

the Emerson Enterprise

The Newsletter of Entrepreneurial Studies at Emerson College
Come with Your Vision... Leave with Your Future.

Entrepreneurial Studies
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“You absolutely must find a specific way to differentiate yourself.”

*Michael D. Goldstein
President and CEO
Empire Loan Group
Keynote Address, 2nd Annual E3 Exposition*

“A Revolution in Entrepreneurial Education.” Mayor Thomas Menino Proclaims “E3 Day” in Boston!

The Second Annual E3 Exposition began with a bang with Boston Mayor Thomas Menino proclaiming April 21, 2007 E3 Day in the City of Boston.

18 students presented the business ventures they had crafted. A combined \$10,000 in cash was awarded during a business presentation competition. The winners were: First Place (\$5,000) Aquitaine Productions, Eleanor Dowling, CEO, Second Place (\$3,000) The Wishing Well Café, Catriona Savage, CEO, and Third Place (\$2,000) Students for Peace International, Yoni Vendrigger, Executive Director. Serving as judges for the competition were Sandra Goldfarb, CEO of Goldfarb Communications, David Breen, Principal Designer and Co-Founder of VDA Productions, and E3 Alumnus Morgan First, CEO of First Publications. The award was made possible by a gift from parents Richard and Luci Janssen.

The E3 Legacy Award was introduced at the 2nd Annual Expo. The recipient of this award is chosen by E3 Alumni. The recipient of the 2007 E3 Legacy Award was Josh Milowe's Art Supply Clothing. The winner receives \$1,000 in business consulting from the Exemplar Entrepreneurs Group, the largest gathering of entrepreneurs in the Boston area.

The Keynote Speaker for the Expo was Michael D. Goldstein, President and CEO of the Empire Loan Group, the largest collateral loan group in New England. Goldstein has carved out a truly unique and profitable space in an otherwise crowded industry by changing the “paradigm of pawn.”

“You must create your own space,” says Goldstein. “If your business turf is crowded you absolutely must find a specific way to differentiate yourself. At that point it's not about what you do it's about who you are to your customers.”

The Expo concluded with performances by several of the presenting companies: Standup comedian (and CEO of the Goldberg Group) Max Goldberg, video presentations by Aquitaine Productions, Vaccinated Media Group, a musical performance by John Paul, and exhibits by the other presenting companies that included food, fashion, interactive “Peace Art,” and fun.

The 2008 E3 Exposition is set for Saturday April 19 in the Bill Borden Theatre on the campus of Emerson College in Boston.



Boston Mayor Thomas Menino opens the 2nd Annual E3 Expo

E3's Director among Fortune Magazine's Top Entrepreneurship Professors

According to Fortune Magazine, "Teaching entrepreneurship is a challenge, given that so much of what makes a business-owner successful - innovation, grit, determination - is beyond the realm of academics." The September 2007 issue of Fortune lists the best college programs for entrepreneurship. Fortune has recognized Dr. Karl Baehr, the architect of Entrepreneurial Studies at Emerson College, as among the Top Professors of Entrepreneurship in the country.

"These professors are regarded as leaders in the field by colleagues, students and entrepreneurs," says Fortune. "Two years ago, Baehr designed the Emerson Experience in Entrepreneurship, or E3, an immersion learning process focused on the academic, applied and artistic aspects of entrepreneurship. Since then, he has helped his students create nearly 40 startups."

In its report, Fortune Magazine noted that there are nearly 3,000 schools offering entrepreneurial education in the US. To prepare this article, Fortune assembled a team led by parents who researched the programs. Baehr is on a very short list of only 18 professors in the entire country. "These listings are the result of seven months of interviews with hundreds of entrepreneurs, professors, students, alumni, university administrators, and venture capitalists." Fortune



Dr. Karl Baehr

added, "We asked each of our sources to tell us which programs they considered to be the most innovative and effective, and why."

"It doesn't matter if it's software-design or fashion-design, innovation, passion, that's where real entrepreneurship starts," Baehr says. "But where an artist can look at a blank canvas and see a finished work, they still require technical skills, tools, a brush, paint, a knowledge of how to blend colors to realize that vision, just as an entrepreneur needs the tools of finance, management, marketing, law to realize their vision."

Expert Focus: Marketing Master Barbara Finer

The ability to create a brand and a relationship with consumers is essential for an entrepreneur. When it comes to teaching the art of marketing to E3's entrepreneurs the program turns to Barb Finer. Barb's humble beginnings inspired her to work hard, and to take control of her destiny. Barb earned degrees in math/ computer science at Northeastern, and a management of innovation and technology degree from BU. It was while working as a software engineer for large companies that she caught the entrepreneurial bug.

