



FDU Ranked Among Top 50 Entrepreneurship Programs

For the second straight year, the Rothman Institute of Entrepreneurial Studies at Fairleigh Dickinson University has been named one of the top 50 regional entrepreneurship programs in the nation by *Entrepreneur* magazine.

Announced in the May 2004 issue, *Entrepreneur's* evaluation of the best entrepreneurship programs at U.S. colleges and universities is the most comprehensive analysis of its kind. More than 825 entrepreneurship programs were researched for the study, and the final rankings are based on more than 70 separate criteria, including course offerings, teaching and research faculty, business-community outreach, research centers and institutes, degree and certificates offered, and faculty and alumni evaluations.

James Barrood, director of the Institute, said, "This ranking is a tribute to the innovative programs we offer

to students, entrepreneurs, family businesses and the community."

He noted that the Institute is especially proud to be a part of the "Top 10 Programs" when ranked by program directors and faculty and the "Top 10" when ranked by alumni.

The Institute's academic program is among the most comprehensive, offering majors on the undergraduate and graduate levels as well as a post-MBA certificate and an entrepreneurship club, the Entrepreneurial Society. In addition, outreach programs include the Family Business Forum, an educational program that has been supporting family businesses for 12 years; the annual NJ Family Business of the Year Awards; free business plan development by MBA students; the Female Entrepreneurs' Alliance; the annual NJ Female Entrepreneur Lecture; the Business Enterprise Forum seminar program; the annual Richard M. Clarke Distinguished

Entrepreneurial Lecture Series; the East Coast Collegiate Entrepreneur Awards; the NJ Business Idea Competition and the Discover Business Teen Camp.



FDU President J. Michael Adams presenting plaque to 2004 East Coast Collegiate Entrepreneur Awards winner Russell Hancock. See article on page 3.



Reggie Best, co-founder, president and CEO of Netilla Networks, Inc.

Sixth Annual Distinguished Entrepreneurial Lecture

Reggie Best, co-founder, president and CEO of Netilla Networks, Inc. gave the sixth annual Richard M. Clarke Distinguished Entrepreneurial Lecture on May 3, 2004 at Lenfell Hall in the Mansion on the College at Florham campus.

Best's story is an example of how talent, dedication and hard work can translate into success. Best, who earned his bachelor's of engineering degree in electrical engineering from City College of New York, and an M.S. in electrical engineering from Columbia University, had the intelligence and drive to realize his goals. At the age of 20, he developed

integrated voice and data technology while working at AT&T's Bell Laboratories. By age 24, he was promoted to supervisor.

Today, 40-year-old Best is president and CEO of what may be his most challenging start-up. Netilla Networks, Inc. is a technology startup that has become one of the leading global providers of remote access systems. Founded in 1999, Netilla develops and markets networking products that allow a company's employees to securely log into their business networks from anywhere using just a Web browser. The 30-

continued on page 2

Distinguished Entrepreneurial Lecture

continued from page 1

employee networking service firm supplies secure, affordable Web access to office applications, and targets small and mid-sized businesses.

Netilla is the third tech startup for Best, a recognized entrepreneur in

Best's Strategies for Success

- *Don't take too long to test your idea and market place*
- *Don't forget your venture is ultimately about the customer and making sales*
- *Find your customers quickly*
- *Don't try to do it alone — You need friends and partners both within and outside the business*
- *Don't give up — be willing to change — plans are not static*
- *Don't forget about your family*

the networking industry. After beginning his career at AT&T Bell Laboratories, Best formed his first venture, Teleos Communications, a video-networking company that was sold to Madge Networks. He then founded AccessWorks Communications, an Internet/remote access company which was ultimately acquired by 3Com Corporation. Best was named one of "40 Under 40" by *NJBIZ* magazine, honoring him as one of the state's top young business leaders. He is also a member of the Rothman Institute Advisory Board. From the very beginning, Best recognized the need for a company like Netilla to service the needs of smaller businesses. "Larger companies can afford to spend lots of money and hire internal information technology resources to implement their remote networking solutions; small to



Rothman Institute Director James Barrood presenting plaque to Entrepreneurial Lecturer Reggie Best.

mid-sized companies just don't have the same resources," says Best.

Like their client base, Netilla faced similar challenges in getting its own concept off the ground. Best started the company with about \$1 million of his own money, which was designated for assembling the basic technology, approaching customers, creating pilot systems and researching the marketplace. From that modest beginning, Netilla today has cornered its market. Reggie Best is an outstanding example of the success a true entrepreneurial mindset can bring.

