

## 2010 - 11 Calendar of Events

Breathing Life Into Your Business Idea -		September 29, 2010
<b>Leaders</b>	<p>Mark P. Loschiavo Mentors On Call Emily Missner, Business Librarian</p> <p>This workshop is designed for Drexel student teams who are developing business plans for submission into the 2011 Business Concept Competition or Business Plan Competition. The elements of a sound business plan will be reviewed; you will meet the Hagerty Library business librarian and the Baiada team of mentors; and all Baiada Competitions will be introduced. This event provides an excellent opportunity to network with fellow students and build your competitive team.</p> <p>Breathing Life into Your Business Idea</p> <p>Agenda:</p> <p>The Elements of an Effective Business Plan Getting Acquainted with Library Resources Meet the Mentors on Call Overview of Baiada Center Competitions Refreshments and Networking</p> <p>For additional information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a>.</p>	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	12:00p.m. – 2:00 p.m.	
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3141">https://www.lebow.drexel.edu/Event/3141</a>	
WordPress 101 – Design (Week 2 of 4)		September 29, 2010
<b>Leaders:</b>	<p>Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>WordPress 101: Web Design (Week 2 of 4) Four Wednesday Evenings Sept. 22, Sept. 29, Oct. 6, Oct. 13 - 5:30 to 8:30 p.m.</p> <p>Budding entrepreneurs must have a web presence to compete in today's global economy. In the past, slim resources may have postponed development of a website, but utilizing WordPress technology can provide an affordable, easy, do-it-yourself solution to create a professional website quickly.</p> <p>Entrepreneurs who want to develop a new website or use their current website more effectively will benefit from this comprehensive beginner/intermediate series on website development. No prior skills are required.</p> <p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>Marc Beneteau is a web developer, trainer, Internet marketer and entrepreneur. Prior to starting WordpressAcademy.biz, he was a top software developer, then Chief Technology Officer of an Internet startup. He also started and ran a website development company for three years. Marc holds a B.Sc. in Physics from the State University of New York.</p> <p>WordPress 101: Web Design This course will take you from a web novice to being able to create and maintain a professional-looking WordPress website or blog. Content will include:</p> <ul style="list-style-type: none"> <li>• Why use WordPress for your small business or professional website</li> <li>• Hosting and installing WordPress</li> <li>• Understanding Posts, Pages, Links and Widgets</li> <li>• Theme selection and customization</li> <li>• Installing a foundational Plugin set</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Design your own banner or ebook cover using free image editing software</li> <li>• Backup and restore</li> <li>• Free content creation tools</li> <li>• HTML and CSS fundamentals</li> <li>• Where and how to outsource your graphic design (if desired)</li> </ul> <p>Cost \$200 includes four 3-hour sessions and full access to WordPress Academy's 6 hour video training program for each course. You will need a web hosting account which costs \$7-\$10/mth (not provided by Drexel).</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	5:30 p.m. – 8:30 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3185">https://www.lebow.drexel.edu/Event/3185</a>
<b>Entrepreneurial Skills Workshop - "Addressing Legal Challenges that Inhibit Growth - Is Your Business Ready for Prime Time?"</b>	
<b>October 5, 2010</b>	
<b>Leader</b>	<p>Gary Arlen Smith, Principal Enterprise Law Associates</p> <p>"Addressing Legal Challenges that Inhibit Growth - Is Your Business Ready for Prime Time?" An Entrepreneurial Skills Workshop</p> <p>Tuesday, October 5, 2010 5 - 7 pm Laurence A. Baiada Center for Entrepreneurship 3225 Arch Street, Ground Floor Drexel University's Main Campus</p> <p>Workshop Leader: Gary Arlen Smith, Principal Enterprise Law Associates</p> <p>Turning an idea into a business is inherently difficult. As if handling the business challenges alone were not sufficiently daunting, entrepreneurs must also navigate a landscape fraught with legal complexities. From protecting intellectual property to structuring founders' relationships to surviving investors' due diligence reviews, new businesses are faced with a common and recurring set of legal challenges. Ignoring or bungling them can hobble otherwise excellent businesses.</p> <p>This session will focus on identifying common and problematic legal issues facing business ventures and on partnering productively and efficiently with legal counsel. Learn to strengthen, enhance and protect your venture by identifying and addressing legal challenges that impede smooth execution, financing and growth.</p> <p>Gary Smith is founder and principal of Enterprise Law Associates, a boutique law firm serving life science and technology ventures in all stages of their life cycles. Prior to founding ELA, Mr. Smith was vice president and general counsel of Tengion, a development stage biotechnology company focused on organ and tissue regeneration. He has served as vice president and general counsel of Enzon Pharmaceuticals, a publicly owned specialty pharmaceutical company and was engaged in private law practice for 15 years. Mr. Smith was a partner in the law firms of Morgan, Lewis &amp; Bockius, Ballard Spahr and Saul Ewing. While in private practice, Mr. Smith focused primarily on the life sciences and technology industries, providing counsel regarding company and capital formation, corporate finance and securities, intellectual property licensing and strategy, commercial alliances and mergers and acquisitions. Active in the venture capital community, he was a member of the Board of Directors of the Mid-Atlantic Capital Alliance and was co-chair of the 2003 Mid-Atlantic Venture Conference. He currently serves as a member of the Advisory Committee for the Health and Science Desk of public broadcasting station WHYD and is a frequent speaker and lecturer on legal and business issues in the life science industry, most recently presenting a discussion on the state of the tissue engineering and regenerative medicine industry to the MIT Enterprise Forum. Mr. Smith received a B.A. in Chemistry from Franklin &amp; Marshall College and received his law degree from Temple University Beasley School of Law.</p> <p>Register online at the Baiada Center's Calendar of Events</p>

