

AEM 121

GUEST SPEAKERS

Dave Ahlers

President, DMA Associates, Ltd.
Ithaca, NY

Dr. Ahlers is President of DMA Associates, Ltd., an Ithaca based management development firm. His firm specializes in advanced, computer assisted instruction for financial institutions, their suppliers and customers. Representative clients range from money center banks such as J. P. Morgan and Chase to progressive regionals like M&T, where he is a member of the Directors' Advisory Council for the Southern Division. He is also Chairman of the Management Group of the Cayuga Venture Fund. This is a Seed Capital - Enterprise Fund which focuses on technology transfer opportunities and local business development. It is a Limited Liability Corporation with 40 partners including, private investors, local financial institutions and Cornell University. Dr. Ahlers is presently working as a partner with Corporate Venture Partners to develop a technology based approach to intraday equity trading. Dr. Ahlers resigned his position as a tenured professor and holder of the Berens Chair of Entrepreneurial Management at Cornell's Johnson School of Management in 1985 to devote full time to DMA Associates, Ltd. During his twelve years on the Johnson School faculty, Professor Ahlers was selected by the MBA student body to receive Cornell's Excellence in Teaching Award. He was also honored by Touche Ross for his contributions to business education during their first national recognition of significant contributions to American business enterprise. He is currently: a director of Pathlight Technology, a leader in the development of high speed storage area networks and video editing; a director of Viral Therapeutics, a developer and manufacturer of recombinant proteins for use in diagnostics research and drug discovery; a board member of Cornell's Office of Economic Development and a member of the OED's Working Group. He is a former director of; CBORD, a high tech, food management firm, started by a former student, in which Dr. Ahlers was a seed equity investor, the Cornell Research Foundation and Student Agencies. He received his Ph.D. as a Ford Foundation Fellow from Carnegie Mellon University where he undertook an unusual joint program in management and computer science. His Ph.D. dissertation on the evaluation of the pension fund management system installed by Dr. Ahlers and his staff when he was a Vice President of Bankers Trust Company was cited by the Institute of Management Science as one of the eight best applications of management science in practice in their first annual competition. Dr. Ahlers also holds two Masters degrees, one in Industrial Administration from Carnegie Mellon and a second in Operations Research from the University of Washington. His Bachelor's degree is in Physics from the Ohio State University. Dr. Ahlers lives along the shores of Cayuga Lake in Ithaca, New York with his wife and business partner Nancy.

John Alexander '74, MBA '76
President and Founder, CBORD Group, Inc.
Ithaca, NY

John Alexander is president and founder of The CBORD Group, Inc., a company inspired by his foodservice experience at Cornell University. While earning an undergraduate degree in physics, John worked in several capacities for the Department of Dining Services at Cornell, including managing the university's first two convenience stores. Later, as assistant business manager, he developed the dining department's system for food production and cost control. John has built The CBORD Group, Inc., from a handful of part-time employees to a corporation employing more than 230 people and serving over 9,000 clients worldwide. John serves on the industry advisory councils of the Society for Healthcare Foodservice Management, the American Society of Hospital Food Service Administrators, the Society for the Advancement of Food Service Research, and Foodchain. He is a member of the Society for Foodservice Management and is a regular consultant and contributor to trade and professional publications. John has strong ties to Cornell University, where he is a vice president of his class (1974), and is a member of the Cornell Council. He is a frequent lecturer at Cornell and is a member of Cornell's Entrepreneurship and Personal Enterprise Program Executive Board. He was the 1987-88 Dorothy M. Proud Lecturer at Cornell's Division of Nutritional Sciences. He currently serves on the board of trustees of Cornell University. Locally, John is probably best known for Coyote Loco, an innovative Mexican restaurant and long time area favorite formerly located just outside of Cornell's campus. John was named Entrepreneur of the Year in 1992 by the Central New York Business Journal, is currently a member of the board of directors of the Tompkins County Trust Company, and past president of the Society for the Advancement of Foodservice Research (SAFSR).

