

Department of Applied Economics and Management
 University-wide Entrepreneurship and Personal Enterprise Program
 CORNELL UNIVERSITY

AEM 121
Entrepreneurship & Personal Enterprise Speaker Series
Fall 2005

Guest Speakers

INSTRUCTOR	BIO
<p>Pedro Pérez Asst. Professor, AEM Dept. College of Agriculture and Life Sciences</p>	<p>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.</p>

GUEST 8/29/05	BIO
<p>John Alexander '74, MBA '76 Founder/Chairman, CBORD Ithaca, NY</p>	<p>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.</p> <p>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).</p>

GUEST 9/5/05	BIO
<p>John Jaquette Executive Director Cornell's EPE Program</p>	<p>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.</p> <p>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.</p>

GUEST 9/12/05	BIO
<p>Deborah Streeter Bruce F. Failing, Sr., Professor of Personal Enterprise & Small Business Management AEM Department</p>	<p>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.</p> <p>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 2001 CALS 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.</p> <p>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.</p>

GUEST 9/19/05	BIO
<p>Danny Stein '92 President, JDS Capital New York, NY</p>	<p>A serial entrepreneur, Stein is President of JDS Capital, an investment firm based in New York that invests in private, public and distressed debt and equity. Stein is CEO of Dimensional Associates, the operating company that manages the private equity investments made by JDS. Dimensional owns a variety of digital media assets including eMusic, The Orchard and a music publishing arm that owns over 10,000 songs.</p> <p>Stein was President of Javu Technologies from 2000-2001. Javu licenses software and services to corporations and online-rich media service providers that store, manage, deliver or repurpose video assets.</p> <p>Prior to joining Javu, Stein was President, Chief Operating Officer and Director of the Wedding List Company from 1999-2000, an Internet company with retail outlets specializing in the wedding gift and registry business. The Wedding List was sold to Martha Stewart/Omnimedia in Spring 2001.</p> <p>In 1994, Stein founded Burly Bear Network, a company providing cable programming and online services to college students. From inception to 1999, Burly Bear became the largest college cable television network and online service, servicing 8 million households throughout the country. Burly Bear was sold in 1997 to Lorne Michaels, owner of Broadway Video and creator and producer of Saturday Night Live.</p> <p>From 1992-1993 Stein worked in the executive-training program at retailer Lechters Housewares. Stein was the youngest person ever to pass the General Securities Exam (Series 7 and 63), and was the youngest licensed securities trader in America.</p>

GUEST 9/26/05	BIO
<p>Rachel Doyle '05 Founder, GlamourGals New York, NY</p>	<p>Rachel Doyle is the President and Founder of GlamourGals. As a teenager, Rachel gained extensive on-camera experience in live television as a cast member for the Metro Channel's <i>Studio Y</i> and planned student-run charity fashion shows at her high school.</p> <p>Rachel's motivation to change the world has not gone unnoticed. In recognition of her work in founding GlamourGals, Rachel was featured on <i>The Oprah Winfrey Show</i> and CBS's <i>The Early Show</i>. Rachel's work has been profiled in numerous publications, including the <i>New York Times</i>, <i>Glamour</i>, and <i>CosmoGirl</i>. She was named the first "CosmoGirls of the Year." She also accepted the National Group Volunteer of the Year Award in Miami in 2004 from the American Health Care Association. She is currently featured in the American Eagle Outfitters Spring 2005 National Ad Campaign.</p> <p>Today, Rachel manages the non-profit, and just recently graduated from Cornell University with a B.S. in Policy Analysis and Management. Rachel comments, "I love stepping back during makeovers, seeing the thoughts and mission that were once on paper coming alive and really making a difference in people's lives - young and old!" GlamourGals truly does inspire smiles that span generations.</p> <p>Rachel is invited to speak regularly all over the country at conferences, schools, trade organizations, and business groups about her experiences and GlamourGals.</p>

GUEST 9/26/05	BIO
<p>Seth Flowerman '08 Founder, Career Explorations</p>	<p>During the summer of 2002, 16 year old Seth Flowerman interned in London with Cantor Fitzgerald, a leading financial services provider. Over dinner one night, Seth's career mentor, Ken Rideout, suggested that he write a business plan to bring the internship experience to the United States. Eight months later, Seth's business plan won first place in the National Young Entrepreneur's Challenge sponsored by St. Michael's College in Vermont. In July 2003, Seth incorporated, and Career Explorations, LLC (CE) was born. CE provides a structured summer internship program for high-school students from around the world. As the founder and owner, Seth is responsible for all aspects of the company including managing three full-time employees.</p> <p>In September 2004, following CE's successful inaugural season, Seth was the recipient of the 2004 Junior Achievement International Student Entrepreneur of the Year award, sponsored by YEO, WEO, and NASDAQ Educational Foundation. Now entering its third year, Career Explorations has programs in both New York and Boston. For more information, please see CE's website at www.ceinternships.com.</p> <p>Seth is currently a sophomore at Cornell University majoring in Economics and Government. He is the president of the Cornell Entrepreneur Organization (CEO) and serves on the Cornell Entrepreneur of the Year (CEY) selection committee. A graduate of The Pingry School, Seth is originally from Morristown, New Jersey.</p>