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	<a href="http://www.lebow.drexel.edu/Centers/Baiada/Calendar">http://www.lebow.drexel.edu/Centers/Baiada/Calendar</a> . For additional information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> .	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	5:00p.m. – 7:00 p.m.	
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3154">https://www.lebow.drexel.edu/Event/3154</a>	
<b>WordPress 101 – Design (Week 3 of 4)</b>		<b>October 6, 2010</b>
<b>Leader</b>	<p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>WordPress 101: Web Design (Week 3 of 4)          Four Wednesday Evenings          Sept. 22, Sept. 29, Oct. 6, Oct. 13 - 5:30 to 8:30 p.m.</p> <p>Budding entrepreneurs must have a web presence to compete in today's global economy. In the past, slim resources may have postponed development of a website, but utilizing WordPress technology can provide an affordable, easy, do-it-yourself solution to create a professional website quickly.</p> <p>Entrepreneurs who want to develop a new website or use their current website more effectively will benefit from this comprehensive beginner/intermediate series on website development. No prior skills are required.</p> <p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>Marc Beneteau is a web developer, trainer, Internet marketer and entrepreneur. Prior to starting WordpressAcademy.biz, he was a top software developer, then Chief Technology Officer of an Internet startup. He also started and ran a website development company for three years. Marc holds a B.Sc. in Physics from the State University of New York.</p> <p>WordPress 101: Web Design          This course will take you from a web novice to being able to create and maintain a professional-looking WordPress website or blog. Content will include:</p> <ul style="list-style-type: none"> <li>• Why use WordPress for your small business or professional website</li> <li>• Hosting and installing WordPress</li> <li>• Understanding Posts, Pages, Links and Widgets</li> <li>• Theme selection and customization</li> <li>• Installing a foundational Plugin set</li> <li>• Design your own banner or ebook cover using free image editing software</li> <li>• Backup and restore</li> <li>• Free content creation tools</li> <li>• HTML and CSS fundamentals</li> <li>• Where and how to outsource your graphic design (if desired)</li> </ul> <p>Cost \$200 includes four 3-hour sessions and full access to WordPress Academy's 6 hour video training program for each course. You will need a web hosting account which costs \$7-\$10/mth (not provided by Drexel).</p>	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	5:30p.m. – 8:30 p.m.	
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3186">https://www.lebow.drexel.edu/Event/3186</a>	
<b>WordPress 101 – Design (Final Week)</b>		<b>October 13, 2010</b>
<b>Leader</b>	<p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>WordPress 101: Web Design (Final Week)          Four Wednesday Evenings          Sept. 22, Sept. 29, Oct. 6, Oct. 13 - 5:30 to 8:30 p.m.</p>	

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	<p>Budding entrepreneurs must have a web presence to compete in today's global economy. In the past, slim resources may have postponed development of a website, but utilizing WordPress technology can provide an affordable, easy, do-it-yourself solution to create a professional website quickly.</p> <p>Entrepreneurs who want to develop a new website or use their current website more effectively will benefit from this comprehensive beginner/intermediate series on website development. No prior skills are required.</p> <p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>Marc Beneteau is a web developer, trainer, Internet marketer and entrepreneur. Prior to starting WordpressAcademy.biz, he was a top software developer, then Chief Technology Officer of an Internet startup. He also started and ran a website development company for three years. Marc holds a B.Sc. in Physics from the State University of New York.</p> <p>WordPress 101: Web Design This course will take you from a web novice to being able to create and maintain a professional-looking WordPress website or blog. Content will include:</p> <ul style="list-style-type: none"> <li>• Why use WordPress for your small business or professional website</li> <li>• Hosting and installing WordPress</li> <li>• Understanding Posts, Pages, Links and Widgets</li> <li>• Theme selection and customization</li> <li>• Installing a foundational Plugin set</li> <li>• Design your own banner or ebook cover using free image editing software</li> <li>• Backup and restore</li> <li>• Free content creation tools</li> <li>• HTML and CSS fundamentals</li> <li>• Where and how to outsource your graphic design (if desired)</li> </ul> <p>Cost \$200 includes four 3-hour sessions and full access to WordPress Academy's 6 hour video training program for each course. You will need a web hosting account which costs \$7-\$10/mth (not provided by Drexel).</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	5:30p.m. – 8:30 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3187">https://www.lebow.drexel.edu/Event/3187</a>

<b>Entrepreneurial Breakfast Forum – “Creativity and Ideation: We’ve Only Just Begun”</b>	<b>October 14, 2010</b>
<b>Leader</b>	<p>Baiada Center Entrepreneurial Breakfast Forum</p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>Creativity and Ideation: We’ve Only Just Begun</p> <p>Prior to the 21st Century the demand for one product over another was largely driven by utility and price. Terms like “price performance” were coined to indicate the importance of the price/utility relationship. Typically, the product with the most functionality at an affordable price carried the highest competitive advantage.</p> <p>The turn of the century brought with it a shift from a service economy to creative economy, but what are the implications? What is the relationship between creativity and innovation, and how is the creative economy changing our lives?</p> <p>October 14, 2010 8:00 - 10:30 A.M. George D. Behrakis Grand Hall Creese Student Union Complex 32nd and Chestnut Streets</p>

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	<p>Philadelphia, Pennsylvania</p> <p>The panel will be comprised of distinguished scholars and entrepreneurs.</p> <ul style="list-style-type: none"> <li>• <b>Dr. Fredricka Reisman</b> is a distinguished professor in the area of Creativity Studies at Drexel University, and director of the Drexel University Torrance Center for Creativity and Innovation.</li> <li>• <b>Ted Hartz</b> is the Executive Director of Customized Learning Solutions at Drexel University's Goodwin College, spent 14 years as a finance professor, department head and dean of the business school at Kutztown University, and 20 years as an entrepreneur.</li> <li>• <b>Tim Ericson</b> is the founder and CEO of CityRyde, a company operating out of the Baiada Center, and has been certified in the Baiada Center's Growth Acceleration Process (GAP)</li> <li>• <b>Dan Levin</b> is the founder of Campus Sponsorship. Dan recently completed the DreamIt Ventures program and now resides in the Baiada Center.</li> </ul> <p>The panel discussion will be moderated by Mark P. Loschiavo, the executive director of the Laurence A. Baiada Center for Entrepreneurship at Drexel University.</p> <p>Please register online at the Baiada Center's Calendar of Events  <a href="http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php">http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php</a>.</p> <p>The Baiada Center's Entrepreneurial Breakfast Forums for regional development initiatives links companies, institutional and private investors, research institutions and the Drexel community.</p> <p>For more information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> or 215-895-0302.</p>
<b>Venue</b>	33 <sup>rd</sup> and Market Streets, Stein Auditorium: Nesbitt Hall – Room 111
<b>Time</b>	8:00 a.m. – 10:30 a.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3097">https://www.lebow.drexel.edu/Event/3097</a>
<b>GEW Pitch Competition - Rack'em Up! Idea Challenge - DEADLINE to Submit Ideas</b>	
<b>October 20, 2010</b>	
<b>Leader</b>	<p>Global Entrepreneurship Week Pitch Competition co-hosted with the Drexel Entrepreneur Association -</p> <p>OPEN TO ALL DREXEL UNDERGRADUATE STUDENTS</p> <p>Students who wish to compete can view full competition details at:  <a href="http://www.lebow.drexel.edu/PDF/Docs/Baiada/2010GEWCompetitionGuidelines.pdf">http://www.lebow.drexel.edu/PDF/Docs/Baiada/2010GEWCompetitionGuidelines.pdf</a>.</p>
<b>Venue</b>	Behrakis Grand Hall – Creese Student Union Complex – 32 <sup>nd</sup> & Chestnut Streets
<b>Time</b>	12-5:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3162">https://www.lebow.drexel.edu/Event/3162</a>
<b>WordPress 102: Web Marketing (4 weeks)</b>	
<b>October 27, 2010</b>	
<b>Leader</b>	<p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a>)</p> <p>WordPress 102: Web Marketing            Four Wednesday Evenings            Oct. 27, Nov. 3, Nov. 10, Nov. 17 - 5:30 to 8:30 p.m.</p> <p>Budding entrepreneurs must have a web presence to compete in today's global economy. In the past, slim resources may have postponed development of a website, but utilizing WordPress technology can provide an affordable, easy, do-it-yourself solution to create a professional website quickly.</p> <p>Entrepreneurs who want to develop a new website or use their current website more effectively will benefit from this comprehensive beginner/intermediate series on website development. No prior skills are required.</p>