Steve Belkin '69
Cornell Entrepreneur of the Year 2004

Mr. Belkin is chairman and founder of Trans National Group (TNG), Boston, a privately-held corporation started in 1974. In September 2003, Belkin realized a lifelong dream by becoming the largest of several owners of a professional sports enterprise consisting of the Atlanta Hawks, an NBA team, and the Atlanta Thrashers, an NHL team, as well as leaseholder for the Philips Arena in Atlanta. Steve is the acknowledged originator of Affinity Credit Card Marketing. He grew Trans National by using direct mail marketing to provide a variety of products and services to international Affinity Groups. Steve has started more than 20 companies under the TNG umbrella. Today, Trans National consists of 8 companies doing business in telecommunications, travel, financial services, real estate and investments. He has a staff of 250 and his corporation achieves more than \$200 million per year in sales. Eight of Steve's companies have been profitably sold, including two Affinity Credit Card companies which originated more than 12 million credit cards.

Professor David BenDaniel
Don and Margi Berens Professor of Entrepreneurship,
The Johnson School

David J. BenDaniel, the Don and Margi Berens Professor of Entrepreneurship in The Johnson School, is the longest-serving professor in the Cornell EPE Program. BenDaniel was the early faculty leader in developing the design of the university-wide EPE Program. Recognized in Business Week as one of the top 10 professors in entrepreneurship, BenDaniel teaches both undergraduate and graduate courses each year to over 400 students from across the university. One of his latest achievements is the establishment of the Big Red Venture Fund in 2000, a venture fund run entirely by a select group of MBA's from The Johnson School and viewed as a model by other business schools nationally. In addition to his educational accomplishments BenDaniel is also credited for having drawn back to Cornell other leading entrepreneurial figures to the EPE Program, including Rob Ryan, Cornell '69 (Ascend Communications and Entrepreneur America) and John Nesheim MBA '67, author of the best-selling High-Tech Start Up: The Complete How-To Handbook for Creating Successful New High-Tech Companies. Others are Peter Sears, an experienced venture capitalist who teaches Strategic Partnering and Jesse Reyes, Managing Director of Venture Economics, who teaches a course on the venture capital industry and Fred Beste, Managing Partner of Mid Atlantic Ventures who teaches a course on Case Studies in Venture Capital.

Mark Brandt '86
Founder, The Maple Fund
Cleveland, OH

Entrepreneur Mark Brandt, who brings a wealth of experience to the table to assist early stage companies in growing their enterprises, founded the Maple Fund. Most recently, Brandt co-founded Notiva, a retail financial software company where he was integral in bringing Notiva to the marketplace through business development and financing activities. He served as Cofounder and Board Member and Vice President of Corporate Development. Prior to Notiva, Brandt worked in retail with Retail Boutique Consultant Senn-Delaney (part of Arthur Andersen Consulting) focusing on cost reduction programs ranging from operations and personnel, to merchandising and supply chain. Early in his career, at Cargill Incorporated, Brandt held roles as diverse as Grain Trader and National Sales Manager. In his over 11 years at Cargill, Brandt took part in rolling out four product lines into food, pharmaceutical, and agricultural sectors. Through his experience at Notiva, working closely with many of the country's top venture capitalists and founding a group called SayYES! to Cleveland to promote his hometown entrepreneurial activities, Brandt saw a unique opportunity for a Midwest fund that had more capabilities than typical coastal venture funds. The Maple Fund was born from this vision. Brandt is a graduate of Cornell University and St. Edward High School of Lakewood, OH. He serves on Cornell's University Council, Tech Transfer Steering committee, Entrepreneurial and Personal Enterprise Board, Tower Club Committee, Undergraduate Business School Campaign Committee and Alumni Ambassador Network. He is founder and board member of SayYES! to Cleveland, the Nano-Network, and is on the board of the Rock and Roll Hall of Fame and Museum, also in Cleveland.

