

THE MACKLIN BUSINESS INSTITUTE AND CENTER FOR ENTREPRENEURSHIP AT MONTGOMERY COLLEGE



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Nurturing Entrepreneurship...

A Q&A with Center Director Jerry Feigen

The Center for Entrepreneurship is an integral element of the business plan of the Gordon and Marilyn Macklin Business Institute at Montgomery College. The vision for the center laid out in the business plan is to link students, businesses, investors in business, and public policy leaders together, where all the stakeholders learn and benefit from the practical experiences they share. The center's director, Jerry Feigen, spoke recently about the center and its first year of programs.

Q. What has the Center for Entrepreneurship been doing to achieve the mission envisioned in the Institute's business plan?

A. We have several focuses. One, we decided to do some outreach and programs in the community. We did four or five this past year... one that focused on biotech, one on "b to b" (business-to-business marketing), and one on family business ownership and succession.

Q. You mentioned several areas of focus?

A. We are focusing on the biotechnology and information technology arena and helping out with strategic planning for the bio-science park that is being created on the Germantown campus of the college. We are also doing some programs on different levels of the educational hierarchy. In April, we will be doing, for the first time, a program that is internal to NIH for post doc students who are scientists interested in business. We hope that leads to other kinds of business relationships. We are also working with the Montgomery County school system to create a curriculum that will treat entrepreneurship as a career alternative. Through these relationships, we are trying to create a feeder system from the public high schools to Montgomery College, to the business school at College Park, or anywhere... and then into the business community of the region. That has not been done before.

Q. The notion of a feeder system is an interesting model?

A. It has not been done before, and I think this region is ready for it, because you have Hopkins here, University of Maryland at Shady Grove, you have Montgomery College, you have pieces of Georgetown Medical. We really aren't duplicating;

each one has its own sector of expertise. If we handle it well, they all can feed off each other rather than conflict. Montgomery College has students from nearly 170 countries which can expand the feeder system globally.

Q. As I listen to you talk about the center, there is a great deal of benefit for the students involved, but what about businesses?

A. There is equal benefit for business. There is equal benefit because they may need someone to review their business plan, make comments on it before they go looking for money. They may need sources of money to go to that investment in their particular industry, and we can help focus that. They may need to know about (business) incubators and which may be best for them. We have created a relationship with some of the federal government's research grant programs, like the Advanced Technology Program, and we can link them to how they can access those programs. Most businesses don't know they can get feasibility and prototype money by going to NIST. However, we are not only directing our attention to technology, but also to smaller "lifestyle" businesses and to those considered traditional "growth" companies. For example, we helped the county develop an entrepreneurship resource center at the Rockville library. It provides business plan outlines, access to capital sources, a primer on legal issues (written in simple terms) and some linkages to the international markets.

Q. What is your assessment of the center's progress toward becoming this catalyst for these various relationships?

A. I think we are making a lot of progress. We are only a little over a year old, and I think people and organizations perceive us as credible. I feel good about that and we are going to continue to provide quality programs and creative linkages for students at every educational level and businesses in all industries and stages of development.



Jerry Feigen

Macklin Business Institute Center for Entrepreneurship at Montgomery College

and the

Dingman Center for Entrepreneurship at the University of Maryland College Park

Presents a Joint Program

The 2nd Annual Bio / Genomic Forum – "Where Are We Going Next???"

March 12, 6– 9 p.m., Pooks Hill Marriott, Bethesda

• How has the "bio" science and business investment outlook changed in the past year?

Panelists:

Mike Ross - Schroder Life Sciences Fund
Wei-Wu-He - Emerging Technology Ventures
Christine Copple - Neuralstem
Kevin Chance - Aptsu Genomics
Mark Heesen - National Venture Capital Association

To register, call Kathy at 301 279-5133,
General registration fee \$ 60, Student fee \$ 10

"Policy Issues Facing New Enterprise In This Decade"

Presented by

National Commission on Entrepreneurship

Hosted by

Macklin Business Institute Center for Entrepreneurship

March 19, 8 – 10 a.m.

Montgomery College, Rockville Campus, Theatre Arts Arena, **Open to the Public**

The National Commission on Entrepreneurship (NCOE) was created to focus public policy on the role of entrepreneurship in the national economy and to articulate policies that will foster its continued growth. The commission is made up of successful entrepreneurs, and expects to provide policy makers with practical recommendations on how they can foster entrepreneurship well into the 21st century. The commission is funded by the Kauffman Center for Entrepreneurial Leadership at the Ewing Marion Kauffman Foundation.

Panelists:

Patrick Von Bargaen - Von Bargaen is the executive director of the National Commission on Entrepreneurship, a three-year commission, funded by the Ewing Marion Kauffman Foundation.
Paula Jagemann - Jagemann is president and CEO of eCommerce Industries Inc. (ECI2), the leading provider of e-commerce solutions for the office products industry. Paula earned a B.S. in economics from Hood College in May 1999.
David Edgerley - Edgerley serves as director of the Montgomery County Department of Economic Development, having been appointed by County Executive Douglas M. Duncan in 1995.

For registration or information, call Kathy at 301 279-5133. Event is free.

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