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<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	5:30 p.m. – 8:30 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/2957">https://www.lebow.drexel.edu/Event/2957</a>
<b>WordPress 102 : Web Marketing (Week 2 of 4) <span style="float: right;">November 3, 2010</span></b>	
<b>Leader</b>	<p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>WordPress 102: Web Marketing Four Wednesday Evenings Oct. 27, Nov. 3, Nov. 10, Nov. 17 - 5:30 to 8:30 p.m.</p> <p>Budding entrepreneurs must have a web presence to compete in today's global economy. In the past, slim resources may have postponed development of a website, but utilizing WordPress technology can provide an affordable, easy, do-it-yourself solution to create a professional website quickly.</p> <p>Entrepreneurs who want to develop a new website or use their current website more effectively will benefit from this comprehensive beginner/intermediate series on website development. No prior skills are required.</p> <p>Instructor: Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>Marc Beneteau is a web developer, trainer, Internet marketer and entrepreneur. Prior to starting WordpressAcademy.biz, he was a top software developer, then Chief Technology Officer of an Internet startup. He also started and ran a website development company for three years. Marc holds a B.Sc. in Physics from the State University of New York.</p> <p>WordPress 102: Web Marketing This course expands on WordPress 101: Web Design, and will show you how to get traffic, leads and sales from your site. Content will include:</p> <ul style="list-style-type: none"> <li>• Keyword analysis, search-engine optimization, and reading web statistics</li> <li>• Newsletter (mailing list) management systems, including RSS-to-email</li> <li>• Shopping carts &amp; payment gateways</li> <li>• E-commerce plugins and WordPress membership sites</li> <li>• Using video on your website</li> <li>• The 7 ways to market online</li> <li>• Social Media (Facebook, Twitter, LinkedIn)</li> </ul>

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	<ul style="list-style-type: none"> <li>Lead generation &amp; conversion strategies</li> </ul> <p>Cost \$200 includes four 3-hour sessions and full access to WordPress Academy's 6 hour video training program for each course. You will need a web hosting account which costs \$7-\$10/mth (not provided by Drexel).</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	8:30 a.m. – 12:30 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3188">https://www.lebow.drexel.edu/Event/3188</a>

<b>Seminar In Entrepreneurial Excellence - “Understanding and Applying Social Media in Your Business”</b>	<b>November 9, 2010</b>
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<b>Leader</b>	<p>Skip Shuda, founder of Team and a Dream (soon to be Philly Marketing Labs), Gloria Bell and Bechara Jaoudeh</p> <p>Baiada Center/Seminars in Entrepreneurial Excellence/November 9</p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>“Understanding and Applying Social Media in Your Business”</p> <p>November 9, 2010 8:30 a.m. - Noon (Continental breakfast available at 8:15 a.m.) Laurence A. Baiada Center for Entrepreneurship 3225 Arch Street, Ground Floor Drexel University's Main Campus</p> <p>Join us for this half-day workshop to learn about effective ways to leverage the social network you already have. You'll walk away with all the tools you need to create a strategic social media framework for your business, a concrete set of steps for getting started and a clear view into measuring your social media performance. You'll also determine the priorities that make sense for your business along with success samples you can refer to as you build your social media presence. As we cover best practices in blogging, LinkedIn and Facebook, you'll also learn about free tools and inexpensive paths to a powerful Social Media footprint for your business.</p> <p>Skip Shuda is the founder of Team and a Dream (soon to be Philly Marketing Labs), a Social Media and Internet Marketing Strategy company that partners with growing businesses to provide visibility to profitability using goal-driven dashboards. Skip and his team employ Social and Search channels coupled with community building tactics to drive results. Skip has a passion for building Internet and software companies and guiding others who seek to do the same. In the mid-90's he started an eCommerce software company that created one of the world's first online banking systems for Bank of America. He has provided Web marketing and strategic guidance to brands like Comcast Corporation, The Vanguard Group and Mellon Financial. He serves on the advisory board of a number of technology startups and teaches entrepreneurship at the Wharton Small Business Development Center. Skip has Certificate level training in Integral Theory (study of human perspectives), Holacracy (system of agile governance), Role-based Assessment (team building typology), SEO and Web Analytics. He is currently studying for his black belt in Aikido and lives with his family in suburban Philadelphia.</p> <p>Gloria Bell works with freelancers, small businesses and startup companies to provide them with social media strategy and implementation and event management services. She is the latest addition to Team and a Dream (soon to be Philly Marketing Labs). Gloria is well known as a passionate social media practitioner, entrepreneur, blogger and volunteer in the Philadelphia region. She is a director of Social Media Club Philadelphia, co-organizer of PodCamp Philly, Twestival Philadelphia, MarketingCamp Philly, TrendCamp, #140Conf Philly Meetup. Demonstrating her commitment to the Philadelphia entrepreneurial community, Gloria serves on the Philly StartUp Leaders Leadership Team as the Events Director.</p> <p>Bechara Jaoudeh is a Philly Marketing Labs co-founder and the owner of BagelSpice, a food</p>
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	<p>product business driven solely through Social Media efforts. His product has garnered national attention from the likes of MSNBC and the Hungry Girl Newsletter. He has a Green Belt in Six Sigma quality processes and is Google Adwords Certified. At Philly Marketing Labs, he coordinates and drives the tracking and analysis of campaigns for Philly Marketing Labs clients.</p> <p>Cost: \$100 General Admission; \$75 Drexel Alumni - Contact Debra Colbert-Maduforo at <a href="mailto:debbie@drexel.edu">debbie@drexel.edu</a> for coupon code.</p> <p>Visit <a href="http://www.lebow.drexel.edu/baiadacenter">www.lebow.drexel.edu/baiadacenter</a> to register. For more information contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> ; 215-895-0302.</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	8:30 a.m. – 12:30 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3170">https://www.lebow.drexel.edu/Event/3170</a>
<b>GEW Pitch Competition - Entrepreneur Showcase - DEADLINE to Submit Ideas</b> <span style="float: right;"><b>November 9, 2010</b></span>	
<b>Leader</b>	<p>Global Entrepreneurship Week Pitch Competition co-hosted with the Drexel Entrepreneur Association -</p> <p>OPEN TO ALL DREXEL UNDERGRADUATE STUDENTS</p> <p>Students who wish to compete can view full competition details at:  <a href="http://www.lebow.drexel.edu/PDF/Docs/Baiada/2010GEWCompetitionGuidelines.pdf">http://www.lebow.drexel.edu/PDF/Docs/Baiada/2010GEWCompetitionGuidelines.pdf</a></p>
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<b>Time</b>	12:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3163">https://www.lebow.drexel.edu/Event/3163</a>
<b>WordPress - Web Marketing (Week 3 of 4)</b> <span style="float: right;"><b>November 10, 2010</b></span>	
<b>Leader</b>	<p>Nicholas C. Barbi Ph.D., CEO PulseTor, LLC</p> <p>The ability to execute strategically on an innovative idea is key to success whether you are an entrepreneur, an intrapreneur, a business unit leader, or a CEO. So often we hear folks say that "all it takes is a great idea". Similarly, scientists and engineers think that their technical strength alone will carry their ideas through to real innovation. These views are typically just wishful thinking. This seminar will teach four key elements necessary to become a complete innovator.</p> <ul style="list-style-type: none"> <li>- Entrepreneurial Mindset</li> <li>- Communicating &amp; Evolving Ideas</li> <li>- Project Mentality</li> <li>- Planning Process</li> </ul> <p>This training session is co-sponsored by the "Corporate and Executive Education Center at Drexel University's LeBow College of Business". Earn up to 4.5 Continuing Professional Education (CPE) credits in the field of Business Management and Organization.</p> <p>National Registry of CPE Sponsors- LeBow College of Business, Division of Drexel University is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: <a href="http://www.nasba.org">www.nasba.org</a></p>

