

2006-07 Calendar of Events

A View from the Top – “Winning Strategies for Entrepreneur”		October 4, 2006
Leader	<p>Patricia H. Lee</p> <p>Lee is a third-generation entrepreneur and founder of the National Institute for Urban Entrepreneurship, a Washington D.C. based nonprofit, nonpartisan organization created to stimulate, create and grow private enterprise in urban communities.</p> <p>For entrepreneurs, like Lee, great ideas and vision do not necessarily equal success. This presentation will explore Lee's winning strategies which can be used by flourishing entrepreneurs.</p>	
Venue	32 nd & Market Streets – Matheson Hall, 109	
Time	6:00 p.m. – 7:30 p.m.	
Register Now	http://www.lebow.drexel.edu/Newsroom/Events/index.php?view=month&date=10/07/2006	
2007 Business Plan Competition “Competition Awareness Event”		October 11, 2006
Leader	Mark P. Loschiavo, Executive Director	
Venue	Nesbitt Hall 111 – 33 rd & Market Streets	
Time	5:00 – 7:00 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Entrepreneurial Skills Workshop “The Nuts and Bolts of Starting Your Business”		October 16, 2006
Leader	<p>Gerry Davis, Business Banking Relationship Manager, PNC Bank Lee Stevens, Independent Consultant and Founder of Lacrosse International, Inc.</p> <p>Gerry Davis is a Business Banking Relationship Manager with PNC Bank and has over 30 years of experience in the financial services industry in the areas of business lending, corporate equipment finance and leasing. Prior to his position at PNC, Gerry was a Small Business Banker with Wachovia Bank and Managing Partner at Radis Leasing Corp. for 12 years arranging financing for transportation equipment, computer mainframes & peripherals, manufacturing and production equipment. Mr. Davis has BS and MBA degrees from Drexel University and a Certificate in Board Leadership from the Nonprofit Center of LaSalle University. He currently serves on the Boards of The Johnson House Historic Site, Inc., Historic RittenhouseTown and West Philadelphia Cultural Alliance/Paul Robeson House in Philadelphia.</p> <p>Lee Stevens is an independent consultant with over 30 years of teaching, coaching, management and executive experience. He has entrepreneurial experience as the founder of Lacrosse International, Inc. in 1980, the first lacrosse only retailer in Pennsylvania. He sold Lacrosse International in 2002. Lee also has 17 years of intra-preneurial experience at Shared Medical Systems (SMS) starting many businesses within the company as it grew from \$350 million in revenues in 1984 to \$1 billion in 2000. Lee was involved with the startup of SMS organizations that provide client education, healthcare consulting, hospital waste management, and third party business alliances. Lee also led the team that integrated SMS into the Siemens Medical Solutions Group, when SMS was acquired by Siemens in 2001. Since that time Lee has provided operational and turnaround management to small companies and non-profit organizations. For the past two years Lee has provided project management oversight for the University of Pennsylvania as the Tournament Director of the NCAA Men's Lacrosse Championships.</p>	

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	<p>You have developed a product or service, great! You have written a business plan, terrific! Now what?</p> <p>Using case study stories, this workshop will cover topics relating to:</p> <ul style="list-style-type: none"> • establishing an advisor network including: <ul style="list-style-type: none"> ○ banking ○ accounting ○ legal ○ business mentoring relationships • the difference between borrowing money and investors • how to avoid many mistakes others have made <p>You will leave with tools to help with decision making including a focusing framework, relationship framework, determining perceived value, sales tools, existing vs. new account investing and teachings from authors of the Unique Abilities Organization, Good to Great and 17 Laws of Teamwork.</p>	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	6:00 – 8:30 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
2007 Business Plan Competition “Competition Awareness Event”		October 24, 2006
Leader	Mark P. Loschiavo, Executive Director	
Venue	Bossone Research Enterprise Center, 3120-24 Market Street - Auditorium	
Time	5:00 – 7:00 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Entrepreneurial Skills Workshop “The Complete Innovator – The 7 Other Things Engineers, Scientists & Technology Managers Need to Know”		November 16, 2006
Leader	<p>Nicholas C. Barbi, Ph.D., and Alfred S. DeLucia, Partners, nSynergies, Inc.</p> <p>“Invention is the proof of concept of a clever new device, process or technology...”</p> <p>Innovation is the conversion of invention into value...”</p> <p>Join us for this dynamic workshop to learn about the skills that are necessary to establish fertile environments for breaking projects down as an approach to innovation in the market place, from both an entrepreneurial and intrapreneurial perspective.</p> <p>Dr. Nick Barbi is CEO of the recently formed PulseTor LLC, an entity created to design, build and distribute state-of-the-art X-Ray detector and pulse processor components. As President, n-Synergies, Inc., Nick assists other instrument manufacturers in product development, new product roll-out and in world-wide distribution. Nick and Al Delucia have recently developed The Complete Innovator® Seminar series to facilitate and promote innovation in the corporate environment.</p> <p>Prior to forming PulseTor, Nick served as Director, Product Development for RJ Lee Group, a materials and environmental consulting firm in Monroeville, PA, leading efforts to commercialize products based on technologies developed in the course of their consulting business. He co-founded, managed, and subsequently sold Peak Instruments, Inc. and Advanced Analysis Technologies, Inc., two manufacturing companies in the X-Ray Spectroscopy field, and has served as VP/Strategic Development for ADE Technologies, in Newton, MA. As an independent</p>	