Professor John Callister MS '92, PhD '96

Lecturer, the Sibley School of Mechanical and Aerospace Engineering and
The School of Operations Research and Industrial Engineering;
Director of the Harvey Kinzelberg Enterprise Engineering Program,
College of Engineering

Professor Callister teaches ENGR 127, Introduction to Entrepreneurship and Engineering Enterprise. This course provides a solid introduction to the entrepreneurial process to freshman students. One objective of the course is to examine and begin to develop skills in the engineering work that occurs in high-growth, high-tech ventures. Professor Callister also teaches M&AE 461, Entrepreneurship for Engineers. This course examines issues and skills necessary to identify, evaluate, and start new business ventures. He also teaches other engineering courses in the M&AE and ORIE departments. Professor Callister is co-founder and vice president of Foxdale, Inc., an equipment leasing company in the blown-film polymer industry. He joined the Cornell faculty in 1999.

MacLaren Cummings '02

CEO and Co-founder, Terakeet Corporation
Syracuse, NY

Mr. Cummings has been involved in three successful startups since he started at Cornell University, where he earned a Bachelor of Science degree from the School of Industrial and Labor Relations. Mac started Terakeet Corporation, a speech recognition solutions company, while he was at Cornell. In three years, the company has tripled revenue each year and has been profitable for nearly a year. Terakeet employs 15 people and has offices in Syracuse, NY and New Jersey. In 2003 Mac headed up one of Syracuse's more notable rounds of Private Placement financing for Terakeet. This year, the company expects revenue to exceed the valuation placed on the company during its private placement. He plays an active role in the Entrepreneurship and Personal Enterprise program at Cornell, where he has been a frequent guest speaker. Through his years of entrepreneurial experience, Mr. Cummings has cultivated industry contacts that include founders and executives at top technology companies. Terakeet has built software used by Verizon, American Express, USA Datanet, and USTec. Previous to Terakeet, Mr. Cummings was a founder of a profitable consulting company, where he handled large accounts, managed staff and outsourcing, and sold custom software to such companies as Forbes, Yahoo!, NY Times, and General Electric.

Sheila Danko

**J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise,
College of Human Ecology**

Associate Professor Sheila Danko has a multi-disciplinary design background with training in graphic design from the Center for Creative Studies and B.S. in Architecture from the University of Michigan. She has an M.I.D. in Industrial Design from the Rhode Island School of Design. She has received significant industry and fellowship grants and has won numerous teaching awards. Danko is a member of the Foundation for Interior Design Education and Research Council and a former Associate Editor for The Journal of Interior Design. She is the author of many scholarly publications and has delivered several international keynotes and presentations on the role of design as a tool for leadership all over the world. She is a J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise and is developing scholarly case studies and a strategic story database, "Values-Led Entrepreneurship by Design: Strategic Stories of Growing a Socially Responsible Business." The goal is to create a compendium of teaching cases and strategic stories that reveal the inherent creative tensions and special challenges unique to values-led entrepreneurship. Her work will also examine the role of design as a tool for leadership and social change. The project will create new linkages and opportunities in entrepreneurship for students at Cornell; reach students not typically reached in undergraduate business programs and lead to more research prominence for EPE.

Anthony Dellamano MMH '03

**Vice President and Co-Founder, Johnny Applestix
Cleveland, OH**

After receiving a bachelor's degree in managerial economics from the University of California, Davis, and then playing three seasons of professional baseball with the Texas Rangers organization, Anthony Dellamano launched his food and restaurant industry career with the Cohn Restaurant Group in San Diego. There, he established financial management systems and created new corporate-wide programs to increase operational efficiency. Dellamano also served as an independent consultant to upscale Southern California restaurants, providing expertise in point-of-sale systems, yield and revenue management, and front-of-house performance. Dellamano's interest in restaurant management led him to the School of Hotel Administration at Cornell University, where he earned a master's degree in hospitality management.