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	Cost: \$100 General Admission; \$75 Drexel Alumni - Contact Debra Colbert-Maduforo at <a href="mailto:debbie@drexel.edu">debbie@drexel.edu</a> for coupon code.
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<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3189">https://www.lebow.drexel.edu/Event/3189</a>

<b>One Red Paperclip Challenge</b>	<b>November 15, 2010</b>
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<b>Leader</b>	<p>Join the Drexel Entrepreneurship Association and Undergraduate Career Services as we host Global Entrepreneurship Week's first event.</p> <p>The Red Paperclip Challenge, gets inspiration from the story of Kyle MacDonald. Kyle was able to create value out of seemingly nothing. He embodies the true values of entrepreneurship. Kyle went on a mission and posted on ebay that he would trade one red paperclip for anything non-monetary to eventually trade up to a house. He was able to accomplish his goal is 14 trades.</p> <p>The DEA and LeBow College are proud to host Kyle as he shares his inspirational and motivational story with Drexel University Students. The event will feature his experiences and lessons he learned from his incredible journey. An opportunity to learn how anyone can create opportunity for themselves. We hope to see you there.</p> <p>Refreshments will be served. Seating is limited and registration is required. Casual dress</p>
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<b>Venue</b>	Paul Peck Alumni Center – 3142 Market Street
<b>Time</b>	5:00 a.m. – 7:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3166">https://www.lebow.drexel.edu/Event/3166</a>

<b>Entrepreneurial Skills Workshop -"Creativity at Work"</b>	<b>November 16, 2010</b>
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<b>Leader</b>	<p>Rebecca Weidensaul, Ph.D. Associate Director of Athletics, Academic Services Drexel University</p> <p>Baiada Center Entrepreneurial Skills Workshop/November 16</p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>"Creativity at Work"</p> <p>Tuesday, November 16 5 - 7 pm Laurence A. Baiada Center for Entrepreneurship 3225 Arch Street, Ground Floor Drexel University's Main Campus</p> <p>Through creativity and action, entrepreneurs develop innovative solutions and bring products and services to market. Creativity is the spark that leads to the fires of innovation.</p> <p>Attend this workshop to gain an understanding of the characteristics of creative people, learn tools &amp; techniques to foster creative behavior and build environments that support creativity, and reflect on what to expect with the creative process.</p> <p>Rebecca Weidensaul, winner of the 2006 "ACA Creativity @ Work" E. Paul Torrance Graduate Student Research Award, exemplifies and promotes the deliberate use of applied creativity in the field of intercollegiate athletics. Weidensaul oversees the academic progress of over 400 student-athletes at Drexel University. Since her appointment in 1991, she has also served as the University's NCAA Compliance Coordinator and as an athletics department</p>
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## 2010 - 11 Calendar of Events

	<p>liaison with the university's admissions office. She has designed, developed and has maintained the ACHIEVE Center (a comprehensive learning center for intercollegiate student-athletes), a "national model" for academic services for student-athletes. Weidensaul has integrated creative approaches to her work to augment the student services and business aspects of intercollegiate athletics. Her philosophy stems from a belief that student-athletes can synthesize their simultaneous roles and achieve compatibility in both academic and athletic endeavors; creative problem solving can be seen on the court, on the field, in the classroom and in the lives of student-athletes who often face and manage incongruent responsibilities and expectations. Weidensaul serves as the University's CHAMPS / Life Skills Coordinator and serves on the NCAA's CHAMPS / Life Skills Advisory Committee. She is currently developing an educational module for the NCAA's CHAMPS / Life Skills program on Creativity and Creative Thinking for Student-Athletes. Weidensaul has taught both creativity and leadership courses for Drexel University's Penonni Honors College, Goodwin College of Professional Studies and the College of Arts &amp; Sciences. She developed a course for the Drexel Coaching Certificate called "Leadership in Sport and Society" and was one of the primary architects of the Drexel Sport Management curriculum.</p> <p>Weidensaul has presented and served as a panelist at a number of regional and national conferences. She is a graduate of Gettysburg College and completed her Ph.D. in Educational Leadership Development and Learning Technologies at Drexel. Her research focus is "Creativity as a Life Skill".</p> <p>Register online at the Baiada Center's Calendar of Events  <a href="http://www.lebow.drexel.edu/Centers/Baiada/Calendar">http://www.lebow.drexel.edu/Centers/Baiada/Calendar</a>.</p> <p>For additional information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a></p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	6:00 p.m. – 7:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3149">https://www.lebow.drexel.edu/Event/3149</a>

