

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP at Montgomery College



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Meet Steve Lang, MBI's New Director

As the new Macklin Business Institute Director, Steve Lang talks about what he hopes to bring to the job and what's ahead for the scholars program.



First off, Steve, where are you from?

Well, I grew up in Gaithersburg, went to Montgomery County Public Schools, got my B.A. in theology from Georgetown ('89), and M.B.A. from George Mason University ('01). For the last 15 years, I've worked at Georgetown University in various positions. Most recently, I was assistant director for Yates Field House in charge of finance and marketing, responsible for all its revenue-generating departments. This involved innovating, budgeting, and managing expansion and e-commerce projects.

What do you like best about your new job?

No question, the fact that I can work directly with students again. While I ascended into management at Georgetown, my interaction with the students diminished.

What did you see in the Macklin Honors Program?

The Macklin program really prepares students, both in and out of the classroom, to succeed at top four-year schools through networking and internship opportunities with local business leaders, lectures, trips, and competitions. In addition, the students run their own business—the MBI Café on the Rockville Campus, which serves Starbucks coffee. We are preparing them for the top four-year schools. As an entrepreneur myself, I recognized the value of this program, and wanted to be part of shaping its future.

Speaking of entrepreneurship, tell us about your own ventures.

In my twenties, I started a personal training company. After moderate success over a two-year period, I gave it up for a promotion at Yates. I also owned/operated a food concession business for 10 years, which served Georgetown's varsity sporting events. What started as a one-grill, two-man operation for one or two events per year turned into a business that operated multiple venues on Georgetown game days. We served up to 36 events during our busiest years.

How did those experiences shape your career?

They directly spurred my interest in getting an MBA. Eventually, I

changed my career path from pursuing athletic administration to a business career in sales and marketing.

As the new director, what do you have planned for MBI this semester?

This is going to be a busy semester for the Macklin scholars. In addition to going through the application process for four-year colleges, the students will continue to meet for weekly seminars and put in time developing and implementing business strategies for the MBI Café. Many of them will compete as members of Montgomery College's Students in Free Enterprise (SIFE) team in Philadelphia on March 28. Others will travel to Los Angeles to participate in the Business Ethics Competition, hosted by Loyola-Marymount University April 6, 7, and 8. Add a trip to the New York Stock Exchange, the Take a Student to Lunch mentoring program, and a new online book club, and you can see how busy they will be.

Sounds like you will be busy, too. Any comments about that?

I'm used to the pace. Plus, my wife Sarah, and two boys, Stephen and James, are happy that I'm working much closer to home. They will see me more, and I won't miss the Beltway backups in the least.

MBI Provides Worldly Connections

By Charles J. Overly
Macklin Scholar

On Jan. 27, two Macklin scholars—Szabina Taylor and myself—attended the monthly board meeting of the Rockville Economic Development, Inc. (REDI), conducted by Sally Sternbach, REDI executive director. Attendees included board members from state, county and city government, private industry and academia, and guest speaker, Dr. Fok Kai Cheong, vice president of Macau Millennium College in Macau, China.

Before and after the meeting, I had a chance to speak with Benjamin H. Wu, assistant secretary of the Maryland Department of Business and Economic Development; David Edgerley, director of the Montgomery County Department of Economic

Development; and Larry Giammo, mayor of Rockville. As a business student with an interest in public policy and government, these connections—and the chance to practice networking and improvisational speaking—were invaluable experiences.

As an added bonus, we learned from Dr. Fok ways that foreign investment and partnerships can provide opportunities for exchange students and faculty at Montgomery College (Macau, a Special Administrative Region of China, is working to develop its capitalist economy; and Macau Millennium College has established a partnership with Montgomery College).

As a student, the three-hour experience was an exceptional supplement to my coursework and a reaffirmation of my interest in business.



Macklin Scholar Charles J. Overly and Dr. Fok Kai Cheong, vice president of Macau Millennium College, China.

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