Executive Compensation Seminar

Partnering with Compensation Resources, Inc., the Rothman Institute will present a two-day seminar, on September 23–24 in the Hartman Lounge, the Mansion, on FDU's College at Florham campus. The program will address incentive compensation and is designed to provide the critical tools needed for focusing employees on achieving key business results. The session will provide a strategic look at incentive planning, while enabling the attendees to gain critical information that can be used for evaluating incentive compensation needs.

This seminar will provide attendees with the tools necessary to help identify the major issues that impact pay and understand how company dynamics affect business and employees alike; identify a company's position on pay and how to appropriately differentiate pay among various employee groups; evaluate the various strategic aspects of incentive compensation; identify various plan designs and the details of each plan type; understand the unique aspects of specialized incentive plans, including those impacting sales personnel and executives; manage incentive pay through a systematic performance evaluation process; and implement, communicate and evaluate incentive programs. For more information, please visit www.fdu.edu/rothman or call the Rothman Institute at 973.443.8842.

In Memoriam: George Rothman

We are saddened to report the passing of George Rothman, former Fairleigh Dickinson University trustee and generous benefactor. His commitment to education and desire to provide for future generations of students are evident on both of our campuses. He first became involved with FDU in the 1950s as a guest lecturer in the College of Business. Rothman also provided the University counsel as a member of the Board of Trustees for a six year term.

A Hackensack native and World War II veteran, Rothman had a strong entrepreneurial spirit evidenced by his founding of a mortgage banking company that grew into one of the largest in the nation. Rothman was also a prominent real estate developer and played a vital role in the development of Bergen County, constructing homes, apartment buildings, shopping centers and industrial projects.

Rothman's constant and enthusiastic support of the University inspired the development of both the Rothman Institute of Entrepreneurial Studies at the College at Florham and the George and Phyllis Rothman Center on the Metropolitan Campus.

Rothman is survived by his wife, Phyllis, and two daughters, Barbara and Doris.



*Rothman Institute
Founder George
Rothman*

2004 East Coast Collegiate Entrepreneur

Russell Hancock, a student at Mercer County Community College, was named the 2004 East Coast Collegiate Entrepreneur at a ceremony held during the Richard M. Clarke Distinguished Entrepreneurial Lecture on May 3. Hancock was awarded \$2,000 and will advance to the Global Student Entrepreneur Awards program sponsored by St. Louis University, where the winner, announced this fall, will receive \$10,000.

His venture, RNR Lawn Care Services, provides customized landscaping, with a focus on individualized customer service. While in high school, Hancock decided that working for himself would be more rewarding than taking a more traditional after-school job. With a small savings, he purchased a professional mower and began a venture that today employs several people and serves much of Mercer County.



2004 ECCEA winners.

The competition included students from New Jersey, New York, Connecticut and Delaware and is conducted by the Rothman Institute of Entrepreneurial Studies and the Global Student Entrepreneur Awards program. The ventures were judged by each state's business journal editors/publishers on entrepreneurial spirit, obstacles overcome, success of business, concern for customer service and potential for future success. First-

2004 East Coast Collegiate Entrepreneur Award Winners

New York

1st Place: Matt Dacey, One Click Video — *Syracuse University*

2nd Place: Joshua Mohrer, Rational Fashion — *Columbia University*

New Jersey

1st Place: Russell Hancock, RNR Services — *Mercer County Community College*

2nd Place: Jon Brennfleck, Brennfleck's Lawn Service — *Rider University*

Connecticut

1st Place: Yusuf Qasim, Digitaleffex, LLC — *Quinnipiac University*

2nd Place: Ryan Lair, Synergetic Studios — *Quinnipiac University*

Delaware

1st Place: Adam Freedman, Adam Freedman Enterprises, LLC — *University of Delaware*

2nd Place: Christopher Bornemann, 3SN, LLC — *University of Delaware*

place winners received \$1,000 and runners-up received \$500. This program was sponsored by Wachovia, Edison Venture Fund and Bloomberg.

New Advisory Board Members Welcomed

Penni Nafus is director of the Women's Business Center of the New Jersey Association for the Advancement of Women in Business (NJAWBO.) Nafus possesses a family business background along with experience in government lobbying. She has worked extensively to support female business owners and works with our Female Entrepreneur's Alliance in planning educational programs.