<b>WordPress 102 - Web Marketing (Final Week)</b>	<b>November 17, 2010</b>
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<b>Leader</b>	<p>Marc Beneteau, founder, WordPress Academy (<a href="http://wordpressacademy.biz">http://wordpressacademy.biz</a> )</p> <p>WordPress 102: Web Marketing (Final Week)          Four Wednesday Evenings          Oct. 27, Nov. 3, Nov. 10, Nov. 17 - 5:30 to 8:30 p.m.</p> <p>Budding entrepreneurs must have a web presence to compete in today's global economy. In the past, slim resources may have postponed development of a website, but utilizing WordPress technology can provide an affordable, easy, do-it-yourself solution to create a professional website quickly.</p> <p>Entrepreneurs who want to develop a new website or use their current website more effectively will benefit from this comprehensive beginner/intermediate series on website development. No prior skills are required.</p> <p>Marc Beneteau is a web developer, trainer, Internet marketer and entrepreneur. Prior to starting WordpressAcademy.biz, he was a top software developer, then Chief Technology Officer of an Internet startup. He also started and ran a website development company for three years. Marc holds a B.Sc. in Physics from the State University of New York.</p> <p>WordPress 102: Web Marketing          This course expands on WordPress 101: Web Design, and will show you how to get traffic, leads and sales from your site. Content will include:</p> <ul style="list-style-type: none"> <li>• Keyword analysis, search-engine optimization, and reading web statistics</li> <li>• Newsletter (mailing list) management systems, including RSS-to-email</li> <li>• Shopping carts &amp; payment gateways</li> <li>• E-commerce plugins and WordPress membership sites</li> <li>• Using video on your website</li> <li>• The 7 ways to market online</li> <li>• Social Media (Facebook, Twitter, LinkedIn)</li> </ul>
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	<ul style="list-style-type: none"> <li>Lead generation &amp; conversion strategies</li> </ul> <p>Cost \$200 includes four 3-hour sessions and full access to WordPress Academy's 6 hour video training program for each course. You will need a web hosting account which costs \$7-\$10/mth (not provided by Drexel).</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	5:30p.m. – 8:30 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3190">https://www.lebow.drexel.edu/Event/3190</a>
<b>GEW Pitch Competition - Presentation Day</b> <span style="float: right;"><b>November 18, 2010</b></span>	
<b>Leader</b>	<p>Global Entrepreneurship Week Pitch Competition co-hosted with the Drexel Entrepreneur Association -</p> <p>Attend this event to hear ten students pitch their great business ideas. All attendees will vote "American Idol" style to select the top three winners. OPEN TO ALL DREXEL UNDERGRADUATE STUDENTS. Students who wish to compete can view full competition details at: <a href="http://www.lebow.drexel.edu/PDF/Docs/Baiada/2010GEWCompetitionGuidelines.pdf">http://www.lebow.drexel.edu/PDF/Docs/Baiada/2010GEWCompetitionGuidelines.pdf</a></p>
<b>Venue</b>	Behrakis Grand Hall, Creese Student Union Complex, 32 <sup>nd</sup> & Chestnut Streets
<b>Time</b>	7:30 a.m. – 10:00 a.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3164">https://www.lebow.drexel.edu/Event/3164</a>
<b>Entrepreneur Skills Workshop - "Staffing Your Start-up"</b> <span style="float: right;"><b>December 1, 2010</b></span>	
<b>Leader</b>	Ehud Israel Executive Vice President
<b>Venue</b>	3220 Market Street, Matheson Hall – Room 109
<b>Time</b>	5:00 p.m. – 7:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3196">https://www.lebow.drexel.edu/Event/3196</a>

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	For additional information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> .
<b>Venue</b>	3220 Market Street, Matheson Hall – Room 109
<b>Time</b>	5:00 p.m. – 7:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3196">https://www.lebow.drexel.edu/Event/3196</a>

<b>Seminars In Entrepreneurial Excellence - “The Right Approach To Selling and Marketing</b>	<b>December 7, 2010</b>
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<b>Leader</b>	<p>Bob Stalbaum, President Strategies for Success The Laurence A. Baiada Center for Entrepreneurship</p> <p>Presents</p> <p>“The Right Approach To Selling and Marketing (What if everything you thought you knew about selling your services was wrong?)” A Seminar in Entrepreneurial Excellence</p> <p>December 7, 2010 8:30 a.m. - Noon (Continental breakfast available at 8:15 a.m.) Laurence A. Baiada Center for Entrepreneurship 3225 Arch Street, Ground Floor Drexel University's Main Campus</p> <p>Look at your current brochure, website content, PowerPoint presentations, proposals and latest sales letters. Is it immediately obvious what makes you better? Would a prospect clearly see why they should choose to do business with you over your competitors? If not, then this seminar is for you!</p> <p>Attend this seminar to:</p> <ul style="list-style-type: none"> <li>• Learn how to truly differentiate yourself from your competitors throughout the selling process by integrating a marketing approach into everything you do.</li> <li>• Learn how to state what makes you better in a way that will drive prospects to your door and ultimately distinguish you from others bidding on the business you seek.</li> <li>• Take a whole new perspective on what you say - and how you say it. The result will be all the new business you could want!</li> <li>• See actual examples of successful sales and marketing letters and campaigns that have produced tens of millions of dollars in new business.</li> </ul> <p>This seminar will provide you with many “Aha!” moments! You will never “sell” the same way again!</p> <p>Bob Stalbaum is a nationally recognized business strategist, master marketer, speaker, trainer, consultant, and coach. With a broad and accomplished background as a business owner and corporate executive, Stalbaum brings a great deal of experience -- both professionally and personally -- to his consulting practice and speaking engagements. As a top executive in the travel and tourism industry for more than 25 years, Stalbaum had a major impact on how travel was sold, marketed and serviced. In this regard, he has been the subject of numerous stories by The New York Times, The Wall Street Journal, CNN and many other national and local media sources. Over the last fourteen years as President of Strategies for Success, Bob has helped over 1500 different businesses increase their sales and revenues, while also achieving positive and lasting changes in organizational operations and behavior.</p> <p>Cost: \$100 General Admission; \$75 Drexel Alumni - Contact Debra Colbert-Maduforo at <a href="mailto:debbie@drexel.edu">debbie@drexel.edu</a> for coupon code.</p> <p>Visit <a href="http://www.lebow.drexel.edu/baiadacenter">www.lebow.drexel.edu/baiadacenter</a> to register. For more information contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> ; 215-895-0302.</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor

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<b>Time</b>	8:30 a.m. – 12:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3143">https://www.lebow.drexel.edu/Event/3143</a>
<b>Seminars In Entrepreneurial Excellence – “Become Famous in Your Niche So Business Comes to You”</b> <span style="float: right;">January 11, 2011</span>	
<b>Leader</b>	<p>Bill Ringle, Business Growth Strategist, CEO Coach, and eBusiness Expert</p> <p>Baiada Center/Seminars in Entrepreneurial Excellence/January 11</p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>“Become Famous in Your Niche So Business Comes to You”</p> <p>January 11, 2011              8:30 a.m. - Noon (Continental breakfast available at 8:15 a.m.)              Laurence A. Baiada Center for Entrepreneurship              3225 Arch Street, Ground Floor              Drexel University’s Main Campus</p> <p>You have passed a significant stage of running a business when you have prospects go to your Web site, email you, or call you to place orders and book projects, instead of you going out and "hunting" for new prospects. But before that will ever happen, your potential customers/clients have to know who you are and what you do in a way that is meaningful and relevant for them. Unfortunately, this "wishing it would happen" is as far as many business owners get. It seems too big a leap to turn the corner.</p> <p>Fortunately, it is not half as hard to become well known or even famous in your niche as you may imagine!</p> <p>Skills can be learned, and effective business development is a very worthwhile set of skills to acquire if one of your primary responsibilities is bringing in business and growing your company.</p> <p>Attend this seminar to learn how to:</p> <ul style="list-style-type: none"> <li>• Hone your audio logo so that it travels fast</li> <li>• Define your target audience so that with a minor budget, you can make a major impact</li> <li>• Master the fundamentals of a drip, trip, and cascade campaign</li> <li>• Learn five tricks that the pros use to multiply their visibility with minimal effort and time</li> <li>• Understand the key principles that govern business growth and visibility, such as marketing gravity</li> <li>• Become skilled at assessing prospects and opportunities quantitatively</li> <li>• Use advanced language patterns to engage attention and persuade prospects who need your products and services to take action</li> </ul> <p>Bill Ringle works with entrepreneurs who want to grow their business and with business leaders who want their teams to perform more like successful entrepreneurs. At the request of his best clients, he leads a RainMaker Academy program to help entrepreneurs and business owners learn to end the frustrating and pointless marketing and sales behaviors that seem to repel potential customers and delay business decisions, and instead attract more prospects and to build more productive and profitable client relationships in record time. Bill Ringle coaches business owners and leads seminars nationally and internationally on business growth and leadership development topics. He has written more than 340 articles for publication online, in company newsletters, and in print publications around the world, has authored or co-authored four books, and has developed a reality tv series pilot called, "Business Breakthroughs with Bill Ringle."</p> <p>Cost: \$100 General Admission; \$75 Drexel Alumni - Contact Debra Colbert-Maduforo at <a href="mailto:debbie@drexel.edu">debbie@drexel.edu</a> for coupon code.</p> <p>Visit <a href="http://www.lebow.drexel.edu/baiadacenter">www.lebow.drexel.edu/baiadacenter</a> to register. For more information contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> ; 215-895-0302.</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	8:30 p.m. – 12:00 p.m.

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<b>Register</b>	<a href="https://www.lebow.drexel.edu/Event/3096">https://www.lebow.drexel.edu/Event/3096</a>	
<b>Breathing Life Into Your Business Idea</b>		
		<b>January 12, 2011</b>
<b>Leader (s)</b>	<p>This workshop is designed for Drexel student teams who are developing business plans for submission into the 2011 Business Concept Competition or Business Plan Competition. The elements of a sound business plan will be reviewed; you will meet the Hagerty Library business librarian and the Baiada team of mentors; and all Baiada Competitions will be introduced. This event provides an excellent opportunity to network with fellow students and build your competitive team.</p> <p>Breathing Life into Your Business Idea</p> <p>Agenda:</p> <p>The Elements of an Effective Business Plan          Getting Acquainted with Library Resources          Meet the Mentors on Call          Overview of Baiada Center Competitions          Refreshments and Networking</p>	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	5:00 p.m. – 7:00 p.m.	
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3142">https://www.lebow.drexel.edu/Event/3142</a>	
<b>SUBMISSION DEADLINE: Business Concept Paper Competitor</b>		
		<b>January 26, 2011</b>
<b>Leader</b>	<b>OPEN TO ALL DREXEL STUDENTS</b>	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	5:00 p.m.	
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3073">https://www.lebow.drexel.edu/Event/3073</a>	
<b>Entrepreneurial Skills Workshop - "Voice of an Angel"</b>		
		<b>February 8, 2011</b>
<b>Leader</b>	<p>Valerie S. Gaydos          Chairman &amp; Treasurer PiPAC/ President, Capital Growth, Inc.</p> <p>Baiada Center Entrepreneurial Skills Workshop/February 8</p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>"Voice of an Angel"</p> <p>Tuesday, February 8          5 - 7 pm          Laurence A. Baiada Center for Entrepreneurship          3225 Arch Street, Ground Floor          Drexel University's Main Campus</p> <p>In 1978, Professor William Wetzel from the University of New Hampshire used the term "angel" when he described the investors that supported entrepreneurs, as part of his pioneering research on how entrepreneurs raised seed capital.</p> <p>In 2011, the Drexel University's Baiada Center will host an Entrepreneurial Skills Workshop and share, through the voice of an angel, the in's and out's of angel investing today.</p> <p>Valerie Gaydos is an angel investor and business development expert. She has been involved with many start-up companies in the areas of operational development and</p>	