"I wanted my labors to generate a greater return, to have more impact," says Barb. "I was lucky enough to find a great start-up [CDA, later bought by Analogic], a wonderful CEO, and an opportunity to take on anything I thought I could handle. I wrote my first business plan for this company as a Product Manager and managed marketing communications. The startup-bug had bitten me!"

Over the years, Barb helped found four companies. Through her consulting firm, Quivivity, Barb has helped evolve business strategies for dozens of others. She has been involved with the MIT Enterprise Forum, and the Worcester Polytechnic Venture Forum.

"I've always been a big believer in the golden rule and proactively try to connect people to each other," she says. One of the best lessons I offer is to learn about and listen to your target audience (the market, advisors, and financiers). The communication of your value needs to resonate with them; and it's different depending on who the target is. If someone doesn't understand the value of what you are offering, carefully consider this as input to your plans. Be open,



Marketing Guru Barbara Finer

not defensive. Use your ears in proportion to your mouth (2:1). And remember to say thank you!"

Barb has been an E3 Tutor since the program began in 2005 and serves the program with her skills in marketing, sales and in public speaking.

"I've seen entrepreneurs make the same mistakes over and over. When an opportunity to teach entrepreneurship appeared it seemed like the perfect opportunity to try to save others from a little angst," Barb says. "Emerson's students are wonderful. There is a healthy combination of desire to succeed, creativity and optimism that energizes me."



E3 Strides into Year Three. Come with Your Vision...

The 07/08 Cohort of E3 is again a cross section of the Emerson Community. The ideas being developed are diverse, eclectic, creative, and wonderful. Here's what this latest group of 23 entrepreneurs is working on:

The "Island on Wheels" would see Conrad Osipowicz bring the beach to you; Vanessa Ringel envisions a new twist on the concept of a capsule hotel; There are several music/video production efforts including Ben Bjelajac's Kids with Guns Animation Group, Erik Osterholm's documentation of eco-tourism, Stephen Francis' State of Mind Music Group, and Kyle Morrison's 8/0 productions. Erica Durgin is planning marketing company focusing on alternative marketing in public spaces. Anna Mass and Devika Deshmukh are exploring electronic and interactive "You are Here" kiosks in Boston's North End, and on Newbury Street. Budding restaurateurs include Rhea Verma's Bisou Café in Oman which will feature dessert as an entrée, Richard Navin's Starch would offer a veggie and vegan menu of entrees where meat and dairy products will be available as side dishes, Bo Richardson is planning an upscale restaurant in Boston that would fuse American cuisine with dishes from around the world, and Jillian Trundy is planning the Beach Bar which would offer patrons east-coast or west-coast themed rooms to enjoy. Chris

Ott's Green Clock will be a night-life based search engine. Julie Palazzo's website the Scene will provide a safe environment for college students to meet. Marissa Goldstein is developing Gaia, a company that will connect eco-minded investors, advertisers, product developers, and consumers. Joanna Weijer is working on a magazine profiling healthy and inexpensive restaurants in Boston. Melissa Aquino and Jake Viator are creating a Boston-based fusion of an art gallery, experimental music venue and bar. James Wormser is already producing the first product from this new beverage company, a spicy ginger ale, and Emil Lamprecht's Expletive Deleted toy company plans on producing a series of education and motivational board games. Allison Mandell envisions a pet sanctuary that provides veterinary and rehabilitation services, as well as member services to pet owners, and Robert Rykowski's Spirit clothing label would bring a new graf, urban edge to school clothing and products.

Look for great things from these new E3 Entrepreneurs! Let this also serve as your invitation to join us. Get excited, get involved! Your experiences are valuable and needed. If you would be interested in exploring how you might work with, network for, or mentor an E3 entrepreneur contact karl_baehr@emerson.edu.

CEOs, Entrepreneurs, and Ms. Mannersmith Visit E3

E3 was visited by an impressive cadre of entrepreneurs and successful business executives this past year. The program hosted its first "Lunch with the CEO" event in Fall 06. The event featured Gary Grossman, Executive Producer of Weller Grossman, and author of two novels, Bruce Ginsberg, CEO of Moobella, a company that has developed a hi-tech ice cream vending technology, and Sandra Goldfarb, CEO of the Goldfarb Communication Group who works with a diverse clientele from entrepreneurs to larger organizations such as the Museum of Science in Boston.