Professor Bruce Ganem

J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise and
the Franz and Elisabeth Roessler Professor of Chemistry,
College of Arts and Sciences

Professor Ganem teaches NBA 608, The Business of Biotechnology: Taxonomy & Analysis and Chemistry 404, Entrepreneurship in Chemical Enterprise. NBA 608 introduces JGSM students to the main scientific advances in modern biotechnology and life sciences research, with the dual goals of developing new organizational models of this corporate sector and helping students more effectively perform financial and business evaluations of current and emerging technologies. Chemistry 404 is designed to acquaint students having chem/bio backgrounds with the problems of planning, starting, and managing new scientifically-oriented business ventures. Besides teaching and doing research in organic chemistry, Professor Ganem is also interested in the interface of sciences and business, especially in the pharmaceutical and biotechnology sectors, where he has served as consultant and scientific advisor to numerous companies. Dr. Ganem is also Chief Scientific Officer of KensaGroup, LLC, an Ithaca-based company devoted to the development and commercialization of new university-derived technologies within the framework of startup ventures using KensaGroups unique A21 process. Professor Ganem is North American Executive Editor of *Tetrahedron Letters*, an international chemistry journal, and has served on the editorial boards of the *Canadian Journal of Chemistry*, *Chemtracts*, the Encyclopedia of Analytical Chemistry and VCH Publishers. In addition he was consulting Chemistry Editor for the 1999 Encarta World English Dictionary.

John Jaquette

Executive Director, Cornell's University-wide Entrepreneurship
and Personal Enterprise Program
Cornell University

John Jaquette is Executive Director of Cornell's University-wide Entrepreneurship and Personal Enterprise Program (EPE). EPE is governed by the nine Deans of the participating colleges at Cornell. EPE serves undergraduate and graduate students, faculty and alumni by supporting academic instruction, research, experiential learning, student clubs, public lectures, an internship program, the Cornell Entrepreneur of Year (CEY) celebration, the Cornell Entrepreneur Network (CEN) and Cornell Entrepreneurship Expo. Prior to assuming his position at Cornell in 1997, John held senior executive positions with a number of entrepreneurial health care companies specializing in addiction treatment, mental health, rehabilitation and long term care from 1984 to 1995. From 1970 to 1984 John helped found and develop North Carolina's largest community based, hospital centered, alcoholism treatment service system in Wake County (Raleigh). He was the CEO from 1980-84 and the Clinical Director from 1976-80. John has a B.A. from Ohio Wesleyan University, a Masters of Divinity and a Masters of Theology from Duke University Divinity School, and an MBA from Rensselaer Polytechnic Institute. John is a member of the Steering Committee for the Stanford's Roundtable on Entrepreneurship Education (REE), a member of the National Consortium of Entrepreneurship Center Directors and the Kauffman National Consortium for Life Sciences Entrepreneurship. He is also an Emeritus Member of the Board of Visitors of Duke University Divinity School.

Mark Kuperman MMH '03
President and Co-Founder, Johnny Applestix
Cleveland, OH

Mark Kuperman has extensive experience in the restaurant and hospitality industry. After receiving a bachelor's degree in economics and statistics from Northwestern University, Kuperman attended the California Culinary Academy in San Francisco, and later apprenticed at multiple Michelin-rated, two-star restaurants in France and Italy. Upon returning to the United States, he served as executive chef at LEGOLAND® California, where he developed a fried apple product that served as the prototype for Johnny Applestix. Kuperman went on to earn a master's degree from the School of Hotel Administration at Cornell University. While at Cornell University Kuperman met partner Anthony Dellamano and perfected what is now *Johnny Applestix*.

Kevin McGovern '70
Chairman and CEO, McGovern Capital LLC
Greenwich, CT

Mr. McGovern is the Chairman and CEO of McGovern Capital LLC, which originates, structures, and implements capital formation, joint ventures and business alliances. Mr. McGovern is also the principal of McGovern & Associates, a corporate law firm based in Greenwich, Connecticut. He is the Chairman of Greenwich Alliances Ltd., which specializes in the formulation and negotiation of strategic alliances and serves on the Board of Directors of The Sports Authority. He is a founder/key shareholder in over twenty companies, six of which are the worldwide leaders in their respective industry's product categories such as SoBe (nutriceutical beverages); NeoStrata (AHA skin care); KX Industries (water and air filters); Op40 (internet middleware); VLIW Technologies (microprocessor design) and Trakus (digital sports information). He is the Chairman of Angstrom Partners which is the first exclusive merchant bank in the nanotech industry (see www.kevinmcgovern.com for additional information). Angstrom has just formally announced a joint publication with Forbes to produce a monthly newsletter on Nanotechnology for worldwide distribution. He is a Fellow at the Foresight Institute, a leading think-tank organization relating to emerging technologies in Nanoscience. Mr. McGovern is a member of Cornell's Board of Trustees and he is a Founder, Cornell Club NYC; and is a member of the Cornell Advisory Council, Entrepreneurship and Personal Enterprise (EPE), the Arts and Sciences School Council, and the Athletic Council. Mr. McGovern has a law degree from St. John's University School of Law and studied at the London School of Economics and Political Science; he is a member of the Connecticut, New York and Pennsylvania Bars and is a member of the Executive Committee of the Connecticut Bar Association Section on Corporations.