GUEST 10/3/05	BIO
<p>Bill Trenchard '98 CEO, LiveOps Palo Alto, CA</p>	<p>As CEO of LiveOps, the leading provider of solutions for distributed and at-home-agent call centers, Bill Trenchard brings more than a decade of experience founding and operating high growth technology and media companies.</p> <p>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.</p> <p>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.</p> <p>Bill has a Bachelor of Arts degree in Science Technology Studies from Cornell University.</p>

GUEST 10/17/05	BIO
<p>Kevin McGovern '70 Chairman/CEO, McGovern Capital LLC Greenwich, CT</p>	<p>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.</p> <p>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.</p> <p>Mr. McGovern is a member of Cornell's Board of Trustees and he is a Founder, Cornell Club NYC; he is also 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.</p>

GUEST 10/24/05	BIO
<p>Eric Young '78 Co-founder, Canaan Partners Menlo Park, CA</p>	<p>Eric Young is a co-founder of Canaan Partners, a venture capital investment firm serving emerging growth technology companies, serving as a General Partner since its inception in 1987. Canaan has approximately \$1.1 billion under management through the six funds it has raised. Canaan portfolio companies include DoubleClick, Commerce One, iPrint, Mortgage.com and Concord Communications. Canaan's web site is located at http://www.canaan.com.</p> <p>Among Canaan's investments, Mr. Young has served as a Director or been responsible for: Argon Networks (acquired by Siemens), Capstone Turbine, Copper Mountain Networks, Frame Technology (acquired by Adobe), International Network Services (acquired by Lucent), Kalpana (acquired by Cisco Systems), Nellcor, Octel Communications (acquired by Lucent), Spectrian, Sync Research, Starburst Software and Visigenic Software (acquired by Inprise). Prior to Canaan, Mr. Young served as Senior Vice President of GE Venture Capital, a subsidiary of General Electric. Previously, he held several marketing and operations management positions within two operating divisions of GE.</p> <p>He received a B.S. in Mechanical Engineering from Cornell University and a M.M. in Finance and Strategy from Northwestern University. Mr. Young is a member of Nasdaq's Listing and Hearing Review Council and is an advisor to Stanford University Graduate School of Business' course on Entrepreneurship.</p>

GUEST 10/31/05	BIO
<p>Tony Dellamano MMH '03 Vice President/Co-founder, Johnny Applestix, Cleveland, OH</p>	<p>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.</p> <p>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.</p>
<p>Mark Kuperman MMH '03 President/Co-Founder Johnny Applestix, Cleveland, OH</p>	<p>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.</p> <p>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 <i>Johnny Applestix</i>.</p>

GUEST 11/2/05	BIO
<p>Robert Toll '63 Chairman/Co-founder/CEO, Toll Brothers, Inc., Horsham, PA</p>	<p>Toll Brothers, founded in 1967 by Robert Toll and his brother Bruce, is the nation's leading builder of luxury homes. Toll Brothers is the only national home building company to have won all of the most coveted awards in the home building industry. In 2005, with Mr. Toll as CEO & Chairman, Toll Brothers, Inc., joined the Fortune 500. The company ranked 36 among all companies in ten- year earnings per share growth, 107th for net profit margin; 264th for net income & 477th for revenues.</p> <p>Mr. Toll has won numerous accolades and awards. Most recently he was named one of Barron's Top 30 CEOs worldwide; in a related article, the magazine called him "the undisputed king of high-end housing." Another recent award was Builder Magazine's CEO of the Year.</p> <p>Mr. Toll has been a long-time fundraiser for the American Red Cross and now the American Cancer Society. Mr. Toll now serves on the Board of Directors of the Cornell Real Estate Council, Seeds of Peace and Beth Shalom Synagogue; and of the University of Pennsylvania Law School. In addition, Mr. Toll is an overseer of the University of Pennsylvania Law School, where he established the Albert & Sylvia Toll Scholarship Foundation, which provides scholarships to students attending the Law School.</p>

GUEST 11/7/05	BIO
<p>Sheila Danko J. Thomas Clark Professor, College of Human Ecology</p>	<p>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.</p> <p>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.</p>