

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP AT MONTGOMERY COLLEGE



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MBI's Fall Events Taking Shape

Return of Distinguished Lecture Series among Highlights

The Macklin Business Institute's fall event schedule is beginning to take shape. Events to watch for include the MBI Distinguished Lecture Series, a new hour-long author interview featuring Ben Schneiderman discussing his latest work, Leonardo's Laptop, and an "Ethics in Business" symposium. Meanwhile, the Macklin Center for Entrepreneurship will continue to host a series of discussions among the business community in October and November.

Distinguished Lecture Series

The MBI Distinguished Lecture Series welcomes Proxicom founder Raul Fernandez this fall. Fernandez is currently CEO of Dimension Data North America, and part owner of the Washington Capitals, Wizards and Mystics. An under-40 business execu-

tive and native of Silver Spring, Fernandez now lives in Potomac. He is best remembered in high school for "being the first to have a computer." Tentative date—October 3.

Interview of Prominent Author

Later in October, the MBI will move to Montgomery College's TV studio to tape a one-hour visit from professor and author Ben Schneiderman. Schneiderman is a professor in the Department of Computer Science, founding director (1983-2000) of the Human-Computer Interaction Laboratory, and member of the Institutes for Advanced Computer Studies and for Systems Research—all at the University of Maryland, College Park.

In the studio, Schneiderman will discuss his latest book Leonardo's Laptop and the idea that "the old com-

puting was about what computers could do; the new computing is about what users can do." MBI Director Jeff Schwartz expects to have a studio audience and a panel of MBI honor students to initiate discussion. The Montgomery College Center for Teaching and Learning will co-produce the program.

Ethics in Business Symposium

An "Ethics in Business" symposium, co-sponsored by the Rockville Chamber of Commerce, will feature a keynote speaker and a panel in a town meeting forum that will focus on ethics and corporate responsibility. An evening event is planned; an October or November date will be announced.



Photo by Don Rejonis
First look at the Macklin Business Honors Class of 2002-03. The fall class begins with 17 students (15 pictured with Professor Jeff Schwartz, MBI Director) hailing from over a dozen countries.

MBI Seeking Business Executives for 'Take a Student to Lunch' Program

The Macklin Business Institute is currently seeking seasoned business executives to participate in its "Take a Student to Lunch" mentoring program. Executives who participate in the program provide conversation and coaching directly to college students on a fast track to top business schools, ultimately to complete their education.

After concluding its second year, the "Take a Student to Lunch" program has had more than 20 top executives participate, including CEOs, senior VPs, CPAs, a newspaper executive and editor. The students benefit from the sound advice and insight—a valuable complement to their Macklin package of scholarship support, use of a laptop computer, a faculty mentor, and a business internship.

Business leaders interested in joining the team that is "changing future lives" are asked to send, as confirmation, their business card to Macklin Business Institute, Montgomery College, 51 Manmakee Street, Rockville, MD 20850. Questions or comments may be directed to: Jeff Schwartz, director, Macklin Business Institute, 301-279-5151 or email: jschwartz@mc.cc.md.us

Center for Entrepreneurship Events

IT Industry and Changing Markets and Stakeholders — October 10, 2002, 8–11 a.m., Pooks Hill Marriott, Bethesda. Sponsored by the Macklin Center for Entrepreneurship at Montgomery College and the Dingman Center for Entrepreneurship at the University of Maryland, College Park. Panel presentations will focus on the current and future happenings in the IT world.

The Global Market Place – Coming Back and/or Changing Priorities — November 14, 2002, 8–11 a.m., Pooks Hill Marriott, Bethesda. Sponsored by the Macklin Center for Entrepreneurship at Montgomery College and the Dingman Center for Entrepreneurship at the University of Maryland, College Park. Panelists will discuss how to reach the global market place in today's environment.

Updates for these and other Macklin Business Institute and Macklin Center for Entrepreneurship events will be posted online at www.macklin.org. For more information, call 301-279-5133.

THE MACKLIN BUSINESS INSTITUTE At Montgomery College

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