Dan Miller '78
Managing Director, The Roda Group
Berkeley, CA

Dan Miller is Managing Director of The Roda Group, a seed-stage venture capital company based in Berkeley, California. He is the former president of Ask Jeeves, Inc., a Roda Group affiliate company. Mr. Miller is the chairman of SightSpeed, Inc. and is on the board of Touchpoint, Inc., both Roda Group portfolio companies. Mr. Miller was Executive Vice President and a member of the board of TCSI Corporation (now part of Rocket Software), a company he co-founded with his Roda Group partner, Roger Strauch. Prior to TCSI, Mr. Miller was a systems engineer at Hughes Aircraft's Space and Communications Group where he was responsible for designing communications payloads for commercial communications satellites. Mr. Miller received his Bachelor of Science in Electrical Engineering, with distinction, from Cornell University and his Master of Science in Electrical Engineering from Stanford University. He holds three patents in the areas of compression technology and wireless communications systems. Mr. Miller is a member of the Board of Trustees of the Chabot Space & Science Center. He is also a member of Cornell University's School of Electrical Engineering Advisory Board.

Jeffrey Parker '65, MEng '66, MBA '70
Co-founder, CCBN
Boston, MA

Jeffrey P. Parker co-founded CCBN in 1997 and served as the company's Chairman and CEO from its inception to its sale in March, 2004. Prior to founding CCBN, Jeff co-founded 38 Newbury Ventures, a venture capital firm focused on start-up and early stage companies. As the creator and CEO of several successful financial services companies over the past twenty years, he brings an operating perspective to the companies in which he invests, as well as a wealth of financial expertise and an extended network of domestic and international business contacts. In 1980, Jeff founded Technical Data Corporation. In 1982, he became Chairman and CEO of Business Research Corporation, and in 1983 founded First Call Corporation. He sold these businesses in 1986 to International Thomson, now the Thomson Corporation, and became Chairman and CEO of Thomson Financial, its financial services subsidiary. Under his leadership, Thomson Financial became a major provider of proprietary financial information to the investment and corporate communities. Many of his companies have been the subject of management case studies and are actively used in MBA programs throughout the country. Prior to 1980, Jeff served as a Vice President and Senior Fixed Income Portfolio Manager at Fidelity Investments in Boston. He has also held management positions at Smith Barney, Loeb Rhodes and A.G. Becker. Jeff is a Trustee Emeritus of Cornell University where he founded the Parker Center for Investment Research at the Johnson School. An alumnus of Cornell, he earned a Bachelor of Engineering degree in 1965, a Master of Engineering in 1966, and a MBA in 1970. He has been recognized as a foremost benefactor of the University. While a Trustee, Jeff served as a member of the University's Executive Committee and co-chair of the University's Committee on Alumni Affairs and Development. In 2001, Jeff was inducted into the Johnson Graduate School of Management Hall of Honor, the Johnson School's highest award, and was also selected as the Cornell University 2001 Entrepreneur of the Year. Jeff is an active instrument-rated private pilot, as well as an active speaker on entrepreneurship. He is married and has four children.