Kenneth Vehrkens has been academic dean at Fairleigh Dickinson University for over 25 years. Currently serving as dean of the New College of General and Continuing Studies and associate vice-president for Lifelong Learning Programs, Vehrkens has extensive experience in college administration, and educational consulting. He is also an educational consultant for the National Football League.

Ronald Guido is vice president of New Business Development for Ethicon, Inc. His 27-year career with Ethicon has given him experience in the areas of engineering, operations, and new business development. A member of the Ethicon board of directors since 1997, Guido is also vice chairman of the board of a charitable medical organization known as Operation Smile

Assessing the State of Entrepreneurship in New Jersey

A poll that will assess the state of entrepreneurship in New Jersey is being conducted by the Rothman Institute of Entrepreneurial Studies and Prosperity New Jersey, a nonprofit organization that establishes partnerships between business, education and government to create jobs and expand New Jersey's economy.

This poll, titled "The State of Entrepreneurship," will assist state government in understanding New Jersey's entrepreneurial community to create policies that enable entrepreneurs to develop business ventures.

"New Jersey is home to a diversified group of

entrepreneurs," said James Barrood, director of the Rothman Institute. "This poll will give us some hard numbers about who they are and what they face so educators and government officials can better meet their needs." Exploring a number of aspects of starting businesses throughout the state, the research will look at attitudes toward the prospects of starting new businesses; the role of education in this process; challenges in pursuing an entrepreneurial dream; issues related to women; minority and immigrant entrepreneurship; and the role of government in promoting these activities.

Family Ink

News & Information for and about The Family Business Forum

Conflict Resolution Within a Family Business System



Dr. Ellen Frankenberg

Conflict Resolution Within a Family Business System was presented by Ellen Frankenberg to members of the Family Business Forum on April 8, 2004, at the Rothman Institute. Members examined and discussed strategies that would help them make the best possible decisions from a business perspective, while still maintaining healthy family relationships. Frankenberg facilitated a dialogue on the keys to managing conflict within a family business.

Using a case study as a framework for discussion, participants learned the skills necessary to assess the “Conflict IQ” within their own family business groups. They discussed important skills, including how to manage consensus building skills through practical, negotiated agreements, as well as the art of building a management team, family forum or board of advisers that would focus on shared results.

“Family businesses do best ...”

- when they capitalize on the synergy of a shared dream.
- when they move beyond a “take charge” founding entrepreneur to a collaborative partnership.
- when they commit themselves to the hard work of building a strong company and a strong family.
- because they share a common heritage and a common mission.



Rothman Ink

Newsletter of the
Rothman Institute of
Entrepreneurial Studies

Silberman College of Business
Fairleigh Dickinson University

Phone: 973.443.8842
Fax: 973.443.8847

Vol. 29 Summer 2004
www.fdu.edu/rothman

Rothman Institute Congratulates “40 Under 40” Winners James Barrood and Kurus Elavia

Rothman Institute Director James Barrood and Family Business Forum member Kurus Elavia, Chief Operating Officer of Gateway

Security, Inc. were recently honored by *NJBIZ* magazine as two of the top “40 Under 40” business achievers in the state.



Ethné Swartz, Scott Berrie and James Barrood. Scott Berrie, co-founder of Scojo Vision and the Scojo Foundation, gave the Silberman College of Business Distinguished Lecture on May 8, 2004 at the College at Florham campus. It focused on the growth of his company and foundation and the topic of social entrepreneurship.

Defining Corporate Culture for Competitive Advantage

At Sargento Foods, a prospering family business, it is believed that past successes and future vision are closely linked to principle values, or what is called the “Sargento Corporate Culture.” To Sargento, this culture is an intangible strength that attracts talented employees and keeps them there. On May 20, 2004, members of the Family Business Forum participated in a program given by Sargento Foods Corporate Communications Director Barbara Gannon. Through family stories as well as Sargento, case studies, participants learned how a defined corporate culture can infuse enthusiasm and create a unique loyalty to their company and to each other.