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	<p>agent, Nick introduced products for Gresham Scientific Instruments, a startup UK company, into the North American market. He has broad experience in product development, product management, domestic and international sales, and corporate management.</p> <p>Nick is currently volunteering a substantial amount of his time to the PA Department of Community and Economic Development to improve the climate for technology start-ups in the state. He is a member of the Industrial Advisory Board for the Electrical and Computer Engineering Department at Northeastern University. Nick has also served as a sub-committee chairman within ASTM, and is a member of several professional societies, and is a Fellow of the Institute for Materials, Malaysia. He holds a Ph.D. degree in Materials Science from Rensselaer Polytechnic Institute and a BS degree in Metallurgical Engineering/Materials Science from Lehigh University.</p> <p>Al DeLucia is a registered professional engineer and a project management professional with over 30 years experience in engineering, construction management, project management and facilities management in various positions in federal and state government and the private sector. In recent years, his project management experience has extended into large information technology, personnel recruitment and training, and organizational restructuring projects. Al currently serves as Director, Project Management Division for the U.S. General Services Administration in Philadelphia, a project office he designed and implemented in 1994. In this office he currently manages 18 project managers managing 48 projects worth \$1.1 billion.</p> <p>Recipes for Project Success, published by PMI in 1999, was co-authored by Al and his wife Jackie. He also was a contributing author to Work Team Coaching, published by Herbelin Publications in 2000, and wrote The Evolution of Project Management at GSA, an article in the September 1999 issue of PM Network.</p> <p>Al has been a member of the DVC Education Committee since 1999, teaching courses in Foundations of Project Management and actively participating in updating and rewriting of course materials. He is also an adjunct professor at Villanova University, teaching masters-level courses in project management, performance management, and team building. He created and recorded a web based version of Performance Management, currently available through the Villanova continuing education website.</p> <p>Al has a B.A. in general arts and a B.S. in mechanical engineering from Rutgers University, and an M.S. in Environmental Engineering from Cornell University.</p>
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
Time	6:00 – 8:30 p.m.
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php
Business Plan Development Workshop - Developing a business concept	
December 2, 2006	
Leader	<p>Michele Masterfano, Mentor</p> <p>In this session, we will take a look at how to methodically study a business idea to make sure that we can define a market that will actually want to buy the product or service. We will also discuss how that kind of analysis feeds into the Baiada Center's concept paper requirements. Finally, we will take a look at some business plan tables of contents from real businesses who have been attempting to raise financing in the last year or so.</p>
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
Time	10:00 a.m. – 12:00 p.m.

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Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php
Entrepreneurial Skills Workshop "Bringing Products to Market"	December 4, 2006
Leader	<p>Bruce H. Rubin, Principal, BHR Global Associates, Inc.</p> <p>Bruce H. Rubin is a principal in the consulting firm of BHR Global Associates, Inc., providing expertise and assistance in the areas of global-sourcing, supply chain management, product development, logistics support, and sales and marketing support.</p> <p>He has over thirty years experience in product development and introduction, supply chain management, systems implementation, and retailer interface for consumer products companies. Bruce's product experience includes working with materials from fabrics and metal to plastics, as well as all processes from injection molding to cut/sew. His career combines work with most of the major U.S. retailers as well as extensive international experience developing relationships and partnerships.</p> <p>Bruce teaches APICS certification classes and speaks at regional conferences on supply chain and materials planning. He holds a Bachelor of Science in Economics from Fairleigh Dickinson University and an MBA in Business Management from Temple University.</p> <p>Please RSVP online by visiting the Baiada Center's Calendar of Events http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.</p> <p>For additional information, contact Terri McIlhenney via email at terrim@drexel.edu or by calling 215-895-0302.</p>
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
Time	6:00 – 8:30 p.m.
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php
Entrepreneurial Forum "The Entrepreneurial Leader's Role as a Coach"	December 6, 2006
EVENT CANCELLED	
Leader	Ken Hitchcock, Former Head Coach of the Philadelphia Flyers and Stanley Cup Winning Coach of the 1999 Dallas Stars
Venue	George D. Behrakis Grand Hall, Creese Student Union Complex, 33 rd & Chestnut Streets
Time	4:00 p.m. – 6:00 p.m. – Reception to Follow
Register	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php
Entrepreneurial Skills Workshop "Ten Keys to a Fundable Pitch – How to Talk to Money"	January 18, 2007
Leader	<p>Steven Bowman, CEO, BizClarity Consulting</p> <p>Learn how to structure and deliver a winning presentation for angel or VC investors and other secrets of waging a successful campaign for funding. If you have never presented to investors before -- or if you have, but did not receive</p>