Professor Pedro Perez

Assistant Professor, Department of Applied Economics and Management,
College of Agriculture and Life Sciences

Pedro David Pérez holds a degree in Chemical Engineering from Universidad Simón Bolívar, (Caracas), a M.S. in Industrial Engineering and an MBA from University of Wisconsin – Madison, and a PhD in Management from Rensselaer Polytechnic Institute. He has worked for the Venezuelan Oil Industry, and has taught at Universidad Central de Venezuela (Caracas), Ithaca College, and the Johnson Graduate School of Management at Cornell. He currently teaches introductory courses in Business Management and in Entrepreneurship at the Department of Applied Economics and Management of Cornell University, in addition to a summer Certificate Program in Business for non-business students. His research interests are international business management, management of technology, and ethics and aesthetics in management.

Sam Seltzer '48

Founder, Allison Corporation
Livingston, NJ

Firmly convinced that small business is the foundation of the U.S. economy, Sam Seltzer has been committed to personal enterprise throughout his life. In 1960, he founded Allison Corporation, a company that manufactures and sells a wide variety of automobile accessories with facilities in East Asia, Europe, and the United States. Allison was one of the first American companies to do business in Mainland China. By the early 1980's, Sam came to recognize the need for undergraduate education in business skills, specifically for those young people wishing to join family enterprises or for those willing to make the commitment and to take the risks to start their own businesses. Thus, he became the founding chairman of Cornell PEP (Personal Enterprise Program); a program which began with one course in Business Planning, quickly grew to over 35 courses, mostly at the undergraduate level, and eventually merged into EPE (Entrepreneurship and Personal Enterprise). Continuing to serve on the EPE Advisory council, Sam Seltzer has provided consistent leadership and financial support for this program. Mr. Seltzer's involvement in business has not been limited to Allison. In 1954, he started one of the first manufacturing operations to be set up under the Puerto Rican government's Operation Boot Strap. He was founder and an officer of the Commonwealth Manufacturers Association of Puerto Rico and the Plastic Manufacturers Association of Puerto Rico. The U.S. and Puerto Rican governments appointed him to serve on their respective committees to determine minimum wages for the island. From 1975-92, Sam Seltzer was also an officer and trustee of the Pension Fund of the United Furniture and Bedding Workers Union.

Zach Shulman '87, JD '90
J. Thomas Clark Senior Lecturer of Entrepreneurship
Executive Director, Entrepreneurship Legal Services
Principle, Cayuga Venture Fund II
The Johnson School

Zach Shulman teaches courses on the initial public offering process, deal structures in the merger and acquisition arena and law for high-growth businesses. He also serves as General Counsel and faculty advisor to BR Ventures and BR Incubator, both Johnson School student-run organizations that provide business consulting services and investment funds. Prior to being appointed a senior lecturer at the Johnson School in January 2002, Shulman served, commencing in January 1999, as General Counsel and Chief Investor Relations Officer of Spike Broadband Systems, where he was responsible for general oversight of Spike's legal function, including: negotiating and closing strategic and business relationships; strategizing, negotiating and closing fund-raising efforts; investor relations; and various human resource matters. Shulman brought to Spike in-depth legal and negotiating experience representing public and private companies across a wide array of industries. While at Spike, Shulman negotiated and closed over \$80 million in venture capital financing. Prior to joining Spike, Shulman was an associate at the law firm of Harris Beach in Ithaca, New York. At Harris Beach, Shulman focused his practice on representing private and public corporations in a wide range of capacities, including equity financing via private placements and venture capital, bank financing, mergers and acquisitions, and the establishment of corporate governance policies, including advising boards of directors and executive management. While at Harris Beach, he represented, among others, Tompkins Trust Company, CBORD, Jump.com (sold to Microsoft) and Bill Cooke Imports. Before Harris Beach, Shulman was an associate at Ropes & Gray in Boston, Massachusetts, where he represented predominantly public companies in equity and debt offerings, commercial lending, Securities and Exchange Commission compliance, mergers and acquisitions, and executive compensation matters. While at Ropes, he represented, among others, American Express, Allmerica Financial, Cabot Corporation, TJMaxx, PictureTel, Cabletron, AFC Cable, BEAvionics, Applied Extrusion Technologies, Kronos Incorporated and Morgan Stanley. Shulman is a principle of the Cayuga Venture Fund II, an Ithaca-based venture capital firm, and participates in the university-wide Entrepreneurship and Personal Enterprise (EPE) initiative. Shulman earned a Bachelor of Science from the Cornell University School of Industrial and Labor Relations and graduated from Cornell University Law School, magna cum laude.

