

# THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP at Montgomery College



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## Practice Makes Perfect

### *Macklin Team Enters Los Angeles Ethics Competition*

March Madness in college basketball may be over, but four students from the Macklin Business Institute at Montgomery College hope to be the Cinderella of an academic competition this April. Brent Bridges, Beronica Portillo-Machado, Szabina Taylor, and Matthew Woodrow will represent their sophomore honors-level business program at the 11th annual Business Ethics Fortnight in Los Angeles, Calif. They will compete against teams from 18 four-year colleges, including Villanova, the U.S. Naval Academy, and New York University among others.

"Competing in this competition has been a terrific opportunity outside the classroom," said Macklin team member Brent Bridges. "I've been able to use my analytical skills in a very tangible way to deal with a real-world situation. These kinds of things happen in the business world, and it is of paramount importance to learn how to approach them in a realistic and ethical way."

The Business Ethics Fortnight, established and hosted by Loyola-Marymount University (LMU) since 1996, is an intercollegiate student team competition. Teams of three to five students view themselves as a corporation or consulting company taking on a contemporary case in business ethics.

The students must present as if they were addressing a business audience, such as the board of directors at a specific company. The teams make 30-minute presentations that cover the financial, legal, and ethical aspects of a problem faced by that company. The student must



**Macklin Business students team up for ethics competition: (left-right) Szabina Taylor, Brent Bridges, Beronica Portillo-Machado; and Matthew Woodrow.**

then recommend to the company a solution that addresses each of these three areas.

The Macklin Business Institute students' topic is Google in China. The team has taken on the identity of the Macklin Group, a panel of business ethics advisors. They will view the judges as members of the Google Corporation Board of Directors and will consult them on the ethical dilemmas associated with Google's China operation, Google CN.

"This competition is directly relevant to the students' future academic and business success," said Macklin Business Institute Director Stephen Lang. "Not only do they gain experience working in a group environment and making presentations, they see that it is possible for companies to conduct business ethically and still maintain profitability."

The students arrive in Los Angeles on April 6. They will compete in the first round on April 7 against Villanova and Valparaiso. If they perform well, they will advance to the final round, along with the country's top contenders. The top team receives a \$2,000 prize, and the two runners-up receive a \$1,000 prize each.

## Macklin Ethics Team 2006

**Brent Bridges** found his professional bearings through overseas travel. While visiting Peru and Bolivia, he volunteered to help build roofs in small villages and assisted with various projects at an orphanage. These "close encounters with poverty and human need" changed the way he viewed the world and shaped his decision to pursue a career in international development. He is president of Phi Theta Kappa (Rockville Campus), and recently received an award for his participation in the 2005 Beacon Conference.

**Matthew Woodrow** found his own leadership potential while participating in student government in high school. He also discovered a love for business. He plans to earn a bachelor's degree in business and finance, then work towards an M.B.A. Woodrow believes his MBI experience will be an important building block his business career.

**Beronica Portillo-Machado**, originally from El Salvador, attended Wheaton High School, where she was named the ESOL Student of the Year (2003) by the Wheaton H.S. faculty and the Wheaton Kensington Chamber of Commerce, earned a perfect 4.0, and was a member of the National Honor Society and the National Vocational-Technical Honor Society. She will pursue a finance or accounting degree, and a masters in business administration.

**Szabina Taylor**, born and raised in Hungary, began her business career as a teenager selling her sister's handcrafted jewelry. She plans to complete her associate's degree at Montgomery College, then transfer to a four-year institution such as the University of Maryland. Taylor serves as president of the Business and Economic Club on campus, taking an active part in organizing events and facilitating the meetings.

## Upcoming Event

### ENTREPRENEUR EXPO

April 22, 2006 8 a.m.-1 p.m.  
Globe Hall, Montgomery College Germantown Campus.

Featuring: Keynote speaker Barry Moltz, author, "You Need to Be a Little Crazy: The Truth about Starting and Growing Your Business"; panel discussion with local entrepreneurs; and business plan competitions for students.

### To Register

Contact Nancy Nuell, director of business development and grants, Montgomery College, 301-251-7958, nancy.nuell@montgomerycollege.edu; or Sandra Navidi, curriculum coordinator, Montgomery County Public Schools 301-279-3497, Sandra\_L\_Navidi@mcps.org.

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