing, legal considerations, locating funding and perfecting a business plan.

Dr. Mark Weaver, executive director, Center for Innovation and Entrepreneurship, said, "This workshop will enable participants to explore technology entrepreneurship fundamentals, discover how to turn an innovative product idea into a new venture and network with others who can help them make their ideas reality."

*Invention to Venture* workshops are conducted at universities around the country and feature a nationally recognized curriculum delivered by regional speakers from the business community.

Registration for the event is \$25 for students, \$50 for faculty and \$75 for professionals. To register, go to [www.invention2venture.org](http://www.invention2venture.org). For more information, visit that website or contact Weaver at (856)256-4126.

## *Invention to Venture*

A workshop in technology entrepreneurship

### Greater Delaware Valley

**Location** Rowan University: Student Center Ballroom

**Date** Saturday, November 20  
8:00 am-6:00 pm

**Contact** Center for Innovation and Entrepreneurship  
Dr. K. Mark Weaver  
856-256-4126

**Registration** Professionals \$75,  
Faculty \$50, Students \$25

**For members of the entrepreneurial community, faculty, and students**

### At this one-day, intensive workshop

- Discover how to turn an innovative product idea into a new technology venture
- Explore the fundamentals of launching your venture
- Network with the people who can help make your ideas a reality

\**Invention to Venture* is an initiative of the National Collegiate Inventors and Innovators Alliance (NCIIA). Founding sponsorship is provided by The Lemelson Foundation and the Kauffman Foundation. The NCIIA is a national alliance promoting invention, innovation, and entrepreneurship education at U.S. institutions of higher education.

**To register and for workshop details:**

[www.invention2venture.org](http://www.invention2venture.org)



**National Sponsors**  
NCIIA  
The Lemelson Foundation  
The Kauffman Foundation

Corporate, foundation, and government groups—get involved in this exciting initiative. For information on sponsorship opportunities contact: Joseph Steig at [jsteig@nciia.org](mailto:jsteig@nciia.org) / (413) 587-2172 for National Sponsorship or Dr. K. Mark Weaver at [weaverm@rowan.edu](mailto:weaverm@rowan.edu) / (856) 256-4126 for Local Sponsorship.

**NCIIA**  
National Collegiate Inventors & Innovators Alliance  
The NCIIA is an alliance of nearly 200 universities and colleges across the U.S. dedicated to promoting invention, innovation, and entrepreneurship education.

## EFSNJ Events

October 20, 2004  
Topic: Guerilla Marketing  
Speaker: Dr. Jean Wilcox,  
Dr. Jane Cameron  
Cattle Logos

Register online at  
[www.efsnoj.org](http://www.efsnoj.org)  
Click on events.

### Other dates are:

November 17, 2004

December 15, 2004

January 19, 2005

February 16, 2005

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