The second annual E3 Etiquette Experience saw the return of Jodi Smith to E3. Jodi believes that proper manners and etiquette are essential components of functioning successfully in today's world. Ms. Smith is a dynamic presenter who has worked with organizations, corporations, educational institutions and individuals to increase their social savvy and confidence levels. Jodi's background is in motivational psychology and human resources. She holds a Bachelor's Degree in Psychology from the University of Rochester. Her Master's Degree in Industrial and Labor Relations is from Cornell University.

Jodi is the President and CEO of Mannersmith Consulting, and is the author of the books "From Clueless to Class Act: Manners for the Modern Man/Woman."

This year a "Marketing Roundtable" event is planned as are several "Meet the Entrepreneur" experiences that will see entrepreneurs from various industries visit the program with the experiences, stories and wisdom. Do you have a story to tell? Come and share your experience with the next generation of Emersonian Entrepreneur!



Jodi R.R. Smith

The Adventure Continues! ...Leave with Your Future

Here's what some of E3's Alums are up to:



Students for Peace Yoni Vendrigger's SFP participated in OneVoice in October which mobilized over half a million Palestinians, Israelis, and others vested in peace in the middle east in a "People's Summit" around the world. The Boston event featured music, speeches by dignitaries and celebrities and saw ordinary citizens come together to speak out in unprecedented numbers against violent extremism, occupation, and terror.



Art Supply Fashions Josh Milowe is gearing up Art Supply with the creation of a Facebook group, an expanding web presence that includes an online gallery. As the 2007 E3 Legacy Award winner, Josh worked with Exemplar Entrepreneurs to setup his company. He is continuing to design as he completes his work at Emerson in the LA Program.



Max Goldberg Max has established himself as a fixture on the LA comedy scene and can be found regularly at the Comedy Store, the Improv in Hollywood, as well as the college circuit. He is currently completing work on a new act.



Jump Ball Basketball Camp Dan Pearl is in discussions with the owners of Harpoon Brewery and others exploring their participation in the startup of Dan's Jump Ball Basketball Camp.



Aquitaine Productions Eleanor Dowling has been busy producing video for the City of Boston, E3 Alum Morgan First (First Publications), The School of Communication at Emerson College, and working with Wild Women Entrepreneurs in Boston among others. Aquitaine will document the production of The Next Paradigm music project this fall.



First Publications E3 Alum Morgan First was featured on a segment on MSNBC as well in Boston Now which announced the release of the Motion Affair Planner for Boston 07/08. Morgan has been nominated for a Stevie National Business Award and is also prepping a new venture. Stay tuned!



Flying Penguin Ken Michenzie is keeping Flying Penguin aloft working with The School for Field Studies in Salem, and expanding his client base.



Contessa Nicole Campoy's Contessa continues to expand its private and corporate client base in LA. Contessa put on several events over the summer with more planned before year's end.



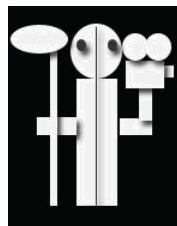
Vaccinated Media Group Duval Culpepper and Amitha Raman's Vaccinated Media Group kicked off their broadband TV network in September with Back to Analog, a mixed media art event in NYC that blended music, visual art, and eco-friendly fashion.



John Charles John is headed back to the studio to work on a new CD slated for a 2008 release.



Shout Out Loud Entertainment John Paul spent a busy summer touring all over the east coast, and is headed to Nashville early next year to begin work on a new CD. John Paul and the Black Tie Affair will be featured on the elite College Music Journal Marathon in October.



Indiefilmboutique Meredith Snider's indiefilmboutique is working with commercial production company Zoo Films, and has completed a one act absurdist play, is producing a music video for the song "You Won My Heart Outright" by Emily Arin who is up for the American Songwriter Magazine's Craft of Music CD.



MiraLente Stephanie Venezian spent the summer on location in Brazil where her work in teaching Capoeira to local children in preparation for her film shoot caught the attention of the government. What she started has become a social project featuring instruction and performance in Capoeira, art, acting, local history, culture, music and dance all of which will be featured in the film Kidia.



Pure Savage Entertainment Catriona Savage hosted her kickoff event in November in New York at the Wonderland art space. The show featured a psychedelic media show, musicians, circus performers and digital media artists.



Super Management Productions Scott McGowan is working as Sports Producer at WTNH in New Haven. Scott's Super Management Productions is exploring relationships that will see it up and running early next year in Connecticut.



Simply Shire Shire Titus continues to expand the Simply Shire brand. She has acquired new video gear and is expanding her wedding services with new business already on the books for 2008. Shire has found becoming active in her community's business association as a great way to network, and has increased advertising efforts as well further growing her business.

E3 Alum and all Emerson Entrepreneurs you are invited to join our E3 Family group on LinkedIn! Let us hear what you're up to!