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	<p>strategic planning for more than 20 years. She is the founder and president of Capital Growth, Inc., which was founded as a venture capital publishing company in 1994. CGI specializes in business building, financing and organizational development. She is also president of Fifty-First Associates, LLC, an association management and government relations firm in Pennsylvania. Valerie is a member and director of the Private Investors Forum (Philadelphia), manages the annual Angel Venture Fair (AVF) and has served as President of the Pennsylvania Angel Network. She is a founding director of the Center for New Technology Enterprise, serves on the Policy Committee of the Angel Capital Association, the PEG PAC Political Action Committee Board of the Pennsylvania Business Council. And serves as Chairman &amp; Treasurer PiPAC, which is a Federal Political Action Committee, established by a group of independent private investors and business builders to preserve and encourage the stability and growth of American emerging businesses. Valerie previously served as Legislative Research Analyst for Pennsylvania State Senate Policy Development &amp; Research Offices, The Office of Member Services and Majority Whip D. Michael Fisher, and also served as Staff Assistant for Pennsylvania U.S. Senator H. John Heinz, III. Valerie received a BA in Russian Language and Economics from Dickinson College in Carlisle, Pennsylvania.</p> <p>Register online at the Baiada Center's Calendar of Events  <a href="http://www.lebow.drexel.edu/Centers/Baiada/Calendar">http://www.lebow.drexel.edu/Centers/Baiada/Calendar</a>.</p> <p>For additional information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a>.</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	5:00 p.m.- 7:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3145">https://www.lebow.drexel.edu/Event/3145</a>
<b>Entrepreneurial Breakfast Forum - Driving Innovation By Failing Quickly</b>	
<b>March 8, 2011</b>	
<b>Leader</b>	<p><b>Moderator:</b></p> <p>Mark P. Loschiavo          Executive Director, Laurence A. Baiada Center for Entrepreneurship          Sr. Executive in Residence, LeBow College of Business</p> <p><b>Panelists:</b></p> <p>Chris Fralic          Partner, First Round Capital</p> <p>Steve Welch          Co-Founder DreamIt Ventures</p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>"Driving Innovation By Failing Quickly"          Entrepreneurial Breakfast Forum</p> <p>March 8, 2011          8:00 - 10:30 A.M.          George D. Behrakis Grand Hall          Creese Student Union Complex          32nd and Chestnut Streets          Philadelphia, Pennsylvania</p> <p>Someone once said, "Genius is the ability to make the most mistakes in the shortest amount of time". To be successful in this global economy, entrepreneurs must be able to quickly identify critical assumptions for success, test those assumptions, adjust, and test again. It is an iterative process that requires the innovator to exercise agility and check his/her ego at the door. Join us in an engaging dialogue with successful entrepreneurs who will have much to share regarding how and why this process is successful.</p> <p>Please register online at the Baiada Center's Calendar of Events</p>

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	<a href="http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php">http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php</a> The Baiada Center's Entrepreneurial Breakfast Forums for regional development initiatives links companies, institutional and private investors, research institutions and the Drexel community. For more information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> or 215-895-0302.	
<b>Venue</b>	Behrakis Grand Hall, 32 <sup>nd</sup> & Chestnut Streets	
<b>Time</b>	8:00 a.m. – 10:30 a.m.	
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3098">https://www.lebow.drexel.edu/Event/3098</a>	
<b>SUBMISSION DEADLINE for Business Plan Competition</b>		
		<b>March 16, 2011</b>
<b>Leader</b>	Open to all Drexel Students	
<b>Venue</b>		
<b>Time</b>	5:00 p.m.	
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3074">https://www.lebow.drexel.edu/Event/3074</a>	
<b>Seminar in Entrepreneurial Excellence - "Zero to \$100M: Growing Companies at Warp Speed"</b>		
		<b>March 22, 2011</b>
<b>Leader</b>	Randy Cherkas, Managing Partner Grapevine Development  Laurence A. Baiada Center for Entrepreneurship Presents  "Zero to \$100M: Growing Companies at Warp Speed" A Seminar in Entrepreneurial Excellence  March 22, 2011 8:30 a.m. - Noon (Continental breakfast available at 8:15 a.m.) Laurence A. Baiada Center for Entrepreneurship 3225 Arch Street, Ground Floor Drexel University's Main Campus  Join us for this half-day seminar to learn from a local serial entrepreneur as he shares his experiences starting and growing three companies. From basement beginnings to selling at the top of the market, he will reveal his high growth strategies and philosophies.  After a decade of working at IBM, Randy Cherkas began a career that involved founding and ultimately selling two high growth telecommunications companies in the Philadelphia area. Both companies were named among the Top Ten fastest growing companies in Southern New Jersey and in the Top Twenty Five of the Philadelphia 100.  Subsequent to selling both companies, Mr. Cherkas became a founding partner of Grapevine Development. As Managing Partner of Grapevine Development, he has overseen the redevelopment of the Zurbrugg Mansion in Delanco Township, Burlington County. The abandoned Mansion property has been added to the National Register of Historic Places and has since been renovated into 27 Senior Independent Apartments with occupancy expected in the fall of 2010. In addition, Mr. Cherkas has also overseen the development of the Haddon Avenue Transit Village in the City of Camden. Working in conjunction with Our Lady of Lourdes Medical Center, the Delaware River Port Authority and the Greater Camden Partnership, the \$90M project is slated to include an office building, three residential buildings, a parking garage, a supermarket and additional retail outlets. Randy Cherkas is a graduate of the Wharton School at the University of Pennsylvania with a BSE in Marketing and Decision Sciences. He is currently a member of the Planning Board in his township and a jury participant on the Delaware Valley Regional Planning Commission.  Cost: \$100 General Admission; \$75 Drexel Alumni - Contact Debra Colbert-Maduforo at <a href="mailto:debbie@drexel.edu">debbie@drexel.edu</a> for coupon code.	

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	Visit <a href="http://www.lebow.drexel.edu/baiadacenter">www.lebow.drexel.edu/baiadacenter</a> to register. For more information contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> ; 215-895-0302.	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	8:30 a.m.- 12:00 a.m.	
<b>Register</b>	<a href="https://www.lebow.drexel.edu/Event/3276">https://www.lebow.drexel.edu/Event/3276</a>	
<b>Baiada Center Incubator Competition - Application DEADLINE</b>		
		<b>March 23, 2011</b>
<b>Leader</b>	Open to ALL Drexel Students and Alumni.  Selected teams will present plans at the 2011 Entrepreneur Conference on June 1, 2011 at World Cafe Live.	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	5:00 p.m.	
<b>Register</b>	<a href="https://www.lebow.drexel.edu/Event/3167">https://www.lebow.drexel.edu/Event/3167</a>	
<b>NFTE</b>		
		<b>April 8, 2011</b>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	9:00 a.m. – 1:00 p.m.	
<b>Baiada Center Business Plan Competition - Pitch Date</b>		
		<b>April 12, 2011</b>
<b>Leader</b>		
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
<b>Time</b>	6:00 p.m. – 9:00 p.m.	
<b>Register</b>	<a href="https://www.lebow.drexel.edu/Event/3153">https://www.lebow.drexel.edu/Event/3153</a>	
<b>Seminar In Entrepreneurial Excellence - Numbers Can be Social: Social Media for Financial Service Professionals</b>		
		<b>May 3, 2011</b>
<b>Leaders</b>	<p>Skip Shuda, co-founder of Philly Marketing Labs            Bechara Jaoudeh, co-founder of Philly Marketing Labs  <a href="http://www.phillymarketinglabs.com">http://www.phillymarketinglabs.com</a></p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>“Numbers Can be Social: Social Media for Financial Service Professionals”            A Seminar in Entrepreneurial Excellence</p> <p>May 3, 2011            8:30 a.m. - Noon (Continental breakfast available at 8:15 a.m.)            Laurence A. Baiada Center for Entrepreneurship            3225 Arch Street, Ground Floor            Drexel University's Main Campus</p> <p>This half-day Seminar in Entrepreneurial Excellence will teach effective ways to utilize social media by leveraging your existing network. This session will focus on the financial services sector and will be especially beneficial to advisors, brokers, agents and other financial service professionals.</p> <p>You will complete the day with all the tools you need to create a social media framework for your financial services business/practice, a concrete set of steps for getting started and a clear view into measuring your performance. By focusing on examples from leading banks, mortgage brokers and insurance companies, you will be better positioned to set priorities</p>	

