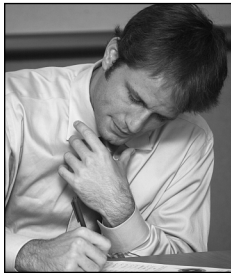


THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP at Montgomery College



This page is produced by The Macklin Institute at Montgomery College and is not an editorial product of The Business Gazette.

Macklin Student Cross-Promotes Montgomery College Businesses



Steven Church, a sophomore at Montgomery College, walked into the Macklin Business Institute Office looking for help on an assignment. As part of his experiential learning in the Macklin Business Institute (MBI) scholars program, Church was

tackling his first task—researching and designing a cross promotional effort between two business ventures on a college campus.

The MBI program, which selects students based on academic ability and extracurricular and community service activities, offers students full tuition at the in-county rate, among other benefits. In exchange, the selected students must supplement a full-time honors course load with 10 to 12 hours per week of experiential learning activities.

The requirements include running a small business; developing and managing community service projects; and researching and preparing presentations for local and national business-related competitions. "This type of parallel learning enhances their comprehension of business concepts and provides them with a more well-rounded business education" said MBI

Director Steve Lang.

It was, in fact, this hands-on opportunity that attracted Church to the Macklin program. Originally, he planned on transferring to the University of Maryland for his sophomore year. "The fact that I'm going through this experience with a team of students, and having an opportunity to make real-world business decisions," he said, "will give me a leg up on other business students." Just one month in, Church feels he made the right decision. "I don't regret my decision one bit," he said.

The student's most challenging activity will be managing the MBI Café, a student-run coffee bar that operates on the Rockville Campus during each academic year. Macklin students rotate between operations, marketing, and accounting teams, where they learn how to implement classroom lessons in real life. Profits from Café operations help fund transfer scholarships for future classes of MBI students, fulfilling the community service aspect of the program.

Church's project—the cross promotion between the MBI Café and the Montgomery College Summer Dinner Theatre program—led him to the Macklin Office, where he sought cost information on various Café products, information he needed to refine his proposal to the Dinner Theatre management team.

His idea: solicit a donation from Dinner Theatre management of free tickets to their production in exchange for promotion of the production to Café customers. In addition, the Café will offer discounted drinks to customers who bring in a ticket stub from the production.

Church will lead the Macklin students in measuring and documenting the promotion's suc-

cess. They will ultimately produce a report for future MBI students to use as a reference for their promotional efforts.

MBI Class of 2008



MBI Class of 2008: Back row (l to r): Tabassum Enam, Ayesha Qadeer, Mariya Zamaray, Brian Cook, Nick Sergon, Ivan Salas-Orono, Arjun Achreja, Dmitriy Gulik

Seated (from left): Lina Guerrero, Stefanie Siegmund, Jeremy Ben-Zev, MBI Director Steve Lang, MBI Faculty Advisor Brian Baick, Steven Church, Joyce Krintz, Kumbirai Mahari

The ninth class of students in the Macklin Business Institute at Montgomery College is a diverse group. In addition to the United States, the class of 2008 comprises students originating from Russia, Zimbabwe, Bangladesh, Columbia, Argentina, Ukraine, Pakistan, Kenya, and Germany.

Working toward common goals with students originating from very distinct backgrounds is a learning experience in itself. "I couldn't have imagined this experience any better," said Macklin scholar Steven Church. "Working so closely with students from all over the world gives me an international perspective on many issues and has taught me a lot about other cultures."

With such diversity, developing a team concept tops the list of priorities for each new class. This year, students participated in five orientation events before the academic year began. Each session focused on the students getting to know each other personally, developing skills they will need in the program and in the future, and introducing them to the team events they will be involved in this year.

The goal of the MBI program is to prepare each student for

transfer to the top four-year business schools in the country. For more information about corporate sponsorship and business student scholarship opportunities, contact the Macklin Business Institute at 240-567-1707 or visit www.macklin.org.

MACKLIN BUSINESS INSTITUTE

Steve Lang, MBI Director
Brian Baick, Academic Director
Robert Snyder, Director
Center for Entrepreneurship

BOARD OF ADVISORS

John Bucy, Vice President
Edge Professional Services
Brian T. Cunningham, CEO
Entrepreneurial Advocates
Howard Frank, Dean Robert H. Smith School
of Business, University of Maryland
Solomon Graham, President/CEO
Quality Biological Inc.

Joseph F. Greeves, CPA, CFO
Managed Objects

Dr. Wayne Hockmeyer, Chairman of the Board,
MedImmune Inc.

Leslie S. Levine, President & Chief Operating
Officer, Fusion Lighting Inc.

Pamela Little, Corporate Consultant

John T. Wall, Retired President
Nasdaq International, Ltd.

SPONSORS

- Carl M. Freeman Foundation
- Dingman Center for Entrepreneurship,
University of Maryland, College Park
- Ernst & Young
- Montgomery County Department
Of Economic Development
- MedImmune, Inc.
- Patton Boggs LLP

MACKLIN BUSINESS INSTITUTE

Montgomery College
Humanities Building, Suite 208
51 Mannakee St.
Rockville, MD 20850
Phone: 301-738-1707
www.macklin.org
e-mail: mbi@montgomerycollege.edu