Professor Deborah Streeter

Bruce F. Failing, Sr., Professor of Personal Enterprise and Small Business Management,
Department of Applied Economics and Management,
College of Agriculture and Life Sciences

Deborah Streeter is the Bruce F. Failing, Sr. Professor of Personal Enterprise and Small Business Management in the Department of Applied Economics and Management at Cornell. Entrepreneurship and small business management are the focus of Dr. Streeter’s teaching, research, and outreach activities. She specializes in teaching business planning, decision analysis, and small business management. At Cornell, Dr. Streeter received the Professor of Merit Award in 2002 and was named a Stephen H. Weiss Presidential Fellow in 2000. She also was awarded the 2001CALs National Food and Agricultural Sciences Excellence in College and University Teaching and received the SUNY Chancellor’s Award for Excellence in Teaching in 2000 and the Innovative Teaching Award in 1996. Her research interests include: models of entrepreneurship education, the role of entrepreneurship and small business in economic development with special focus on information technology and market coordination, evaluation of collaborative approaches to small business training, and the relationship between scientific R & D and market research/strategy and the effectiveness of business training and planning for startups. Currently, Dr. Streeter is leading a university-wide discussion at Cornell regarding Entrepreneurship and Business Innovation as it relates to the New Life Sciences. In addition, as Director of the Entrepreneurship Education & Outreach Program (EEO), she contributes to the extension functions of the College through programs related to business planning for ag- and food-related enterprises. A major project of Dr. Streeter’s has been development of educational materials built on a database of digital video interviews with entrepreneurs from across the country. The video material is cut into clips by topic and used in a multi-media format to teach entrepreneurship and small business management. Dr. Streeter holds an M.S. (1980) and Ph.D. (1984) in Agricultural Economics from the University of Wisconsin Madison.

Professor Michael Timmons PhD ‘79

J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise
Professor, Department of Biological and Environmental Engineering,
College of Agriculture and Life Sciences

After receiving his doctorate from Cornell in Biological and Environmental Engineering in 1979, Professor Timmons was an assistant professor at North Carolina State University, and then joined the Cornell faculty in 1983. He is a member of the Aquacultural Engineering Society, American Society of Agricultural Engineers and the World Agriculture Society, and is a registered professional engineer in New York and North Carolina. Timmons was a founding member of the Aquacultural Engineering Society and served as President in 2003. Professor Timmons teaches the course Biological and Environmental Engineering (BEE 489). The course focuses on engineering economics, engineering management and professional ethics and associated ethical issues. His research is focused on the design of the microclimate affecting farm animals and fish. Timmons currently emphasizes the environmental sustainability of recirculating aquaculture system (RAS) technology and the economic competitiveness of such systems versus imported fish and seafood products. He was involved in a commercial start-up venture, Fingerlakes Aquaculture LLC, for RAS production of tilapia that was designed and built for over 500,000 kg/yr of production.

Bill Trenchard '98
CEO, LiveOps
Palo Alta, CA

As CEO of LiveOps, Bill Trenchard brings more than a decade of experience founding and operating high growth technology and media companies. Prior to LiveOps, Bill was the founder and CEO of Callcast, a revolutionary call routing technology and outsourced teleservices firm that merged with LiveOps in 2003. Prior to Callcast, Bill was a managing director at idealab!, where he served startup companies in capacities ranging from a board member to temporary company management. Bill was also the founder and CEO of Jump Networks, Inc., which was acquired by Microsoft in April 1999. Jump offered the world's first completely connected online organizer, integrating e-mail, calendar, contacts and group capabilities in one easy to use location. At Jump, Bill set the company's vision and mission, participated in product design, raised venture investment, and served as a representative to the press and business partners. Bill has a Bachelor of Arts degree in Science Technology Studies from Cornell University.