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	<p>that make sense for your business.</p> <p>Join us as we cover best practices in financial blogging, Twitter support, LinkedIn connections and Facebook Places, and learn the success patterns being employed by the social media pioneers of financial services.</p> <p>Skip Shuda is a co-founder of Philly Marketing Labs, a social media and digital marketing strategy company that partners with mid-sized businesses to provide visibility to profitability using web analytics. Skip and his team employ Social and Search channels coupled with community building tactics to drive results. Skip has a passion for building Internet and software companies and guiding others who seek to do the same. In the mid-90's, he started an ecommerce software company that created one of the world's first online banking systems for Bank of America. He has provided Web marketing and strategic guidance to brands like Comcast Corporation, The Vanguard Group and Mellon Financial. He serves on the advisory board of a number of technology startups and teaches entrepreneurship at the Wharton Small Business Development Center. Skip has Certificate level training in Integral Theory (study of human perspectives), Holacracy (system of agile governance), Role-based Assessment (team building typology), SEO and Web Analytics.</p> <p>Bechara Jaoudeh is a Philly Marketing Labs co-founder and the owner of BagelSpice, a food product business driven solely through Social Media efforts. His product has garnered national attention from the likes of MSNBC and the Hungry Girl Newsletter. He has a Green Belt in analysis of social media and digital marketing campaigns for Philly Marketing Labs clients.</p> <p>Cost: \$100 General Admission; \$75 Drexel Alumni - Contact Debra Colbert-Maduforo at <a href="mailto:debbie@drexel.edu">debbie@drexel.edu</a> for coupon code.</p> <p>Visit <a href="http://www.lebow.drexel.edu/baiadacenter">www.lebow.drexel.edu/baiadacenter</a> to register. For more information contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a> ; 215-895-0302.</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	8:30 a.m. – 12:00 p.m.
<b>Register</b>	<a href="https://www.lebow.drexel.edu/Event/3379">https://www.lebow.drexel.edu/Event/3379</a>
<b>Entrepreneurial Skills Workshop - "Build an Organization that Builds Itself: Introducing Holacracy" <span style="float: right;">May 11, 2011</span></b>	
<b>Leader</b>	<p>Brian Robertson, Co-founder and former CEO of Ternary Software, Inc., Co-founder of HolacracyOne, LLC</p> <p>Baiada Center Entrepreneurial Skills Workshop/May 11</p> <p>The Laurence A. Baiada Center for Entrepreneurship Presents</p> <p>Build an Organization that Builds Itself: Introducing Holacracy</p> <p>Wednesday, May 11 Noon - 2 pm Laurence A. Baiada Center for Entrepreneurship 3225 Arch Street, Ground Floor Drexel University's Main Campus</p> <p>Traditional ways of structuring and controlling an organization tend to stifle the very agility and creativity needed for entrepreneurial innovation to flourish. In today's world of rapid change and dynamic complexity, top-down predict-and-control management is quickly becoming obsolete -- budding organizations wither and die if they can't innovate at internet speed. At the same time, entrepreneurs must lay down tracks to grow and stabilize a business larger than themselves, without losing the entrepreneurial innovation and spirit that got them that far. This workshop introduces Holacracy™, a new operating system for rapid, dynamic organizational structure and management, highlighted by The Wall Street Journal and other notable sources as an innovative new practice. Join us for a whirlwind tour led by the award-winning entrepreneur that pioneered the method, and leave with a new vision for how to build an organization that builds itself.</p>

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	<p>Learn how Holacracy™ improves:</p> <ul style="list-style-type: none"> <li>• Agility: Go beyond managing change; make it a core capacity</li> <li>• Alignment: Increase alignment, without sacrificing adaptability</li> <li>• Engagement: Give everyone a voice, without getting stuck in consensus</li> <li>• Results: Continuously increase clarity, expose waste, and harness learning</li> </ul> <p>Brian Robertson is an experienced entrepreneur, CEO, and organizational pioneer. He is most well-known for his work developing Holacracy™, an organizational operating system that concretely embodies the new capacities called for by many organizational thought-leaders today. Mr. Robertson's initial work with Holacracy™ took place at an award-winning fast-growth software company he founded and led for seven years. The system he initially developed there has continued to evolve and spread in the years since under the stewardship of HolacracyOne, an organization Mr. Robertson co-founded to further develop the method and bring it to the world. He currently works with HolacracyOne to help consultants and change agents bring its evolutionary approach to organizations across the globe.</p> <p>Register online at the Baiada Center's Calendar of Events  <a href="http://www.lebow.drexel.edu/Centers/Baiada/Calendar">http://www.lebow.drexel.edu/Centers/Baiada/Calendar</a>.</p> <p>For additional information, contact Terri McIlhenney at <a href="mailto:terrim@drexel.edu">terrim@drexel.edu</a>.</p>
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	12:00 p.m. – 2:00 p.m.
<b>Register</b>	<a href="https://www.lebow.drexel.edu/Event/3150">https://www.lebow.drexel.edu/Event/3150</a>
<b>2011 Entrepreneur Conference World Cafe Live</b>	
<b>Leader</b>	<p>2011 Entrepreneur Conference</p> <p>June 1, 2011            World Cafe Live            3025 Walnut Street            Philadelphia, PA 19104</p>
<b>Venue</b>	World Cafe Live – 3025 Walnut Street, Philadelphia, PA 19104
<b>Time</b>	8:30 a.m. – 3:00 p.m.
<b>Register Now</b>	<a href="https://www.lebow.drexel.edu/Event/3072">https://www.lebow.drexel.edu/Event/3072</a>
<b>StartUp! 2011</b>	
<b>July 11 - 15, 2011</b>	
<b>Venue</b>	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
<b>Time</b>	9:00 a.m. – 5:00 p.m.
<b>Closing Ceremony July 15, 2011</b>	Lunch – 12:30 p.m. – 3:00 p.m.
<b>Venue</b>	<p>Paul Peck Alumni Center            3124 Market Street            Philadelphia, PA 19104</p>