Principal Values of a Strong Corporate Culture

- *Strong Ethics*
- *Mutual Trust*
- *Balance in Work and Home Life*
- *Employee Equality*
- *Creative Thinking*
- *Humor and Fun*
- *Accountability*



*Sargento Food Communications Director
Barbara Gannon*

Judging Completed for the 2004 New Jersey Family Business of the Year Awards

Now in its 12th year, the NJ Family Business of the Year Awards luncheon will be held on October 7, 2004, at the DoubleTree Hotel in Somerset, New Jersey. Serving on this year's five-member panel of judges are Robert Lombardo, vice-president of Grinnell Pavingstone, Inc. (winner of the 2003 award, over \$10 million); Susan Capalbo, vice-president of Capalbo's Gift Baskets, Inc. (winner of the 2003 award, up to \$10 million); Suzanne Pease, president of Ampersand

Graphics, Inc.; Laurie Finn, president of La Jolie Maison, Inc. and Joseph Kiernan, provost of the Metropolitan Campus of Fairleigh Dickinson University.

These awards are the only statewide program that honors the significant contributions made by family-owned businesses to the economy and to society as a whole. They were established in 1993 to recognize those family businesses whose innovative policies and practices have had a

positive impact on both business and the community.

The sponsoring organizations are: Rothman Institute of Entrepreneurial Studies; PNC Advisors; New Jersey Monthly magazine; Camarés Communications, Inc.; Horizon Blue Cross Blue Shield of New Jersey; PricewaterhouseCoopers LLP; Public Service Electric & Gas Company and Riker, Danzig, Scherer, Hyland and Peretti, L.L.P.

Almeida Named Department Chair

The Rothman Institute congratulates James Almeida on being named the chair of the new Marketing and Entrepreneurship Department. Almeida holds a Ph.D. in Strategic Management and Entrepreneurship from the University of South Carolina. He has been a visiting research scholar with the Foundation for Entrepreneurial Management at the London Business School. Almeida's research focuses on a broad range of issues pertaining to small and medium sized enterprises, including new technology ventures. He has presented at various national and international conferences and been published in a number of leading journals in the discipline.

Last year, he participated in the prestigious Coleman Foundation Junior Faculty Mentoring Program which linked

selected faculty with many of the leading entrepreneurship educators of today. He developed FDU's first distance learning course in Small Business Management for undergraduate business majors this past Spring. Almeida is also a faculty associate for FDU's Public Mind Polling Institute and recently co-developed the first New Jersey Consumer Confidence Index. He is currently working on the new "The State of Entrepreneurship" poll with Ethné Swartz, assistant professor in entrepreneurial studies, which is focusing on entrepreneurship in New Jersey.



James Almeida

Summer 2004 Discover Business Teen Camp

In July, the Rothman Institute of Entrepreneurial Studies offered the second season of the Discover Business Teen Camp for students entering grades 8 through 12. The one-week day camp, which ran from July 19-23, educated 17 area students on various business-related topics, including finance, communications, research skills, teamwork, business planning and entrepreneurship. Rothman Institute adjunct faculty member Richard Archambault coordinated with consultants Bruce Fein of Intentional Development, Marlene Waldock of 1st Impression Communications and Marnie Aznar of Aznar Financial Advisors on the design and instruction of this unique program.

Camp attendees learned valuable

skills that can be applied to all areas of life — in school business and the world including group dynamics and leadership, research, technology and organizational skills, business etiquette, communication, financial planning, entrepreneurship and business planning.

Many students found the camp to be an illuminating experience. Lawrence Jung, a 9th grade student from Millburn High School found that “The best part was organizing into groups to create our own business and to actually feel how hard you have to work to start your own business.” Addressing the unique experience this program offered, Jack Ross, a 12th grade student from Mountain Lakes High School noted that “It was a



Richard Archambault, lecturer in entrepreneurial studies, teaches the students about entrepreneurship.

different type of experience, learning about the various types of businesses that can help you succeed in the future.” After an intense week, students went away with a clear picture of the fundamentals of business success and with an information/notes binder to reference in the future.

Empowerment & Inspiration 2004

Empowerment & Inspiration 2004 will help women business owners connect to services offered by state government that assist women in developing business plans and in building the knowledge to get started, and it will help them connect to their mentors and peers.

The core of the seminar is a two-hour panel discussion moderated by Kent Manahan, the Emmy Award-winning senior anchor of NJN News. Kent will lead a dynamic dialogue with

six established New Jersey business-women, who will share their stories and answer questions about some of their greatest professional challenges.

Built around the discussion are two inspirational keynote speakers, including New Jersey's own Gov. James E. McGreevey. Six breakout sessions, including one led by Ethné Swartz, assistant professor of entrepreneurial studies, will delve into the details of business ownership, addressing such useful and diverse issues as writing a

business plan, understanding financing options and surmounting the solitude of home-based business ownership.