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	<p>optimal results -- this workshop is for you.</p> <p style="text-align: center;">Topics to be covered include:</p> <ul style="list-style-type: none"> • What investors are really thinking while you present • Opening statements that win and keep investors' attention • The top questions that must be answered in the first 10 minutes • How to explain a complex business strategy or technology • How to articulate your business plan in 10 minutes • How to keep from being interrupted before you finish • Red flags that investors look for and how to avoid them • How to steer clear of "PowerPoint Hell" • How to close for that all-important second meeting <p>Steve Bowman, "The Pitch Doctor," is an expert in financial and technical presentations, particularly in helping entrepreneurial companies prepare pitches for venture funding. He is a business writer and has published two books. Unlike most speaking coaches, Steve works with the content of the presentation as much as with the delivery. He applies his experience and training as a writer and businessman to help clients find and focus the essence of their business message. Then he helps shape the message into a persuasive communication, whether in the form of speeches, presentations, PowerPoint slides, Web sites, or written reports.</p> <p>Harvard educated, with 25 years of experience in business, including the syndication and marketing of real estate investments, owning and running small businesses, developing marketing programs for large corporations, training, and consulting, Steve recently taught business communication at The Wharton School of Business.</p> <p style="text-align: center;">Please RSVP online by visiting the Baiada Center's Calendar of Events http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.</p> <p style="text-align: center;">For additional information, contact Terri McIlhenney via email at terrim@drexel.edu or by calling 215-895-0302.</p>
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
Time	6:00 – 8:30 p.m.
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php
<p>Business Plan Development Workshop – Product/Service Descriptions Solving Problems vs. Providing Technology Segmentation What is a target market?</p>	<p>January 20, 2007</p>
Leader	<p>Michele Masterfano, Mentor</p> <p>To catch on in the marketplace, a product or service needs to satisfy some need. We'll talk about how you determine what the core need is and how you can develop a product that meets the need. We'll also talk about how you break the larger market up into smaller chunks that you can address more effectively in your messaging.</p>
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor
Time	10:00 a.m. – 12:00 p.m.
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php

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2007 Business Plan Competition – Phase I: Concept Phase Deadline for Submissions		January 31, 2007
Entrepreneurial Skills Workshop “Legal Aspects of Entrepreneurship”		February 12, 2007
Leader	Albertina D. Lombardi, Esquire Shareholder, Fitzpatrick Lentz & Bubba, PC	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	6:00 – 8:30 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Business Plan Development Workshop – Revenue Models Legal Issues		February 17, 2007
Leader	Michele Masterfano, Mentor A business isn't a business until you set it up legally. We'll discuss the various legal forms of business, and what they might mean to you down the road. A business also isn't a business until you make money—we'll also talk about the various ways you can charge your customers, such as paying directly for the product, service fees, licensing fees, etc.	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	10:00 a.m. – 12:00 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Listening to Your Business		February 27, 2007
Leader	<p>Bill Ringle – My Business Gym</p> <p>As a partner in EntrepreneurshipWeek USA, a national initiative to promote education in entrepreneurship, The Laurence A. Baiada Center for Entrepreneurship in Technology at Drexel University is pleased to announce a special seminar for business owners and entrepreneurs in Greater Philadelphia</p> <p>Listening to Your Business, a half-day seminar, is focused on developing a three-year vision for your business. Created by the Kauffman Center of Kansas City, this program will be facilitated by Drexel University alumnus and Baiada Center advisor, Bill Ringle '93, who is founder and head coach of myBusinessGym, an entrepreneur leadership development center.</p> <ul style="list-style-type: none"> • When: Tuesday, February 27, 2007 beginning with a continental breakfast and networking at 8 a.m. • Where: The Baiada Center, 3225 Arch Street, ground floor, on Drexel's main campus • Who: This workshop is open to the wider entrepreneurial community in Greater Philadelphia. • Cost: \$95; Drexel alumni/faculty/staff/students: \$75 (please 	