The Rothman Institute is pleased to co-sponsor this program with Prosperity New Jersey.

It will be held on November 4, 2004, at the Lafayette Yard Marriott Hotel and Conference Center in Trenton.

For more information on this program, please call 609.924.4924 or visit www.prosperitynj.org.

“Inside Great Business Minds”

The Rothman Institute of Entrepreneurial Studies is pleased to host the upcoming 2004 “Inside Great Business Minds” educational series, an in-depth dialogue with successful entrepreneurs. Local business owners, presidents, CEOs or managing partners of companies with 10 or more employees are invited to attend the evening event, which will be conducted in a Q & A discussion format similar to the one used on the popular television show “Inside the Actors Studio.” The program will run on Wednesday, October 6, from 5:30 – 7:30 p.m. There will be a \$75 registration fee for the program and pre-program reception. For more information and to register please visit our web site www.fdu.org/rothman.

Seminar Planned to Help Women Raise Capital

After a successful inaugural year, a seminar to help women entrepreneurs raise money for their businesses will be held this fall, on the morning of Saturday, October 2, in Lenfell Hall, the Mansion, located on FDU's College at Florham campus. The seminar will feature three presentations focusing on lending, legal and business issues. After the presentations and a question-and-answer session, participants will meet with an expert panel during coaching and consultation workshops to discuss topics related to raising funds and growing a business. Sponsors include Lindabury, McCormick & Estabrook, P.A. and *Garden State Woman* magazine. For more information, visit www.fdu.edu/rothman.

Academic Notes

With 9/11 and regional blackouts recent memories, corporate managers need to have an emergency plan in the event of a catastrophic event. Despite this fact, a recent study in *The Wall Street Journal* reported that since 9/11, 73% of the CEO's polled have done nothing to prepare for a crisis. Addressing that issue, Ethné Swartz, assistant professor of entrepreneurial studies, participated as an expert speaker in a conference on June 15 sponsored by *NJBIZ* magazine that discussed risk management to help managers face an increasing unpredictable world.

Rothman Institute lecturer Richard Archambault participated in a panel discussion on July 16 that

examined Economic Development Perspectives in Morris and Essex Counties. The breakfast was held in conjunction with the New Jersey Technology Council's "Technology Walking Tour" program, in which attendees were given the opportunity to tour several technology companies located in Morristown.

Ethné Swartz, assistant professor of entrepreneurial studies, was recently named to sit on a University committee working for the re-accreditation of the Silberman College of Business with AACSB International—The Association to Advance Collegiate Schools of Business.

Rothman Welcomes Mentor-in-Residence

To better assist aspiring entrepreneurs, both students and non-students, the Institute has created a new position. The mentor-in-residence will be available to help and guide those seeking to start and/or grow their business. Ray Gila has been one of the primary mentors who have made the recently launched Female Entrepreneurs'

Alliance mentoring program so successful. His background includes 11 years with Allied Signal as assistant comptroller and six years with Texaco as capital budget manager. In addition, he ran an accounting firm that served start-ups and small businesses for many years. Gila has also been involved in academia, serving as an assistant

professor at Marist College for over 23 years as well as an adjunct faculty member at FDU for many years. Ray will be available at the Institute two days a month and by appointment. To begin a mentoring relationship through the mentoring program, please visit the Female Entrepreneurs' Alliance page on our web site at www.fdu.edu/rothman.

Entrepreneur's Calendar

September 8: "Wachovia Forum: Increasing Your Market-share." Panel presentation. 8 – 10:30 a.m. Location: Lenfell Hall. For membership information, call 732.246.5734.

September 23: "The Founder's Dilemma." Kurt Hochfeld, Rothman adjunct faculty member. Presented by the Rothman Institute Family Business Forum, 8:30 – 10:30 a.m. Location: Rothman Institute. For membership information, call 973.443.8880.

September 23-24: "Executive Compensation Seminar." Presented by the Rothman Institute and Compensation Resources, Inc. Location: The Mansion, FDU. For more information, visit www.fdu.edu/rothman.

October 2: "How to Raise Capital for Women-owned Businesses." Sponsored by the Rothman Institute's Female Entrepreneur's Alliance. Location: The Mansion, FDU. For more information, call 973.443.8842 or visit www.fdu.edu/rothman.

October 7: "2004 New Jersey Family Business of the Year Awards Luncheon." Presented by the Rothman Institute, New Jersey Monthly magazine and PNC Bank.

DoubleTree Hotel, Somerset, N.J. For reservations, call 973.443.8880.

October 30: "How to Grow Your Business" presented by the Rothman Institute and SCORE. 9:30 a.m. – 3:30 p.m., the Rothman Institute of Entrepreneurial Studies, College at Florham. Location: Rothman Institute. Registration fee of \$75 includes all materials and lunch. For more information, please call the Institute at 973.443.8880.

November 4: "Empowerment & Inspiration 2004 – Women Entrepreneurs in Motion." Co-sponsored by the Rothman Institute and Prosperity New Jersey. Location: Lafayette Yard Marriott Hotel, Trenton, NJ. For more information on this program, please visit www.prosperitynj.org or call 609.924.4924.

November 11: "Getting from Point A to Point B: Here's What the Experts Think." Featured Speakers: Professionals from Family Business Forum sponsor companies. Presented by the Rothman Institute Family Business Forum 8:30 a.m. – noon, lunch to follow immediately afterward. Location: Rothman Institute. For membership information, call 973.443.8880

Female Entrepreneur Profile: Erie Fentress

Erie Fentress is an example of the quintessential female entrepreneur. Ambitious and enterprising, she has found a strong support resource in the Rothman Institute's Female Entrepreneurs' Alliance (FEA). Fentress is an unusual entrepreneur because she manages two businesses. Her first venture, Speech and Language Concepts, publishes *The Presenter Directory*, which discusses professional development issues for speech-language pathologists, and spotlights professionals who conduct seminars in the field. The company also offers speech and language evaluations for children who have difficulty communicating effectively. Her second venture, Crafts by Erie, designs custom-made gifts.

Fentress' decision to launch two businesses is similar to many entrepreneurs — she wanted to turn a personal interest into a venture. "I have degrees in speech-language pathology," she said, "and so I combined that knowledge with my writing, design and interviewing skills to launch a publication. When I am not writing, creating arts and crafts supplements my income. I have the best of both worlds because I enjoy both businesses equally."

Fentress credits the FEA with offering her a network of enterprising women. She notes, "At FEA events, I've met women business owners from diverse backgrounds who are interested in learning more about each others' businesses, and generous in sharing suggestions on how they promote their

companys." Fentress also sees real benefits in the FEA mentoring program. "My mentor keeps me on the right track, and gives constructive feedback to my ideas." The past few years have been exciting for Fentress and she has learned lessons she is happy to share "Always overestimate the amount of money you think you need to start your business," she said. "You can never have too much start-up capital, extra expenses always occur." "Try to grow management skills," she said, "by enrolling in as many courses and seminars possible. Fear is the greatest obstacle to success. If you have an idea, try it, go beyond the status quo." Risks can lead to great rewards, as Fentress has learned. "My biggest reward is watching my ideas develop. Many businesses fail within the first year. I'm proud to say my company recently celebrated its second anniversary. There's no turning back now!"



Ethné Swartz, assistant professor of entrepreneurial studies, and Erie Fentress.

Rothman's Female Entrepreneurs' Alliance

The Rothman Institute hosted several workshops for female entrepreneurs this spring. On April 13, "Internet Marketing," presented by Rothman adjunct faculty member Suzanne Engels discussed how to effectively use the Internet to promote a business venture. She covered marketing on the Internet, web site promotion, search engine utilization, directories, linking strategies and new media formats.

On June 9, the Female Entrepreneurs' Alliance hosted a networking social at the Rothman Institute. This was an

opportunity to meet other FEA members, mentors and staff, to exchange ideas. Attendees were also given the opportunity to display their company literature products.

On June 15, the Institute hosted a reprise of a successful NJAWBO seminar, "Marketing Magic." Presented by Vicki Lynne Morgan, of Russmor Marketing Group, the program offered entrepreneurs instruction on techniques to develop an effective marketing plan, and the "right way" to use public relations. For more information on upcoming FEA events, please call the the Institute at 973.443.8880.

SILBERMAN
COLLEGE OF
BUSINESS | FAIRLEIGH DICKENSON
UNIVERSITY



Rothman Institute of Entrepreneurial Studies
285 Madison Avenue, Madison, NJ 07940

NONPROFIT ORG.
U.S. POSTAGE
PAID
MADISON, NJ
PERMIT NO. 60