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	<p style="text-align: center;">use the code "Baiada702" when you register).</p> <p>Entrepreneurs at all stages of development are invited to attend this seminar--from starting up to preparing to cash-out. Bring your goals, bring your dreams, and bring your passion. We'll supply the rest!</p> <p>Seating is limited. Please register at http://www.myBusinessGym.com/Drexel/.</p>	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	8:00 a.m. – 12:00 p.m.	
Register Now	http://www.myBusinessGym.com/Drexel/	
Business Plan Development Workshop – Marketing and Sales Strategy Positioning Competitive Analysis Barriers to entry Channels		March 10, 2007
Leader	<p>Michele Masterfano, Mentor</p> <p>“Develop it and they will buy it” generally doesn’t work so well. So, we will talk about the nuts and bolts of marketing, which include how to affect what the target market thinks about you, how to understand your competitors, how you can keep others out of your market, and how to set up sales channels to get your product or service to market.</p>	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	10:00 a.m. – 12:00 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Entrepreneurial Skills Workshop “What Small Business Can Learn from Big Business... and Then Do Better”		March 22, 2007
Leader	Cheryl Beth Kuchler – Founder and Managing Principal, CEO Think Tank	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	6:00 – 8:30 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Entrepreneurial Forum -		March 22, 2007
Leader	TBA	
Venue	George D. Behrakis Grand Hall, Creese Student Union Complex, 33 rd & Chestnut Streets	
Time	7:30 a.m. – 10: a.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
2007 Business Plan Competition – Deadline for Pre-Registration of Phase II		April 9, 2007

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Business Plan Development Workshop – Operational Plans Production HR Risk Factors		April 14, 2007
Leader	<p>Michele Masterfano, Mentor</p> <p>Now that you have a business, you have to run it effectively. We'll spend our time in this session talking about various issues, such as development and production planning, hiring the right people, and so on. We'll also talk about how you determine the risks you face, and what you need to do to make sure they don't ruin your business.</p>	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	10:00 a.m. – 12:00 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Entrepreneurial Skills Workshop		April 16, 2007
Leaders	<p>Keri P. Mattox, President ThreeZero Communications</p> <p>It is a challenge for any business to clearly and effectively communicate its business model, business strategy and ultimate value proposition to external audiences. However, we all know that doing so is CRITICAL to a company's success. This interactive, hands-on workshop will be led by a former reporter/current communications executive and will walk attendees through several steps to improving communications and reaching their key audiences.</p>	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	6:00 – 8:30 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
Business Plan Development Workshop – Financials Putting it all together		April 28, 2007
Leader	<p>Michele Masterfano, Mentor</p> <p>Financials. Financials. They scare a lot of people. But they're not all that scary. Really! We'll talk about the kind of financial reports you have to put together for an effective business plan, and how you pull it all together into that knock-out kind of presentation that will bring you the big bucks.</p>	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	10:00 a.m. – 12:00 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
2007 Business Plan Competition Deadline for Business Plan Submissions		May 9, 2007

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Entrepreneurial Skills Workshop "Everything You Always Wanted to Know About Venture Capital but Were Afraid to Ask"		May 17, 2007
Leader	Joel Cardis, Esquire, Inhouse-Counsel.net	
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	6:00 p.m. – 8:30 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
2007 Entrepreneur Conference – Finalist Presentations June 7, 2007		
Agenda	<p>8:00 Registration and Continental Breakfast</p> <p>8:45 Welcome and Introductions</p> <p style="padding-left: 40px;">Mark Loschiavo, Executive Director, Laurence A. Baiada Center for Entrepreneurship in Technology</p> <p>9:00 Panel Discussion</p> <p>10:30 Business Plan Finalist Presentations</p> <p>12:15 Lunch</p> <p>1:30 Keynote Address:</p> <p>2:30 Business Plan Competition Winners Announced</p>	
Venue	George D. Behrakis Grand Hall, Creese Student Union Complex, 33 rd & Chestnut Streets	
Time	8:00 a.m. – 3:00 p.m.	
Register Now	http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php	
StartUp!		
		July 23 – 27, 2007
Venue	Laurence A. Baiada Center, 3225 Arch Street, Ground Floor	
Time	9:00 a.m. – 5:00 p.m.	
Closing Ceremony July 27, 2007	<p>Lunch – 12:00 p.m. – 3:00 p.m.</p> <p>Bossone Research Enterprise Center, 3120-24 Market Street- Atrium (3rd Floor)</p>	